




**pacio**  
the event experience.

Event strategy and  
marketing services for  
the healthcare industry



A 3D perspective view of a grid of blue, semi-transparent cubes. The cubes are arranged in rows and columns, receding into the distance. In the foreground, a realistic globe of the Earth is positioned on one of the cubes, casting a reflection on the surface below it. The lighting is dramatic, with strong highlights and deep shadows, creating a sense of depth and volume.

I have never met experts with such a specialist background, which is of considerable value for us. pacio absolutely won me over with new strategies, ideas and skills.

Horst Sievert, MD

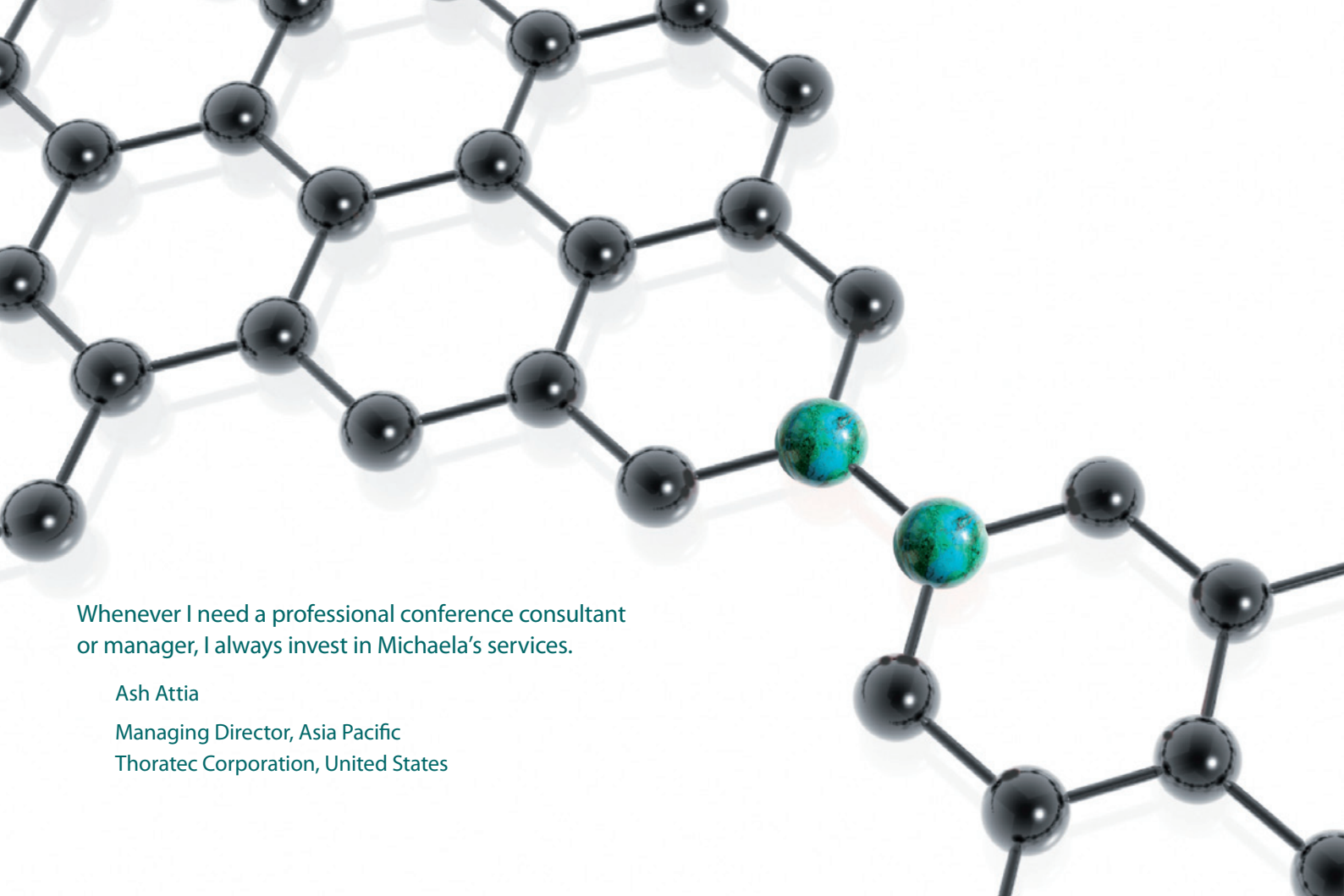
Director Cardiovascular Center Frankfurt,  
Sankt Katharinen Hospital, Germany

pacio, an international event strategy and marketing consultancy, provides both conference organizers and healthcare companies with strategy consulting and marketing services for conferences and medical meetings.

## STRATEGY AND MARKETING FOR YOUR NEXT EVENT



Focusing on medical devices and the pharmaceutical industry, pacio has considerable experience in the healthcare market. Through its close contacts with major organizers and key opinion leaders, pacio is able to open up a whole range of possibilities, offer strategic advice and identify the right partners in order to maximize the return on investment of your event. The agency will also help you implement your chosen strategy using its worldwide network of contacts, partners and suppliers.



Whenever I need a professional conference consultant or manager, I always invest in Michaela's services.

Ash Attia

Managing Director, Asia Pacific  
Thoratec Corporation, United States

Does your business require international contacts and worldwide experience? pacio offers both, with an expertise in the European and American marketplace. Based in Germany, the agency is familiar with major national and international healthcare events.

## BRIDGING CULTURAL GAPS

When you team up with pacio, you will instantly find that the agency has intimate knowledge of the international market and its requirements. While you have only one point of contact, you will still benefit from a comprehensive network of suppliers in Europe and the USA. pacio works in other parts of the world as well – simply contact managing partner Michaela T. J. Stephan to find out how pacio can help you with your next event.





Michaela has the skills and experience of a seasoned project manager and is able to examine and understand our needs and how to produce tradeshow.

Anna Fassano, CEM

President, A. Fassano & Company,  
Exhibit Sales and Management, United States

Would you like to increase customer satisfaction at your next convention? pacio can help you increase the number of industry partners and boost conference attendance. If you're a conference organizer in the US, pacio can achieve tremendous results with industry partners and visitors from Europe.

## CONFERENCE ORGANIZERS: MARKETING YOUR EVENT



Would you like pacio to establish and run your European congress? When Michaela T. J. Stephan founded pacio, she was looking for a way to bridge the gap between conference organizers and industry partners. Boasting considerable experience in the international healthcare business, pacio can help you tailor your next event to the needs of your customers.

It's hard to find that level of dedication  
and quality anywhere else.

Shar Matin

Senior Vice President operation Product  
Development and International,  
The Spectranetics Corporation,  
United States





pacio provides healthcare companies with strategic planning and consulting services for all medical meetings – from unique concepts through to implementation. pacio will help you with all stages and aspects of your next event, from creating your image at a medical congress, designing the booth and organizing satellite meetings to developing advertising programs and marketing communications for your product launches.

## HEALTHCARE COMPANIES: MORE THAN BOOTH DESIGN



Using pacio's services, you can tap into

- in-depth know-how in the healthcare event business
- added capacity for managing all convention activities
- a network of healthcare event professionals all over the world

At pacio, high-quality healthcare events are our core business – helping you to get the most out of your next conference.



I can assure you that a consultation with Michaela will be the best investment you've ever made in your business.

Michael Fischer


Project Manager, Messe Berlin,  
Germany

Michaela T. J. Stephan, the founder and managing partner of pacio, will be your prime contact, coordinating all consulting projects and running your event management activities. With extensive experience in the organization of international conferences and more than fifteen years of experience in the management of industry appearances at conventions, Michaela T. J. Stephan knows the healthcare event business inside out.

## EXPERIENCED PROFESSIONALS

With a wealth of hands-on experience, creative ideas and a strong focus on strategy, Michaela T. J. Stephan and the pacio team will make sure that your next event is a positive and memorable experience for you and your organization.





Michaela Stephan is bright, creative,  
and committed to providing the highest levels  
of quality and customer service.

Patricia E. Knipper

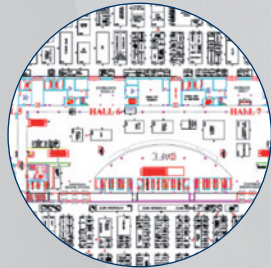
Executive Director, Heart Valve Center New York -  
Presbyterian Columbia University Medical Center, United States

Take advantage of pacio's international contacts and its network of fast, flexible and highly qualified professionals. From developing new strategies and establishing partnerships to selecting suitable suppliers, pacio will help you identify the best fit for your event needs.

## GLOBAL NETWORK

Internationally, pacio will not only provide the contacts but will also coordinate all activities to ensure smooth day-to-day running – for a more successful event.







From intimate groups to fully-fledged conventions with thousands of attendees, pacio will help you make your next event more successful.

## EVENT CONSULTING

You can count on expert advice and hands-on help with medical conventions, seminars, corporate events and many other types of meetings.





Looking for expert advice on your next event?

> Contact pacio:



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Germany

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www.pacio.de

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REFRESH YOUR MIND

Event strategy and marketing  
services for the healthcare industry



Michaela T. J. Stephan  
Founder and Managing Partner