



Augsburg, April 10, 2024

## intersana 2024: Welcome to good health!

The intersana health trade fair is the “go to” live event in Augsburg and the region for everything on the topic of health. It showcases the latest trends and a health-conscious lifestyle. The trade fair was held again last year with the launch of a new concept that thrilled exhibitors and visitors alike. The trade fair has some great things planned for 2024. From Friday, May 3 to Sunday, May 5, Hall 5 of Messe Augsburg will once again be transformed into a world of experiences around a healthy lifestyle. This year, “intersana – the live event for my health” will once again welcome prominent speakers, top-class exhibitors and a brand new feature; the intersana check-ups and a new range of themes.

Provide new motivations for a sustainable and healthy lifestyle, learn about some exciting medical findings, experience action-packed participation activities and gain direct, specialist knowledge from top speakers from all over Germany - the "intersana - the live event for my health" - will again set standards in health in 2024. After its successful relaunch in 2023, the focus of the 2024 health trade fair is again on the current trends in the sector. Visitors can look forward to discovering the latest on physical and mental health, care and prevention, fitness trends and exercise in everyday life as well as tips on pregnancy, food trends, children's health and new features around natural healing methods and natural cosmetics. Naturopathy was added to the range of topics this year after popular demand from visitors.

“The whole perception of health has undergone a significant change in recent years,” says Lorenz A. Rau, CEO of Messe Augsburg, “Prevention, a balanced diet, numerous sporting activities and exercise all contribute to a healthy life. And these are precisely the topics addressed by the intersana health trade fair with its five theme worlds: medicine, sports, nutrition, family and naturopathy, thus providing valuable information to anyone who wants to improve their own health. intersana focuses on information, discovery and participation, and has something to offer to all age groups.”

## Fun and action guaranteed in the supporting program of intersana 2024

The varied supporting program at intersana 2024 aims to motivate people to maintain and boost their wellbeing through a health-conscious lifestyle. Visitors will be encouraged to take part in the action-packed program that includes a wide range of hands-on activities. Among others, the BRK blood donation services will be on site with a blood donation campaign, the Trautz and Salmen dance school will invite you to strut your stuff on the dance floor, or you can join community runs organized by Absolute Run Augsburg.

Another innovation this year are the intersana check-ups, which will help visitors get the most from their visit to the trade fair. All the offers at the trade fair around prevention are listed in the form of a checklist, and you can quickly and easily see all the exhibitor products and services you can try for yourself.

## Prominent speakers will be talking about health

But the “intersana – the live event for my health” program will not only impress with its action-packed events, but also with top-class speakers who have announced they will be attending in 2024. Health expert Patric Heizmann, TV chef Christian Henze, boxer Tina Rupprecht and medfluencer Doc Felix will also be taking part. “Health is a subject that has come increasingly under the microscope in recent years. We are therefore doing our utmost this year to ensure we offer our visitors an even wider selection of products and services,” says Matthias Schmid, General Manager of advertising marketing at the Pressedruck media group, which is co-organizing intersana 2024 with Messe Augsburg.

Patric Heizmann is one of Germany's best-known nutrition and fitness expert, and he will be raising visitors' awareness of a positive body image in his presentation at the live event on the opening day. TV star chef Christian Henze will present his culinary mission at a live cooking event on Saturday, May 4, and WBC boxing world champ Tina Rupprecht will be inviting visitors to lace up the boxing gloves themselves on Sunday, May 5.

Medfluencer Felix M. Berndt, better known as Doc Felix, will also share his medical knowledge at intersana 2024. Approx. 680,000 people tune in to hear his advice on Instagram and Doc Felix also has loyal followers on YouTube, TikTok & co. You can also look forward to his tips about a healthy lifestyle on Sunday, May 5.

## Good health for all: find out everything you need to know in various themed areas

Visitors can indulge any interest at intersana 2024, whether in the community area, the fitness area, the live cooking area, the stage area, focus area or the start-up area. For example, the community area invites you to discuss topics such as stacksitting, good posture or physical coordination when sitting. Visitors can look forward to, among others, lectures from top speakers in the stage area, the live area is where cooking professionals provide insights into their dishes and the fitness area invites you to participate in different physical exercises.

Young companies that want to revolutionize the healthcare industry will once again be showcasing their products and services on the start-up green. From nutrition to fitness to natural protein shakes: there is so much on offer that makes it even easier to achieve a permanently healthy lifestyle. The focus area is a new feature where adults and children are encouraged to do yoga.

There's also some good news about travel to intersana 2024: the mobility sponsor Auto Reichhardt is offering reduced parking fees on the trade fair grounds and free travel by public transportation.



**Image caption:** *In addition to top speakers and exhibitors, intersana also has a live cooking area, fitness and focus areas for work-outs and meditation and much more. / Photos: Bernd Rottmann*

## Statements from exhibitors:

### **ALICE ZELL, VERTRIEB RETAIL SALES RAPUNZEL NATURKOST GMBH:**

“We do organic out of love – and have been doing this for 50 years now. For us, true organic goes far beyond food. Our vision of a healthier and fairer world also includes a sustainable use of all our resources and to maintain fair and long-term relationships with suppliers. Visitors to intersana 2024 can look forward to a wide choice of delicious organic food. We have something for everyone: from chocolates to spreads to hearty antipasti.”

### **OLIVER MIENERT, CEO ABSOLUTE RUN AUGSBURG:**

“Why are we attending intersana? Life is movement! Our individual advice and products will help you enjoy healthy exercise in everyday life and when running. The unique aspect of intersana 2024 is the variety of offers on the topics of vitality and health.”

### **MARTINA TRAUTZ, CEO ADTV TRAUTZ AND SALMEN DANCE STUDIO:**

“We are at intersana 2024 because we fully support the event concept and for us, ‘dance’ is definitely part of it. Visitors to intersana can look forward to a relaxed afternoon of dance. We encourage you to get involved and show how you can improve your fitness and have fun at the same time. On Friday we will also show how dancing can improve the motor and coordination skills of children in the long term.”

## Some of the events in store for you:

### Football challenge

**When?** Friday, May 3, 2024, 1.00 pm to 3.00pm

Content creator Fabian Pecher invites you to try some goal-shooting on the trade fair sports area. Everyone is welcome to pick up some tips and hints from Fabian.

### Vinyasa flow yoga for anytime, anywhere

**When?** Friday, May 3, 2024, Focus area

Leni Heim from LE MOUVE studio explains how you can achieve strength, power and stamina. She shows how you can keep your mind sharp and also boost your physical energy level. With final relaxation including a neck massage.

### "5 a day" welcome workout

**When?** Every day of the trade fair, 10.15 am, fitness area

"5 a day" welcome workout with Renate Dumreicher from Samoja Fitness

### Core extreme

**When?** Sunday, May 5, 2024, fitness area

Jumpers Fitness in Haunstetten is offering a course on Sunday, May 5, 2024 from 3.00 pm to 4.00 pm that challenges both strength and stamina and which is suitable for beginners and advanced fitness fans alike. The aim is to "get the best out of yourself."

## General information:

### Opening hours:

- **Friday and Saturday:** 10.00 am to 6.00 pm
- **Sunday:** 10.00 am to 5.00 pm

Last admission is one hour before closing time.

### Entrance fees:

- **Children up to 12 years:** free
- **Adults:** €10.00
- **Discounted tickets** (pensioners, schoolchildren, students and severely disabled people): €8.00
- **Families** (2 adults, up to 3 children under 16 years): €25.00
- **Accompanying person for severely disabled people:** free of charge
- **Happy hour** (from 2.00 pm, available on site only): €5.00

Tickets can be purchased on site or before the event online in the ticket shop ([www.intersana.de/tickets](http://www.intersana.de/tickets)).

## Arrangements at intersana 2024:

### Parking for cars

If you're traveling by car, you don't have to worry about finding a parking space. A total of around 3,700 parking spaces are available in and around the trade fair grounds. You can park with us for just **€5.00** on P1 directly in front of the Messe Augsburg. The reduced parking costs have been generously provided by our mobility sponsor, Autohaus Reichhardt.

### Our tip: travel by public transportation!

Environmentally friendly, simple, convenient **AND free**: use the Augsburgischer Verkehrs- und Tarifverbundes (AVV) local public transportation to travel to the Messe Augsburg trade fair grounds. In the spirit of sustainability, the intersana trade fair ticket includes travel with the AVV in zones 10 and 20. So take advantage of this free opportunity and benefit not only from an environmentally conscious journey, but also from direct entry to the trade fair without worrying about finding a parking space or paying fees!

### Public transportation

- **Bus route 41**: Königsplatz – Messezentrum
- **Straßenbahn tram route 3**: Hauptbahnhof (central station) via Königsplatz – Bukowina-Institut/PCI

### Longer journey ahead? Then why not use Park & Ride parking spaces in the area!

If you can't travel by public transportation alone, you can use the P&R parking spaces nearby for relaxed parking and then take public transportation free of charge to get to the trade fair.

## Useful links:

**List of exhibitors:** [www.messe.intersana.de/ausstellungsverzeichnis](http://www.messe.intersana.de/ausstellungsverzeichnis)

**Program:** [www.messe.intersana.de/programm](http://www.messe.intersana.de/programm)

**Press releases and logos:** [www.intersana.de/presse](http://www.intersana.de/presse) & [www.messe.intersana.de/presse](http://www.messe.intersana.de/presse)

**Facebook:** [www.facebook.com/intersana](http://www.facebook.com/intersana)

**Instagram:** [www.instagram.com/intersana.de](http://www.instagram.com/intersana.de)

**LinkedIn:** [www.linkedin.com/company/intersana](http://www.linkedin.com/company/intersana)

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