



Hospitalar

By Informa Markets

MEDIA KIT 2024

Promotion and Organization



THE BEST B2B SOLUTIONS FOR YOUR BUSINESS

Hospitalar is the **largest business and networking platform in the Healthcare sector in Latin America.**

For over **30 years**, it has fostered market growth by combining **exhibitions, demonstrations, experiences, and content**, creating significant opportunities.

Hospitalar is the **prime choice** for brands aiming to establish proximity, build branding, and generate leads among **decision-makers** in hospitals, clinics, laboratories, transitional care facilities, as well as distributors and retailers.

Explore our brand activation opportunities before, during, and after the event **to maximize your participation in the Hospitalar Tradeshow.**



EVENT SCOPE

Website

2,017,783 Page Views/year*
465,069 Unique Users/year *
* Average/month

Newsletter

200,000 contacts
approximately

+1000 Exhibitor brands

+100 Participating countries

+90K Professional visits

LinkedIn

+ 21k followers

Instagram

+ 27k followers

Facebook

+ 21k fans



VISITOR PROFILE



- 20%** Owner / Partner
- 18%** Manager
- 14%** Supervisor/Coordinator
- 7%** C-Level / Director
- 3%** President

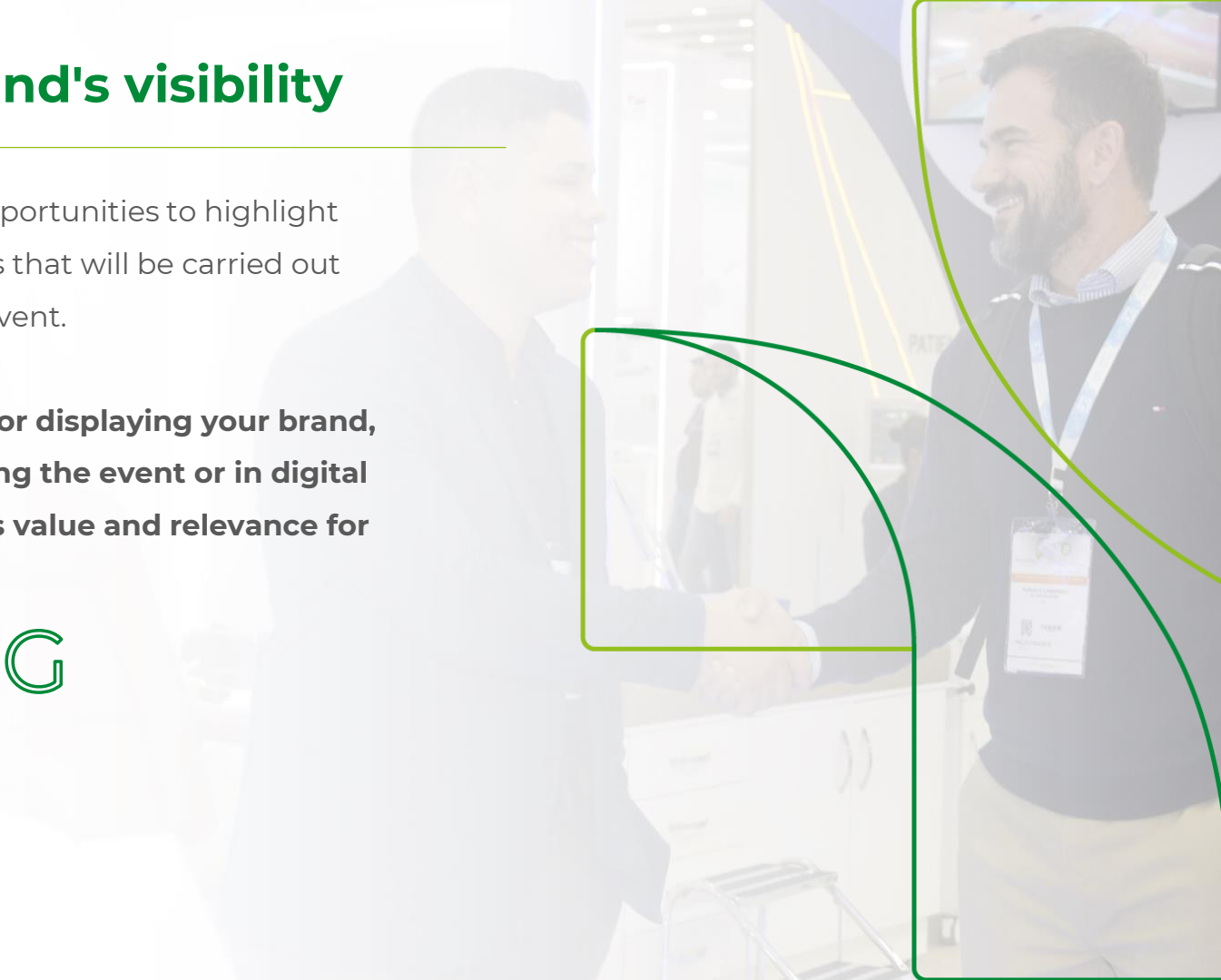
- 28%** Hospital / Clinic
- 22%** Distributor
- 9%** Medical Supply Store
- 4%** Laboratory / Clinical Analysis / Diagnostic Imaging Laboratory
- 3%** EN / Software / Hardware
- 3%** Home care
- 2%** Government/Regulatory Agency
- 2%** Health Insurance / Supplementary Health

Expand your brand's visibility

Merchandising actions are opportunities to highlight products, services and actions that will be carried out before, during and after the event.

There are different options for displaying your brand, whether in the pavilion during the event or in digital format, in a way that creates value and relevance for your image.

BRANDING
IMPACTS
RESULTS



Privileged Location

São Paulo Expo!



10 min

from a main road in São Paulo



850 m

to Jabaquara subway station



Imigrantes road, km 1,5
São Paulo/SP



10 min

from Congonhas airport



Close to a large hotel chain with 7,600+ hotel rooms



By Informa Markets

São Paulo Expo

Pavilion

Products

Expositoras 2023
Expos 2023

Hospitalar



By Informa Markets

May 21-24 2024

São Paulo Expo



LED Panel – Event Entrance

LED portals in exclusive formats at the event entrance, we offer you a unique opportunity to achieve exceptional recognition.



Video of 10 to 30 seconds displayed on LED panel during the event



8 Quotas

USD 9,000 per quota



Logo Pack*

Application of your company logo on:



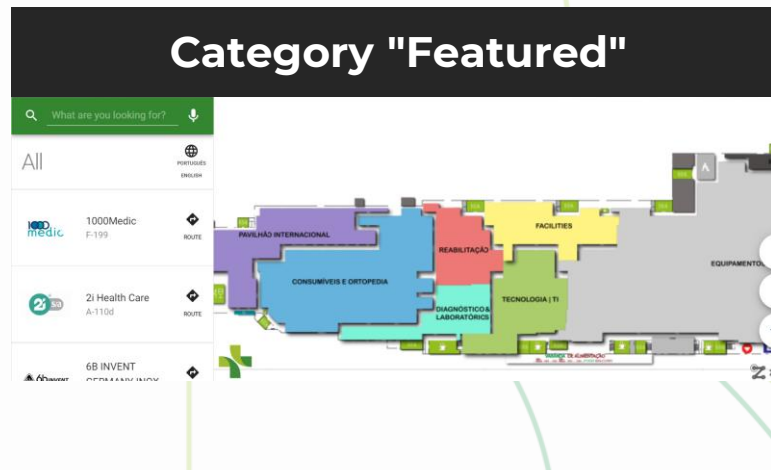
Mega Map

USD 1,800



Client must send logo in vector, in ai, eps and png extensions.

***Only available for booths larger than 30m²**



Category "Featured"



Your brand featured as a sponsor of one of the event's sectors, within our virtual map.



Logo on the Virtual Map of the event (search in the app and electronic kiosks)

USD 2,000

Overhead Banner - 6m²



 **Format: 2m x 3m**

**Material: matte canvas, front and back,
bag and batten finish**

USD 1,690



Client must send artwork in pdf, in ai and cdr extensions

Overhead Banner- 12m²



 **Format: 3m x 4m**

**Material: matte canvas, front and back,
bag and batten finish**

USD 2,387

Aisle Aerial Banner



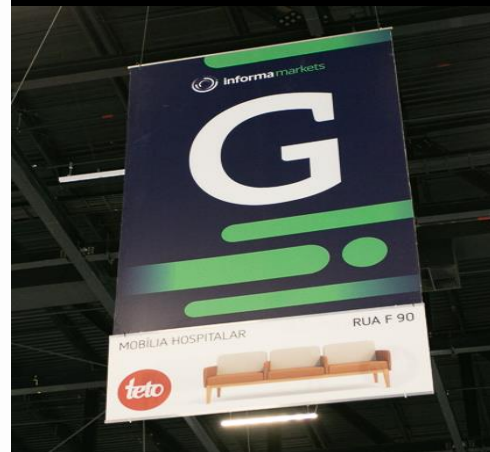
Format: 2m x 3m



Material: matte canvas, front and back, bag and batten finish

USD 3,410

Bottom Aisle



Format: 2m x 0,75m



Double side banner



Aisle quota = 5 units

USD 3,036



Client must send artwork in pdf, in ai and cdr extensions

** Item available only for aisle E*

Electronic Accreditation Totem



Your company's logo on the event's digital registration totems



Format:
High Resolution

*exclusive quota

USD 7,274



Art developed by the client in ai/eps/png formats.

Aisle E Banner*



Format:
1,5m x 8m

10

Available
Quotas

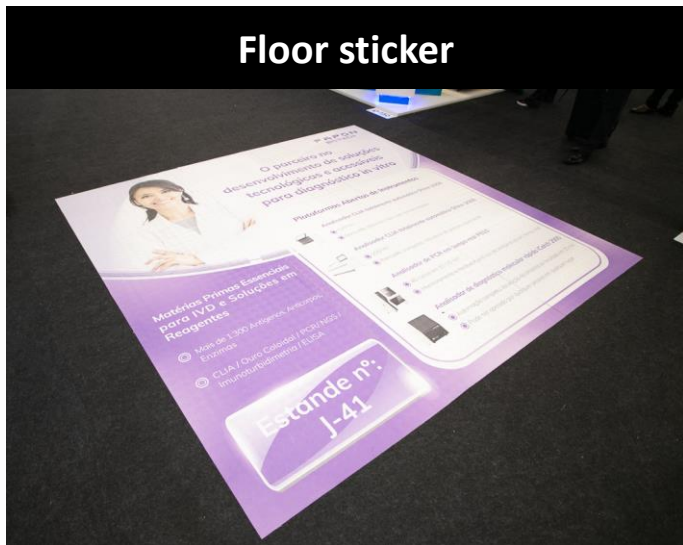
USD 3,410



Client must send artwork in pdf, in ai and cdr extensions

Informa is responsible for producing the material, with the art sent by the customer within the specified deadline.

The price includes the exhibition of 1 piece.



Floor sticker

Small

Format: 1,5m x 1,5m 6 Quotas

USD 875.00

Large

Format: 3m x 3m 6 Quotas

USD 2,387.00

Large – Entry

Format: 3m x 3m 4 Quotas

USD 4,180*



Client must send artwork in pdf, in ai and cdr extensions

Totem header



Format:
**80cm x
20cm**

10 Units

USD 8,855

Point (Charging Station Kiosk)



Format:
To be defined

4 Quotas

*no internet

USD 6,600

Client must send artwork in pdf, in ai and cdr extensions

Outdoor Pavilion

Products

Hospitalar



By Informa Markets

May 21 - 24 2024

São Paulo Expo

Eye Panel



Display in front of the event lateral entrance.



Format:
5m x 5m



Canvas + frame

USD 5,000

Logo at Eye Panel Entry



Informative panel with the sponsor's logo.

1 available quota

USD 8,800



Client must send logo in vector, in ai, eps and png extensions.

SOLD
OUT

Walkway Panel



Format:
4m x 1m

3

Quotas
available



Canvas + frame

USD 5,000

SOLD
OUT

Overhead Panel



Format:
5m x 3,70m

3

Quotas
available



Canvas + frame

USD 5,000



Client must send artwork in pdf, in ai and cdr extensions

**SOLD
OUT**

ACM Escalator



Sticker

1 Quotas available



Format:
12,05m x 1,35m (in solid color)

USD 6,831 per quota

Simple Inflatable



Format:
**Balloon or
Replica**

1 Quotas available

USD 11,385



Client must send artwork in pdf, in ai and cdr extensions

Pavilion Guardrail



Format: **6,0m x 1,10m**



Printed canvas



6 quotas available

USD 1,400

Windflags



Format: **613mm x 280mm**



1 available quota (22 windflags)

USD 4,400



Artwork developed by the client in pdf/ai formats

Informa is responsible for the production of the material, and the artwork is sent by the client within the given deadline.

ACM Panel (Hall 5)



Format: **6500x6500mm**



Adhesive



1 quota available

USD 3,800

Outdoor Walkway Advertising



Format: **On request**



Printed canvas



1 quota available

USD 23,100



Artwork developed by the client in pdf/ai formats

Informa is responsible for the production of the material, and the artwork is sent by the client within the given deadline.

**SOLD
OUT**

Barrier Gate - Parking



Format:
1,2m x 0,15m
Sticker

1

Quotas
available

USD 4,400 per quota

Horizontal Mega Banner Parking Building



Format:
60m x 1,6m

1

Quotas
available

USD 19,800



Client must send artwork in pdf, in ai and cdr extensions



LED Panel

Display of your brand on the parking garage.



10 quotas – 10 seconds vídeos



Format: 672x1152 pixels

USD 10,000 per quota

Client must send artwork in pdf, in ai and cdr extensions

Combo: Door + Doormat



7 Available quotas
5 elevators per quota

USD 10,626

Mirror (Elevator)



Format:
1,90m x 1,37m

5 Quotas available

USD 7,590



Client must send artwork in pdf, in ai and cdr extensions

Access - Parking Lot



Format:
5,5m x 1,1m

6 Quotas
available



Canvas

1 quota= 2 units

USD 4,400 per quota

Elevator Back Panel



Format: **11450mmx2140mm**



7 quotas available

*Art applied behind one of the elevator banks on a floor,
subject to availability.*

USD 8,000.00



Client must send artwork in pdf, in ai and cdr extensions

DEADLINES

Products	Deadline	Email for sending
All files referring to products purchased for Merchandising actions, produced by Informa	10/04/2023	Responsible: Ms. Erika Costa Email: erika.costa@informa.com

**Caso precisem de qualquer suporte acionem o Time Comercial*

Sponsorship Quotas

Congresses and Arenas 2024

Hospitalar 

By Informa Markets

May 21 - 24 2024

São Paulo Expo



+2,700 2023 Participants

The overall audience of the Hospitalar congresses and partner initiatives

The **Hospitalar congresses** bring to visitors various topics and discussions on the main trends, innovations, and technologies in the healthcare sector, gathering representatives from significant companies, organizations, and initiatives in the healthcare field in Latin America



CAD
Congress of
**Home Care and
Transitional Care**



H&F
Hospitality & Facilities
Congress



CR
Rehabilitation
Congress



CISS
International Congress
of Health Services



Technology
Congress



CONTENT ARENA



+3.000 Participants
General audience for
the arenas in 2023

During the 2023 edition, over **3,000** attendees engaged with the content presented in the seven free arenas throughout the four-day event.

In 2024:

Engineering Clinic Arena
Industry and Distributors Arena



Hospitalar
By Informa Markets



Contact our sales team for more information:
comercial.hospitalar@informa.com

Digital Visibility Actions

Boost your company's participation before, during and after the event by highlighting your products and launches on Hospitalar's official digital channels!



Check availability with the Sales Department.



Website Banners

Reach and impact your potential customers by placing a banner with a link to your company on the most visited pages of the Hospitalar website:



1. Head Banner

USD 5,313.00

3 positions (rotating) | Format: 728 x 90
px

Duration: 3 months

2. Mid Banner

USD 3,984.75

3 positions (rotating) | Format: 728 x 90
px

Duration: 3 months

3. Bottom Banner

USD 1,993.20

3 positions (rotating) | Format: 728 x
90 px

Duration: 3 months



Artwork developed and sent by the client in Portuguese, English, and Spanish with a link to the company's website.

Newsletter Banner

Get your brand to reach approximately 100,000 qualified healthcare contacts.



1. Head Banner

USD 1,919.50

Banner with direct link to the company's website | Format: 600 x 100 px | Duration: 1 sending

2. Mid Banner

USD 1,478.40

Banner with direct link to the company's website | Format: 600 x 100 px | Duration: 1 sending

SOLD OUT

3. Bottom Banner

USD 972.40

Banner with direct link to the company's website | Format: 600 x 100 px | Duration: 1 sending



Artwork developed and sent by the client in Portuguese with a link to the company's website.

Testimonial in the daily coverage video

During the event

- Provide a brief, 30-second testimonial in the daily coverage video of the tradeshow.
- The daily video, featured in the event's newsletter reaching an extensive contact base of over 100,000 healthcare professionals, spans up to 3 minutes and captures the day's key highlights.
- As a sponsor, you have the opportunity to share a testimonial, mentioning your brand and showcasing your booth or product

**The video will be made by the Hospitalar team.*

****The testimonial should be provided in Portuguese.***



Quotas available: 1 per day (total of 4 videos)

Check availability with the Sales Department.

USD 2,200

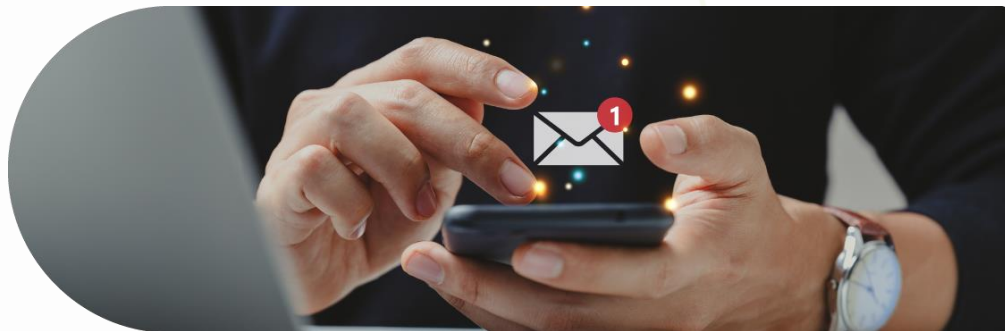


Article in Hospital Newsletter and Portal Saúde Business

Before or during the event

Hospital Newsletter

- Before and during the days of the event, Hospitalar sends its general base a newsletter summarizing the event's main attractions. Get the word out about your company, product or service!
- Our newsletter will be sent to the entire registered attendee base for 2024, as well as to participants from previous editions of the event. Our database comprises over **100,000 qualified contacts of healthcare professionals**. Additionally, the Saúde Business portal receives over **2 million views per year**.



- Number of publications: 1 to choose from (before or during the event)
- **The content should be provided in Portuguese by the sponsor.** The date for submission will be coordinated accordingly
- **The client must send the release/story to be published in word format and an illustrative image in jpeg format.*

Check availability with the Sales Department.

USD 2,400

Dissemination on Social Networks – During the event

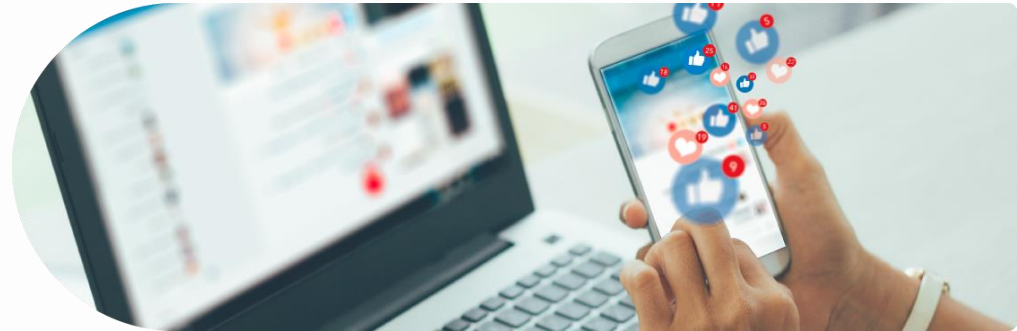
Throughout Hospitalar, a dedicated team of journalists will offer comprehensive coverage shared across the event's social networks.

Maximize your brand exposure by featuring in our coverage. Our team* will visit your booth to create engaging 120-second Reels showcasing your space, products, and extending a warm invitation to attendees.

The video will be strategically posted on your Instagram, Facebook, and LinkedIn feeds throughout the event. **With a combined follower count exceeding 69,000 across our social networks**, your brand will enjoy extensive visibility!

*The video will be made by the Hospitalar´s team.

***The testimonial should be provided in Portuguese.**



Available quotas: 4 per day

Check availability with the Sales Department.

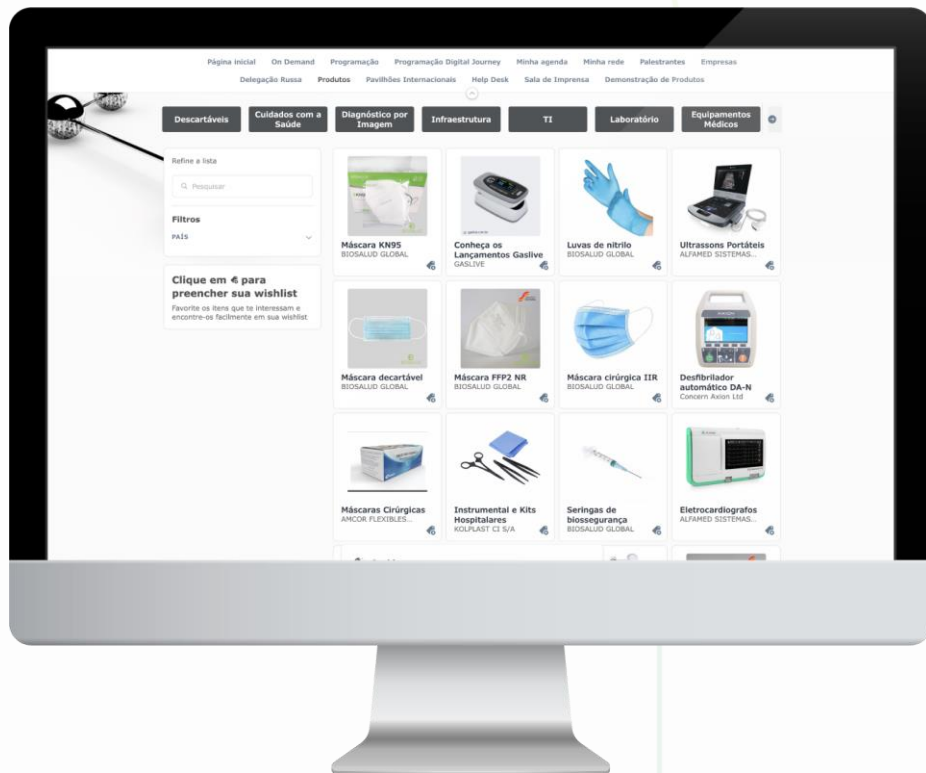
USD 2,000

Showcase of companies and products



We combine our expertise in connecting people and doing business with the best and most important initiatives in the industry. In a single environment, healthcare professionals can **keep up to date, make connections and find the best business opportunities!** Throughout the year, a robust agenda keeps Hospitalar Hub alive, with content geared towards the different healthcare communities.

To ensure even more visibility, prominence, and lead generation for your company, check out our visibility packages.



Visibility

STANDARD (+30m²)

- Company profile on the platform with contact information: logo, phone, e-mail, address, link to social networks, etc.
- Document hosting for uploading (catalog, technical information)
- Representative contact (available profile of your representative): 5
- Product and services registration: unlimited

TARGET (+90m²)

- Company profile on the platform with contact information: logo, phone, e-mail, address, link to social networks, etc.
- Document hosting for uploading (catalog, technical information)
- Representative contact (available profile of your representative): 12
- Product and services registration: unlimited
- Video or image at the top of the page and customized image at the bottom of the exhibitor page
- ADS by Informa: Boosting banners through programmatic media, exploring all the audience qualification of our channels (we use First Party Data). Delivery of at least 500,000 impressions.
- SOCIAL by Informa: Boosting posts on our social networks exploring the entire audience qualification of our channels (we use First Party Data). Delivery of at least 50,000 impressions.

PREMIUM (+120m²)

- Company profile on the platform with contact information: logo, phone, e-mail, address, link to social networks, etc.
- Document hosting for uploading (catalog, technical information)
- Representative contact (available profile of your representative): unlimited
- Product and services registration: unlimited
- Video or image at the top of the page and customized image at the bottom of the exhibitor page
- ADS by Informa: Boosting banners through programmatic media, exploring all the audience qualification of our channels (we use First Party Data). Delivery of at least 500,000 impressions.
- SOCIAL by Informa: Boosting posts on our social networks exploring the entire audience qualification of our channels (we use First Party Data). Delivery of at least 50,000 impressions.

Networking and Business

STANDARD

- Unlimited inbound connections

TARGET

- Unlimited inbound connections
- Searches and connections by chat and video call actively among the participants
- Requests for outbound connections (active) with participants and meetings within the platform: 150

PREMIUM

- Unlimited inbound connections
- Searches and connections by chat and video call actively among the participants
- Search and connections by active chat and video call with the participants + VIPS and Speakers: Unlimited
- Requests for outbound connections (active) with participants and meetings within the platform: Unlimited
- Requests for outbound connections (active) with participants and meetings within the platform + VIPS and Speakers: Unlimited

Detailed Monitoring of Results

STANDARD

- **Leadster** - Visitor credential data reader during the event via mobile application. Reading and receiving the data collected in real time.
- **Platform Dashboard** - Real-time Performance

TARGET

- **Leadster** - Visitor credential data reader during the event via mobile application. Reading and receiving the data collected in real time.
- **Platform Dashboard** - Real-time Performance
- **Extracting reports from the platform** - unlimited (meeting, contact and chat)

PREMIUM

- **Leadster** - Visitor credential data reader during the event via mobile application. Reading and receiving the data collected in real time.
- **Platform Dashboard** - Real-time Performance
- **Extracting reports from the platform** - unlimited (meeting, contact and chat)
- **Mailing** - Visitation data on your company's profile on the platform

USD 2.275,00

USD 6.325,00

USD 9.075,00

Digital Visibility Packages

Enhance your brand presence for attendees through **comprehensive digital visibility packages before, during, and after the event!**

Check availability with the Sales Department.



Newsletter package and Saúde Business portal (Article) Before, during and after the event

- Showcase your service or product in the **official Hospitalar newsletter**, reaching a broad audience before, during, and after the event. Your press release/article will also gain visibility on **Saúde Business**, the **largest health portal** in Latin America.
- Our newsletter will be distributed to the entire 2024 base, including registrants and participants from past editions, totaling over **100,000 qualified contacts of healthcare professionals**. Additionally, the **Saúde Business** portal boasts an average of **2 million views per year**.
- Publication dates for the material will be coordinated in collaboration with the client, ensuring alignment with their availability.
- Number of featured publications in the e-news and portal: 3

**The client must send the release/story to be published in word format and an illustrative image in jpeg format.*

**The article must be sent in Portuguese.*



Quotas available: 4

Check availability with the Sales Department.

USD 4,000

Social Media Package

Before, during and after the event

- Showcase your company or product across Hospitalar's official social media channels – Facebook, Instagram, and LinkedIn – **with a combined following of over 69,000!**
- Leading up to and following the event, clients can submit feed/reels and story format posts, which we will share on our social media platforms.
- Throughout Hospitalar, our dedicated team of journalists will visit your booth, creating a captivating video up to 120 seconds in length highlighting your space, products, and extending a warm invitation to visit. This content will be featured on our Instagram, Facebook, and LinkedIn timelines.

**Only the video during the event will be made by the Hospitalar team.*

****The material should be send/ captured in Portuguese.***



Quotas available: 4

Check availability with the Sales Department.

USD 3,600

Mixed Digital Package

Before, during or after the event

Packages with integrated digital actions to boost your participation.

P **USD 2,900**

- **Leadster** - Visitor credential data reader during the event via mobile application. Reading and receiving the data collected in real time.
- **Interactive Map - Highlight your brand during the visitor's search on the Virtual Map**
- **Middle Website Banner** - Banner with direct link to the company's website | 3 positions (rotating) | Format: 728 x 90 px. Duration: 3 months

USD 4,900

M

- **Interactive Map - Highlight your brand during the visitor's search on the Virtual Map**
- **Middle Newsletter Banner** - Banner with direct link to the company's website | Format: 600 x 100 px | Duration: 1 sending
- **Article in Hospital Newsletter and Portal Saúde Business (before or during the event)** - Before and during the days of the event, Hospitalar sends its general base a newsletter summarizing the event's main attractions.
- **Ads by Informa** - ADS by Informa: Boosting banners through programmatic media, exploring all the audience qualification of our channels (we use First Party Data). Delivery of at least 500,000 impressions.

Quotas available: 4

Check availability with the Sales Department.



Hospitalar

By Informa Markets

Transform actions into results!

For more information, please contact our international sales team:

Ludmila Reis | ludmila.reis@informa.com

Mayra Tomé | mayra.tome@informa.com

Promotion and Organization



May 21 - 24 2024 - *São Paulo Expo*