WHX WORLD HEALTH EXPO

Miami · June 16-18

Post show report 2026

Save the date

June 16-18, 2027

Miami Beach Convention Center

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Reimagining healthcare. Redefining opportunity.

WHX Miami 2026 marked a new chapter for the leading healthcare trade platform in the Americas, bringing together a global community ready to **navigate change, unlock opportunity, and accelerate progress across the healthcare value chain.**

In a market shaped by evolving supply chains, shifting commercial priorities, and increasing demand for scalable healthcare solutions, **WHX Miami 2026** served as a critical meeting point for the industry. More than a showcase of products and technologies, the event created a dynamic environment for meaningful business connections, strategic dialogue, and cross-border collaboration.

Hosted at the **Miami Beach Convention Center**, this year's edition connected medical manufacturers, distributors, dealers, innovators, regulators, and senior decision-makers from across the Americas and beyond. Through a **high-energy exhibition floor, targeted networking opportunities, and future-focused content**, WHX Miami delivered a platform designed to support real business outcomes and long-term market growth.

Built around **connection, innovation, and commercial impact, WHX Miami 2026** reinforced its role as a catalyst for healthcare trade in the region. This report captures the reach, performance, and outcomes of this year's edition, while highlighting the momentum created as we continue shaping the future of healthcare business together.



WHX Miami 2026 overview

12,458 professional visits

7,610 visitors

1,100 exhibitors

80 speakers

$372 USD million

Total value of business generated

107 countries represented

38 exhibiting countries

15 country pavilions

Digital audience

810,727 page views

1,167,731 views

7,100 followers

9,700 followers

6,700 followers

5,065 followers





Visitor overview

30
NPS score

30
Industry benchmark

98% of visitors were final decision makers or held high levels of purchasing authority within their companies

96% of visitors were satisfied with their overall experience at WHX Miami 2025

92% of visitors rated WHX Miami as a vital platform for their business or organization

91% of visitors were satisfied with the new-to-market products showcased at WHX Miami.

90% of visitors found the experience valuable relative to the time and travel investment

86% of visitors plan to attend WHX Miami again next year

"Robotics in the surgical space allows for greater precision, improved procedural performance, and less invasive approaches that lead to better patient outcomes. What's new is how AI, computer vision, and advanced analytics are making robotic surgery even more effective.

We've had a great day and some high-level conversations around robotics and AI here at WHX Miami. There are startup companies here with innovative ideas about how their products could fit into the digital surgery ecosystem.

It's my first time at WHX Miami, and it's been really interesting to see what the innovation ecosystem looks like here in Florida, as well as the national and multinational organizations in attendance, their goals, how they interact with one another, and how we can collaborate in the future."

Dr.Matthew Kroh
Chief Medical Officer,
Core Surgical Innovation MEDTRONIC,
Cleveland, Ohio, USA



Top 5 reasons to attend WHX Miami

72%
of visitors attended to discover new products, trends and innovations

57%
of visitors attended to source new suppliers

91%
of visitors attended to network and make new contacts

47%
of visitors attended to stay up to date with the healthcare industry

38%
of visitors attended to meet with existing suppliers

“My experience at WHX Miami 2026 has been eye-opening. It’s been great to see all the products exhibitors are showcasing here, from robotics and implants to software solutions. When you look at everything on display, all in one place, it’s quite remarkable.

It’s amazing to see how many people were interested in my panel on robotics in healthcare because it truly represents the future. It’s well understood that personalized medicine is essential in healthcare, every patient is different, and WHX Miami provides a great platform to have these important conversations.”

Robert Cohen
VP Innovation and Technology,
Orthopedics Group
Stryker, US.







Exhibitor overview

93% of exhibitors rated WHX Miami as an important platform for their business

90% of exhibitors rated the quality of visitors as good or excellent

89% of exhibitors plan to participate in next year's edition of WHX Miami

85% of exhibitors were very satisfied with WHX Miami 2026

80% of exhibitors were satisfied with achieving their objective of making new business connections

95% of exhibitors were satisfied with the opportunity to meet medical dealers and distributors at the event

"WHX Miami is one of those events that truly has something for everyone. From vendors and health systems to individuals looking to connect, it has been exciting to see the breadth of participation. There was definitely a 'wow' factor when we first walked in, it was very pleasant.

One of the topics we discussed during our panel was the resurgence of consumer-driven trends in healthcare and how we're able to balance hospitality and consumer expectations while continuing to support quality care and strong clinical outcomes... so it has been particularly exciting to see the range of concierge, longevity, health and wellness products, as well as the diverse service offerings showcased at the event."

Aria Kumar
Associate Director
Mount Sinai International,
New York



Top 5 reasons to exhibit at WHX Miami

89%
of exhibitors attended to establish new contacts for future business

48%
of exhibitors attended to increase brand awareness

47%
of exhibitors attended to strengthen existing client ties

42%
of exhibitors attended to generate new sales leads

36%
of exhibitors attended to showcase offerings to end-users

“We were fortunate to be invited by WHX to attend this year’s event, and we’re already familiar with the WHX brand globally. There’s an incredibly diverse and dynamic audience here at WHX Miami, which is one of the main reasons we’re here.

We want to connect with individuals from around the world, it’s all about building relationships, sharing experiences, exchanging clinical best practices, and ultimately developing partnerships that last.”

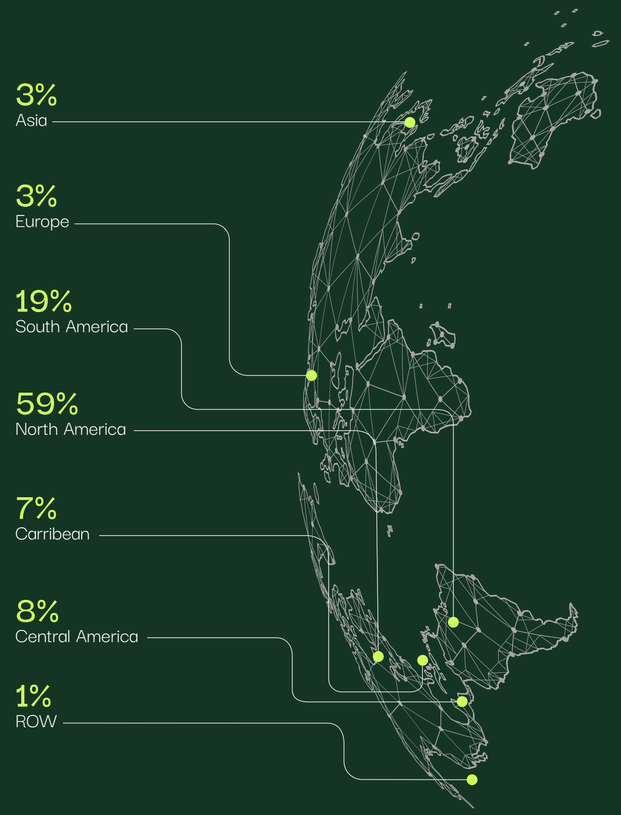
Jonathan Wetzel
Executive Director
Mount Sinai International,
New York







Visitor geo-overview





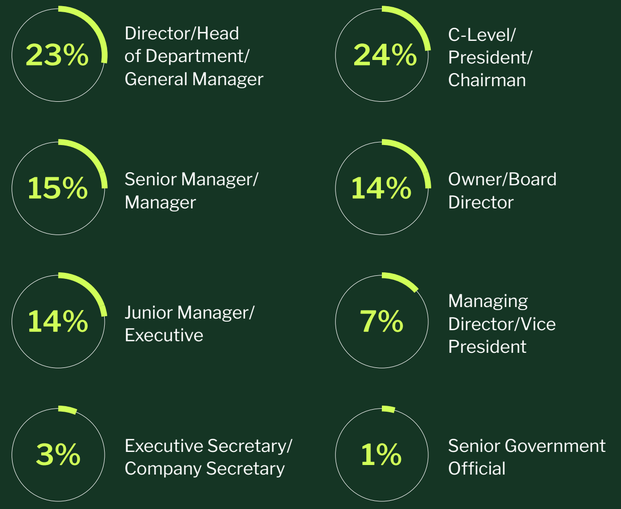
Visitor overview



Top 10 nature of business



Seniority





Future X stage

The **Future X Stage** at **WHX Miami 2026** delivered a dynamic three-day content program exploring the trends, technologies, and strategies shaping the future of healthcare. Bringing together industry leaders, innovators, policymakers, and entrepreneurs, the stage served as a platform for forward-thinking discussions on the opportunities and challenges transforming global healthcare.

Across keynote presentations, expert panels, and interactive sessions, attendees gained insights into topics including artificial intelligence, digital transformation, sustainable healthcare, health system resilience, medical innovation, investment, and emerging market opportunities.

The program also examined the evolving role of technology in improving patient outcomes, operational efficiency, and access to care.
A highlight of the agenda was the Xcelerate Start-Up Competition, which showcased disruptive innovations and connected promising healthtech ventures with investors, partners, and industry decision-makers.

By fostering knowledge exchange, collaboration, and innovation, the **Future X Stage** reinforced WHX Miami's role as a catalyst for the conversations and partnerships driving the next generation of healthcare.



Conference attendees overview

Seniority

- 25% C-Level/ President/ Chairman
- 24% Director/Head of Department/ General Manager
- 18% Senior Manager/ Manager
- 14% Junior Manager/ Executive
- 11% Owner/ Board Director
- 6% Director/Vice President
- 4% Executive Secretary/ Company Secretary
- 1% Senior Government Official

Top 5 nature of business

- Healthcare Agent/Dealer/Distributor 15%
- Clinics/Medical Practice 15%
- Manufacturer 12%
- Technology 14%
- Other 8%
- Consultancy 7%



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Gil Alejo
Exhibition Director | gil.alejo@informa.com

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By: informa