

## **VM-2160 SMARTsat Handheld Pulse Oximeter (Standard Case)**

The VM-2160 SMARTsat Handheld Pulse Oximeter is a high performance handheld pulse oximeter with accurate and reliable monitoring capabilities for neonates – paediatrics – adults. Using one of the best processing boards available on the market today.

### **Exhibitions**

NHS ConfedExpo – emailed for further information

P4H England

Bronze Exhibition Package 3x2m Stand

2x 'All Access' Exhibitor passes including catering £4,000 +VAT

Delegates: Clinical Procurement Specialists, Director of Procurement, Head of Procurement, Purchasing Manager, Senior Procurement Manager

HCSA Conference and Exhibition – emailed for further information

SME Shell Scheme Exhibition Package 3x2m Stand

2x Access Packages

\*\*EBME Expo – 3-4 September 2020

Time for delegates to view exhibition stands – approximately 6 hours – over 2 days

Delegates: Consultants, EBME Managers, Doctors and Nurses, Engineers

Previous exhibitors include: GE Healthcare, Draeger, Masimo, Mindray, Nihon Kohden, Welch Allyn, Zoll Medical, MEC Medical.

### **Advertising**

EBME.co.uk (see appendix for pricing)

9600 members

### **SEO**

Google Adwords including competitor model numbers.

### **Mailings**

EBME – Postal and Email

SCBU - Postal

### **PR**

Work with Medilink or Marketing Agency to produce PR press releases

### **Questions**

Do we have any difference in accuracy between adults/paediatrics and neonates?

Competitors state for both types.

What departments would this be used in?

Would a mailing to these departments work?

Who purchases for those departments?

Would face-to-face meetings work? Is this even possible any more?

Do we have any test data or clinical studies which can set us apart from the competition?

Performance/advantage comparison been completed by Viamed or BP?