CONFERENCE ORGANIZER: PODARUJ DOBRO

TRADE FAIR AND CONFERENCE PARTNERS: Krajowa Izba Targowa; Łukasiewicz Sieć Badawcza; INSTYTUT ROZWOJU MYŚLI EKOLOGICZNEJ

REHABILITATION FAIR

31. EDITION

POST SHOW REPORT 2024

5 - 7 | 09 | 2024 POLAND, WARSAW

organized by

PTAK WARSAW EXPO ufi Member

www.targirehabilitacja.pl/en

REHABILITATION FAIR

REHABILITATION FAIR 2024

– THE POWER OF THE MARKET, THE POTENTIAL OF HEALTH AND TECHNOLOGY

This is where the future of rehabilitation and physiotherapy meets.

The 31st edition of the International Rehabilitation and Physiotherapy Fair took place on **October 10–12, 2024**, at the modern exhibition center Ptak Warsaw Expo. It is the oldest and simultaneously the largest event in Poland dedicated to professionals in the field of rehabilitation, movement therapy, physiotherapy, orthopedics, and services supporting people with disabilities. The fair brought together market leaders, innovators, manufacturers, and distributors of medical equipment, as well as institutions from the healthcare and social care systems.

Event Statistics:

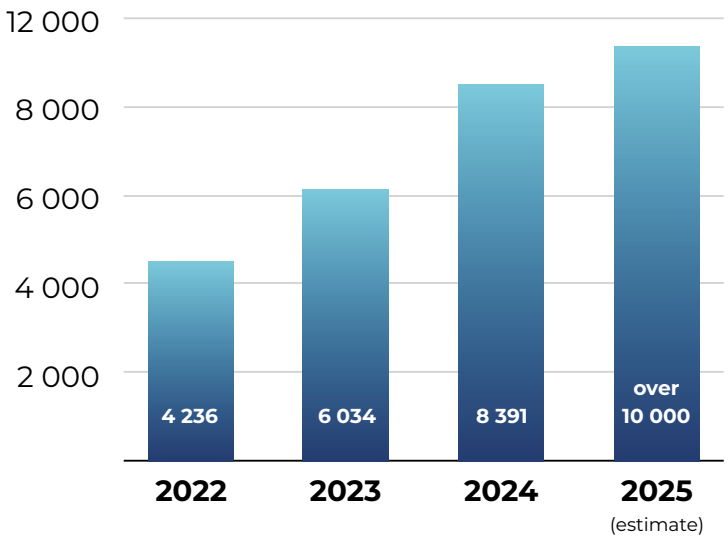
20 000m²
exhibition space

8 391
visitors

148
exhibitors

40+
speakers

INCREASE IN THE NUMBER OF VISITORS



UPWARD TREND:

- 2022 → 2023: **+1 798 people**
- 2023 → 2024: **+2 357 people**
- 2024 → 2025: **a projected increase of at least 1,600 people**

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REHABILITATION FAIR

MAIN REASONS FOR VISITORS TO ATTEND REHABILITATION FAIR

81% **Access to the latest rehabilitation technologies and equipment**

65% **Participation in lectures, workshops, and practical training**

53% **Desire to expand knowledge and professional qualifications**

52% **Building relationships with market leaders and suppliers**

49% **Special offers, product premieres, and investment discounts**

45% **Opportunity to test devices „live”**

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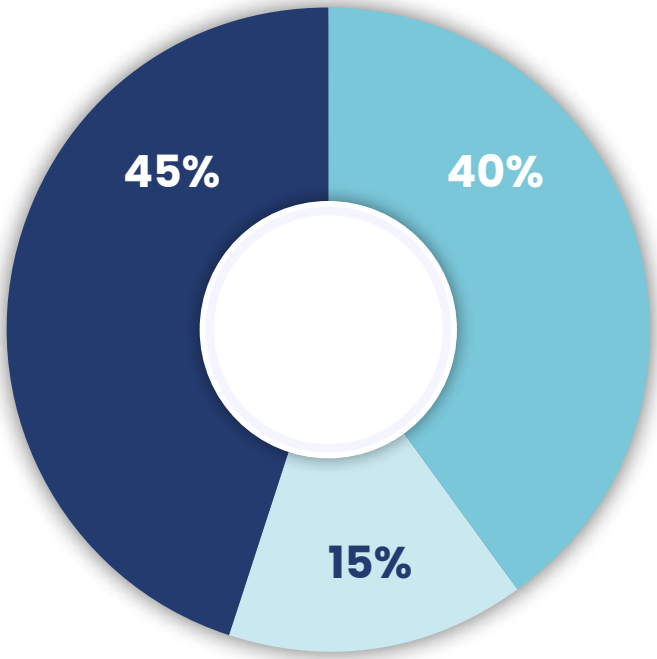
REHABILITATION FAIR

KEY PROFESSIONAL GROUPS PRESENT AT REHABILITATION FAIR 2024



45% Rehabilitation:

- **18%** Physiotherapists and rehabilitation specialists
- **9%** Manual therapists and massage therapists
- **7%** Clinic managers and owners
- **6%** Medical and biomechanical trainers
- **5%** Occupational therapists, sensory integration specia-

40% Healthcare:

- **15%** Medical specialists (orthopedists, neurologists, geriatricians)
- **10%** Hospital and sanatorium staff
- **9%** Clinic and outpatient managers
- **6%** Diagnostics and medical technologies

15% Other

VISITORS TO THE REHABILITATION FAIR 2024 INCLUDED REPRESENTATIVES FROM COMPANIES SUCH AS:

LUXMED · MEDICOVER · enel-med · rehasport clinic

ORTO MED SPORT · DONUM CORDE · rehmedicon · CKR Centrum Kompleksowej Rehabilitacji KONSTANCIN · STOCER

VIGO SYSTEM · BODYWORK · REHA LAB · FIZJOPUNKT · Orto Go CENTRUM MEDYCZNE

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REHABILITATION FAIR

CONTENT AND BUSINESS STRUCTURE
REHABILITATION FAIR 2024

1. Modern Clinical and Neurological Rehabilitation

Main topics: advanced physical therapies, neurorehabilitation, manual therapy, working with post-stroke and neurological patients.

Featured companies:

ASTAR. ERES Medical OMNIOXY DONUM CORDE CENTRUM REHABILITACJI I OPIEKI MEDYCZNEJ

Who will benefit?

- Physiotherapists, manual therapists, clinical neurologists
- Managers and owners of rehabilitation centers
- Directors of physical therapy departments and neurotherapy coordinators
- Managers of institutions contracted by the National Health Fund (NFZ) for rehabilitation services

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2. Innovative Technologies and Equipment in Physiotherapy

Main topics: robotics, biofeedback, cryotherapy, hyperbaric therapy, electromagnetic therapy, modern therapeutic tables, integration of AI in movement therapy.

Featured companies:

MEDEN INMED INDIBA® revitalizing lives BTL elecpol

Who will benefit?

- Professionals responsible for purchasing equipment for clinics and outpatient centers
- Innovation and transformation directors of healthcare facilities
- Representatives of R&D, medical universities, and physical education academies
- Rehabilitation equipment engineers and diagnostic systems operators

Integrated Care and Therapy Management

Main topics: systemic approach to patients, management of multidisciplinary therapy, interdisciplinary cooperation, models of coordinated care, facility equipment.

Featured companies:

Who will benefit?

- Managers of complementary healthcare services and organizations
- Medical directors and clinic network administrators
- NGOs and non-profit health organizations
- Local governments and public health policy makers

President
Institute for the Development of Ecological Thought
Przemysław Karlik

INSTYTUT ROZWOJU MYŚLI EKOLOGICZNEJ

"PTAK Warsaw Expo is a place of genuine dialogue – a space for debates, discussions, and meetings that inspire entrepreneurs to take bold action. We recommend this event to anyone who wants to shape the future of their industry. As an Institute, we are intensifying our participation in the fair – because this is where strategies, cooperation, and visions are born."

MARKETING

Rehabilitation 2024 was supported by an intensive digital campaign aimed at effectively reaching professionals in the medical and rehabilitation sectors **– physiotherapists, doctors, clinic management staff, and healthcare facility owners.**

Thanks to precise targeting, the campaign generated **over 20 million brand impressions.**

Advertising Campaign Effectiveness

- **Meta Ads (Facebook / Instagram)**

Reach: **1,1 mln** specialists

Ad clicks: **121 000+**

- **Google Ads (Search, Display, YouTube)**

Impressions: **15 mln+**

Clicks: **285 000+**

Registered participants from the campaign: **over 2 400**

The campaigns achieved a **77% conversion-based registration effectiveness rate** – one of the highest among Warsaw Expo's industry events.

Rehabilitation 2024 is not just an event – it's a channel for outreach, promotion, and sales.

MEDIA PATRONS
REHABILITATION FAIR 2024

President
Indiba Polska
Michał Skupiński

INDIBA® revitalizing lives

"This year's attendance exceeded our expectations. It's clearly visible that the fair is growing dynamically and attracting an increasingly broad group of professionals."

AMONG THE EXHIBITORS,
AMONG OTHERS:

Director
Meden-Inmed
Michał Karczewski

MEDEN INMED

"This year, we are seeing tremendous interest. Our representatives and specialists are constantly engaged in conversations – which shows the great business potential of this fair."

BECOME AN EXHIBITOR

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REHABILITATION FAIR

TRADE FAIR AWARDS
REHABILITATION FAIR 2024

During the 31st edition of the International Rehabilitation and Physiotherapy Fair, prestigious **QUALITY & INNOVATION Expo 2024** awards were granted in three categories:

For breakthrough technological solutions and innovative approaches to rehabilitation:

MEDEN INMED · INDIBA revitalizing lives · ERES Medical · TB POLSKA terapiasportfitness · OMNIOXY · elecpol · PODARUJ DOBRO · FOXGYM

For premiere presentations of new products and systems during the fair:

LeviCare · FUNDACJA CREATIVE.PL · ASTAR. · KOORDYNACJA · Technomex · BTL · KINESIS

For the most practical and functional solutions supporting physiotherapists' work and improving the rehabilitation process:

bardomed · HiCare

All awards were granted by a Competition Committee consisting of representatives of the organizer (Ptak Warsaw Expo) and the National Chamber of Commerce, and were presented on October 11, 2024, in the presence of trade media.

EDUCATION AND SIDE EVENTS – REHABILITATION FAIR 2024

Rehabilitation Fair 2024 was not only an exhibition space, but also an important platform for sharing knowledge and experience. As part of the event, the **International Rehabilitation Industry Forum** took place, attracting professionals from all over Poland and abroad.

International Rehabilitation Forum
organized by the "Podaruj Dobro" Foundation

Day 1: "Physical medicine today and tomorrow"

Day 2: "From early mobilization in the ICU to early rehabilitation"

Organizer: "Podaruj Dobro" Foundation

PODARUJ DOBRO

Content Patrons:

Technomex Pomagamy dzięki technologii

arjo EMPOWERING MOVEMENT

KALMED Jan Kalkowski

Marszałek Województwa Mazowieckiego

MEDEN INMED

P.T.Reh.

OGÓLNOPOLSKIE STOWARZYSZENIE SZPITALI PRYWATNYCH

Polskie Towarzystwo Fizjoterapii

STOMOZ STOWARZYSZENIE MENEDŻERÓW OPIEKI ZDROWOTNEJ

CENTRUM REHABILITACJI ORIGIN POLSKA

Special Guest: Kali Dayton

– renowned specialist in critical care nursing and rehabilitation in the ICU (USA); an acclaimed intensive care nurse and host of the podcast “Walking Home From The ICU”

Daniel Kocur

President of the Podaruj Dobro Foundation

Organizer of the International Rehabilitation Forum

Dr. Małgorzata Łukowicz, MD, PhD

Professor at the Center for Postgraduate Medical Education

Inaugurator of the International Rehabilitation Forum

Program: lectures, discussion panels, practical sessions, and networking

Speakers: over 40 experts in fields such as:

- Physiotherapy and neurorehabilitation
- Intensive care and anesthesiology
- Robotics and biomedical engineering
- Functional movement and occupational therapy
- New technologies and AI in rehabilitation

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AI in Rehabilitation and Healthcare Panel:
"Quantum Neuron – AI in Business Conference"

Organizer:

Among the Quantum Neuron Speakers:

Dr Michał Majcherek

President of Grydsen LAB

Innovation expert and author of patent applications awarded nationally and internationally. Coordinator of the Bydgoszcz IT Cluster and Director of Innovation and Development at BluHolding. Speaker at industry conferences, startup advisor, and technology development mentor.

Dr Przemysław Filipczyk

Experienced physiotherapist and osteopath, founder of FIL-MED clinic. Polish representative of REHAB MY PATIENT. Combines clinical practice with educational activities on modern rehabilitation. Founder of the #DrFilip brand, where he shares knowledge on physiotherapy and osteopathy. Privately, a lover of dogs, travel, and strength training.

RESERVE YOUR STAND

October 9–11, 2025
Warsaw, Poland

PTAK WARSAW EXPO

UFI
The Global Association of the Exhibition Industry

UFI is the global association of the world's leading trade show organisers and fairground owners, as well as the major national and international exhibition associations. UFI endorses Ptak Warsaw Expo as an organiser of international trade fairs.

CONTACT WITH OUR TEAM

media3@warsawexpo.eu

+48 518 739 124

Social Media Channels