

Visibility Actions

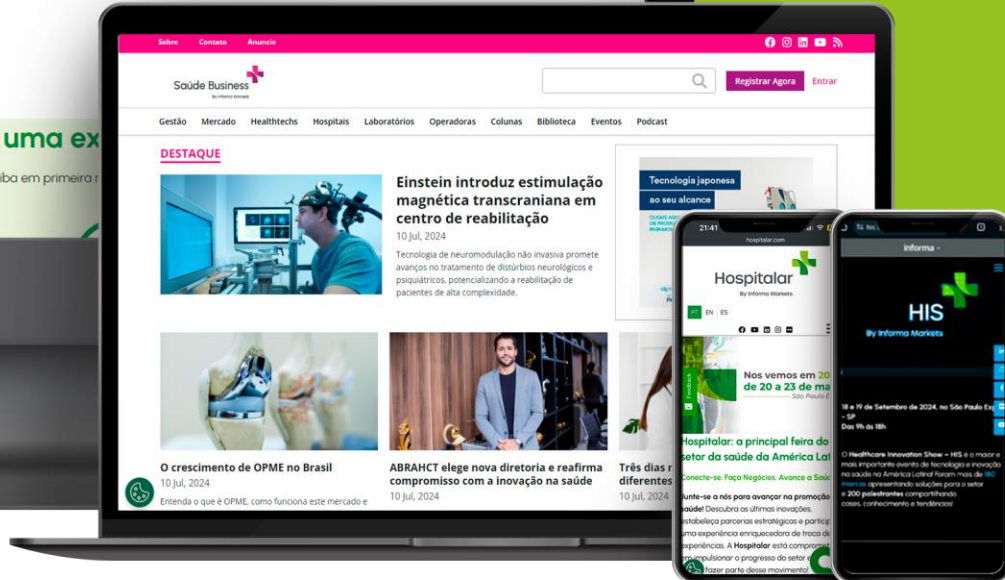
Digital



Nos vemos em 2025
de 20 a 23 de maio
São Paulo Expo

A Hospitalar proporciona uma ex

Acompanhe nossas redes sociais e saiba em primeira r



DESTAQUE
Einstein introduz estimulação magnética transcraniana em centro de reabilitação
10 Jul, 2024
Tecnologia de neuromodulação não invasiva promete avanços no tratamento de distúrbios neurológicos e psiquiátricos, potencializando a reabilitação de pacientes de alta complexidade.

O crescimento de OPME no Brasil
10 Jul, 2024
Entenda o que é OPME, como funciona este mercado e

ABRABCT elige nova diretoria e reafirma compromisso com a inovação na saúde
10 Jul, 2024

Três dias diferentes
10 Jul, 2024



Informa Markets organizes more than 15 trade shows and 100 conferences in the healthcare sector worldwide.

700.000

Professional visits per year

Events held in Brazil:

Hospitalar

By Informa Markets

HIS

By Informa Markets

SBF

By Informa Markets

Online Platforms in Brazil

Hospitalar hub

By Informa Markets

Saúde Business

By Informa Markets

Website **banner**

Make an impact on potential clients by placing a banner on the homepage of **Hospitalar.com**



**Dig Head Banner
(728x90)-Event**

USD 5,845

Duration: 3 months | Quotas: 4

**Dig Mid
Banner (728x90)-Event**

USD 4,384

Duration: 3 months | Quotas: 4

**Dig Bottom
Banner (728x90)-Event**

USD 2,790

Duration: 3 months | Quotas: 4



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

Banner on the interactive map

Highlight your brand on the event map, invest in greater visibility for your brand.



Art developed and sent by the client.

Period: to be defined with the marketing team

**1. Sidebar banner
800x2500**

USD 3,800

Quantity: 1

**2. Top banner
1000x450**

USD 1,680

Quantity: 2

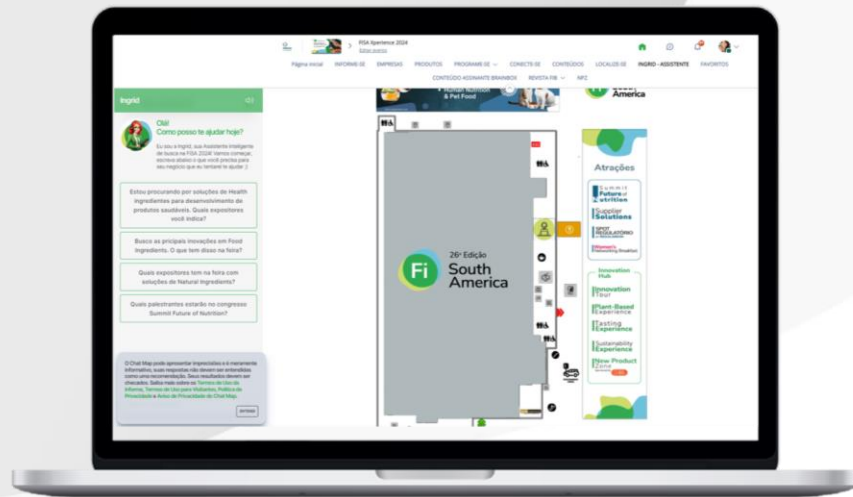
**3. Rotating footer banner
510x120**

USD 1,400

Quantity: 4

Chat AI Banner

Virtual assistant is an advanced solution designed to optimize the visitor journey at the event, **offering personalized recommendations of companies and products.**



Sponsored Search

Purchase a keyword and appear prominently as a suggested sponsoring company.

USD 560

The exhibitor must send the question, including their brand and respecting the maximum number of 70 characters.

Rotating Banner

Your brand highlighted on the virtual assistant screen.

USD 1,400

*The content must be sent by the exhibitor
*File format: Text in Word + Image 728x90 px, png or jpeg
Qty: 4*

Sponsored Question

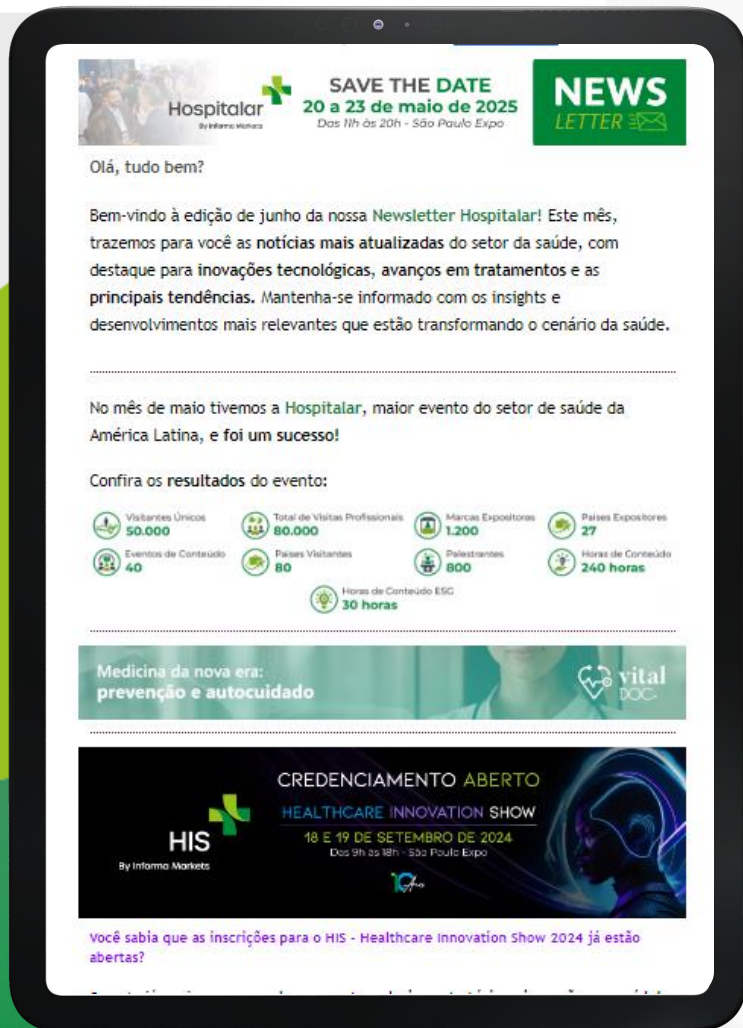
Develop a key question related to your brand to be fixed on the virtual assistant screen

USD 4,200

The exhibitor must send the question, including their brand and respecting the maximum number of 70 characters

Newsletter Banner

Your brand in the spotlight for over **100,000 qualified contacts** in the **healthcare sector**.



1. Head Banner 600x100

USD 2,111

1 sending | Quota: 16

2. Mid Banner 600x100

USD 1,625

1 sending | Quota: 16

3. Bottom Banner 600x100

USD 1,069

1 sending | Quota: 16



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



Hospitalar Newsletter

100,000 qualified contacts
from healthcare professionals



Saúde Business Portal

Over 2 million views per year

www.saudebusiness.com

Sponsored Content in the Hospitalar Newsletter and **Saúde Business Portal**

Include your company's content in our channels and ensure your brand's visibility to your target audience.

Visibility Before, During, and After the Event

1 publication

(before, during, **or** after the event)

USD 3,696

2 publications

(before, during, **and** after the event)

USD 6,160

The content must be submitted by the sponsor.

**Submission format: Text in Word + Image 770x400 px, png or jpeg*

Showcase your brand during the event!

 **Facebook**
+ 21K followers

 **Instagram**
+ 27.K followers

 **LinkedIn**
+ 21K followers

During Hospitalar, a presenter follows the event and provides coverage that is shared on the event's social media channels.

Include your brand in our promotions!

Social Media

Stories: Recorded during the event, up to 60 seconds posted on the event's Instagram

1 video

(during the event)

**The video will be recorded by the Hospitalar team*

USD 1,589





Sponsored Wi-Fi

Achieve extraordinary results with the exposure of your brand as soon as visitors arrive at the event pavilion. With personalized strategies, we can communicate various messages according to your sponsorship quota and deliverables, don't miss the opportunity to talk to visitors at the most important moment of the sales funnel.

In our report we can measure sessions, unique users, heat map, among other metrics.

Master Quota

Logo, 10' video and SMS

USD 16,800

Support Quota

10' video and SMS

USD 5,600



30" Featured Exhibitors

Testimonial in the daily event coverage video

A testimonial of up to **30 seconds** in the **daily coverage** video of the event, which lasts up to 3 minutes and showcases the **day's main highlights**.

Channels for distribution:

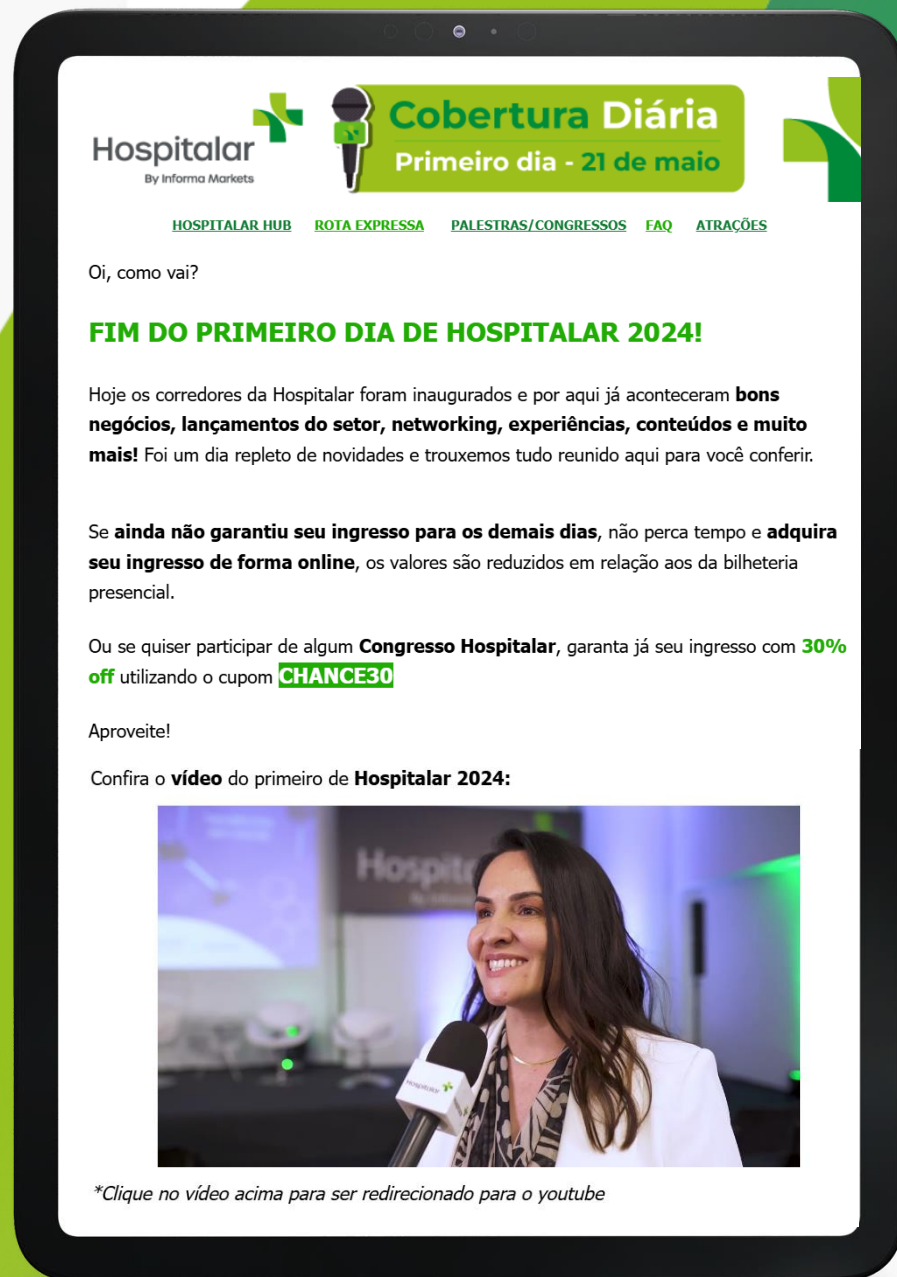
YouTube

Hospitalar's social media

Event newsletter (+100k qualified contacts)

**The video will be recorded by the Hospitalar team during the show.*

USD 2,420



Marketing Benefits – Hospitalar HUB 2025

HOSPITALAR HUB

MARKETING ACTIONS

TICKETS

STANDARD (+30m²)

- Company Profile on Hospitalar HUB
- Passive Connections with Visitors
- Level 3 Sponsorship Listing
- 1 Post on the Hospitalar HUB Feed during the Fair

- **180 Complimentary Passes**
- **20 VIP Invitations**

TARGET (+90m²)

- Company Profile on Hospitalar HUB
- Passive Connections with Visitors
- Active Connections with Visitors during the PDP period (Pre/During/Post event)
- Level 2 Sponsorship Listing
- 1 Post on the Hospitalar HUB Feed during the Fair

- Logo on the Event's Interactive Map
- Logo in the promotion of one of the Hospitalar Fair Congresses (to be defined)

- **360 Complimentary Passes**
- **35 VIP Invitations**

PREMIUM (+120m²)

- Company Profile on Hospitalar HUB
- Passive Connections with Visitors
- Active Connections with Visitors during the PDP period (Pre/During/Post event)
- Level 1 Sponsorship Listing
- 1 Post on the Hospitalar HUB Feed during the Fair
- Export of Contact Leads
- Banner on the Hospitalar HUB Home Page for a limited period
- Export of Contact Leads

- Logo on the Event's Interactive Map
- Logo in the promotion of one of the Hospitalar Fair Congresses (to be defined)
- Recording of Reels at the booth and promotion on Hospitalar Fair social media (posted in order of adhesion)
- Publication of TBT Reels post-event with boosting for up to 1 million impressions on Meta (posted in order of adhesion)

- **600 Complimentary Passes**
- **50 VIP Invitations**

Saúde Business

By Informa Markets



SaudeBusiness.com Portal

Training and informing healthcare executives is what we do every day!

+1M users/year

+2M page views/year

7k newsletter subscribers

Pioneering portal in Latin America



A group of healthcare professionals in white coats are gathered around a laptop, looking at data charts on the screen. The image is overlaid with a semi-transparent pink filter.

Currently, **Saúde Business** is the official news portal for Hospitalar and the Healthcare Innovation Show, with over 20 years of renowned content.

Get first-hand access to everything that only a comprehensive healthcare portfolio can offer!

Our Audience Profile



150k
Page Views

Average per month



78k
Unique Users

Average per month



+7k
Newsletter Subscribers

Average 12% open rate



Instagram
+5k followers



Facebook
+9k followers



LinkedIn
+9k followers



Youtube
+1.9k subscribers

Understand Our Audience

51% C-level and Leadership

26% Communication, Commercial, and Administration

13% Healthcare Professionals

10% Specialists



Innovative Leader

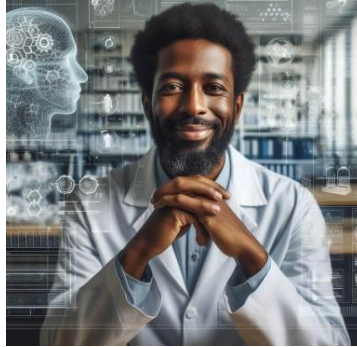
Name: Carolina Romero

Age: 45 years old

Gender: Female

CEO of a large Hospital Network

Interests: Carolina is an experienced professional who manages multiple hospitals and seeks technologies for greater efficiency



Tech Head

Name: Pietro Moraes

Age: 40 years old

Gender: Male

IT Manager at a Clinical Analysis Laboratory Network

Interests: Pedro is a professional with extensive experience in information technology and seeks a source of information that matches his drive to innovate



Smart Purchaser

Name: Lana Coelho

Age: 35 years old

Gender: Female

Procurement Manager at a Hospital Network

Interests: Lana is an experienced professional in acquiring healthcare resources for large hospital and clinic networks. She is always looking for innovative solutions that fit the sector's budget for efficient healthtech purchasing

Discover the Power of First-Party Data



Our data is collected directly from our audience!

First-party data are insights collected directly by the company that uses them.

The main characteristic is that this data comes **from the company's own channels and resources.**

Its advantages include reliability, accuracy, and confidentiality with the company, establishing its own parameters and metrics, and **keeping reports protected.**

Highlight your brand
with the editorial that
best fits your needs!

*IMPORTANT: execution deadlines follow the specifications of each product.

Discover
our
editorial

February - Supplementary Health in 2025: New Directions and Challenges

- Leadership change at ANS
- Pressure to relax ANS model
- Moderate growth of operators and providers
- Inflation

March - ESG in Healthcare

- New accreditation
- Representation
- Climate risks

April - 5G in Healthcare: Promise or Reality? / Pre-Hospital Care

- Telemedicine
- Digital health
- Radiology
- Expanding access to healthcare
- Hospitalar previews
- Innovations

May - Hospital Architecture and Clinical Engineering / Hospitalar

- Innovation and technology in hospital architecture
- Predictive health
- Clinical engineering in hospital management
- Hospitalar coverage and follow-ups
- Exclusive Hospitalar materials

June - Scientific Research in Brazil: A Promising Scenario

- Government incentives
- New General Law on Clinical Research

Products for **Lead Generation**



SPECIAL PROJECT

Integrated project that includes a series of joint actions for lead generation



MEET UP

Virtual event with a qualified audience



E-BOOK

A material that provides an overview of a specific topic



WEBINAR

Virtual event on the digital Hospitalar HUB platform, with an unlimited number of participants

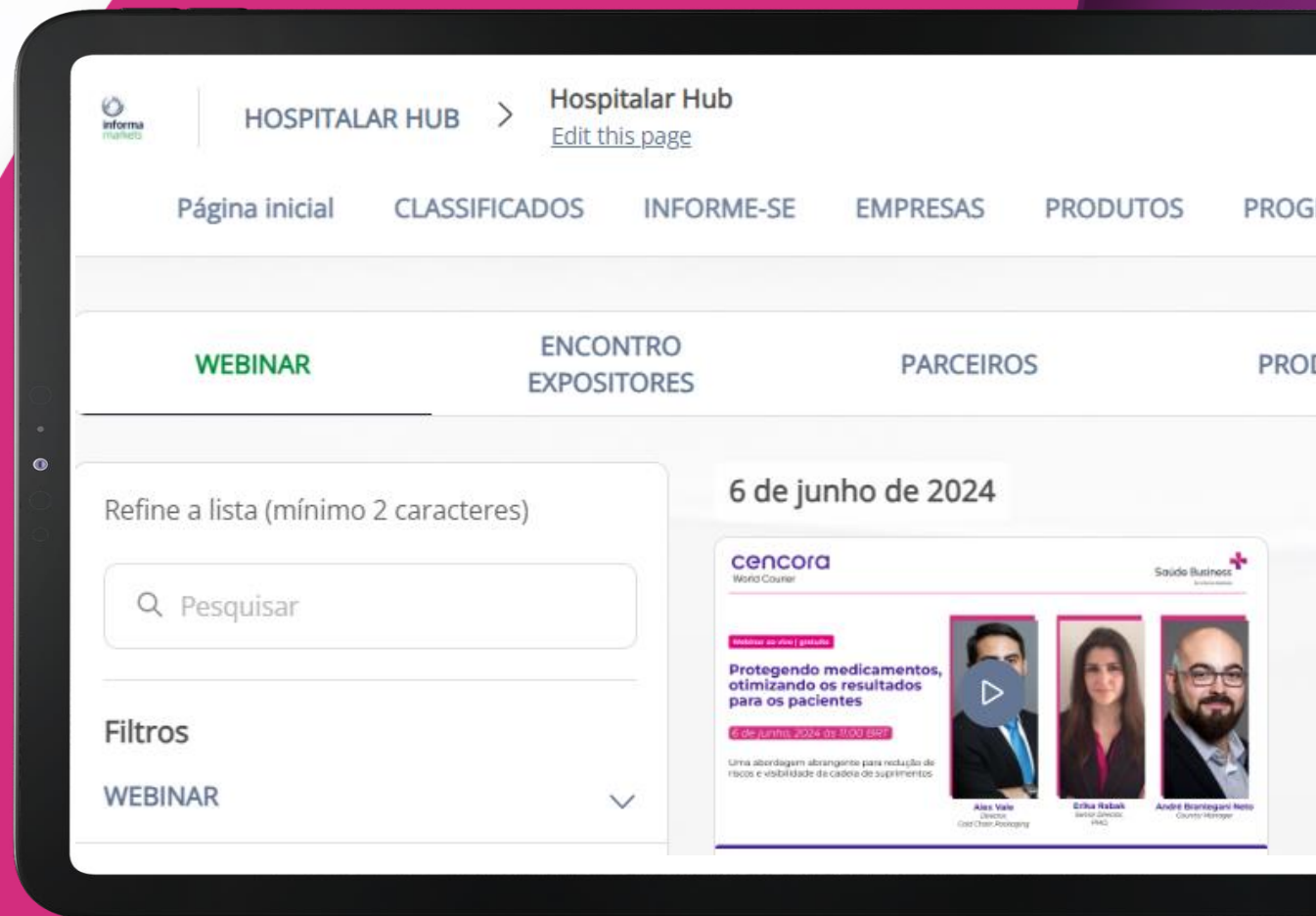
Webinar

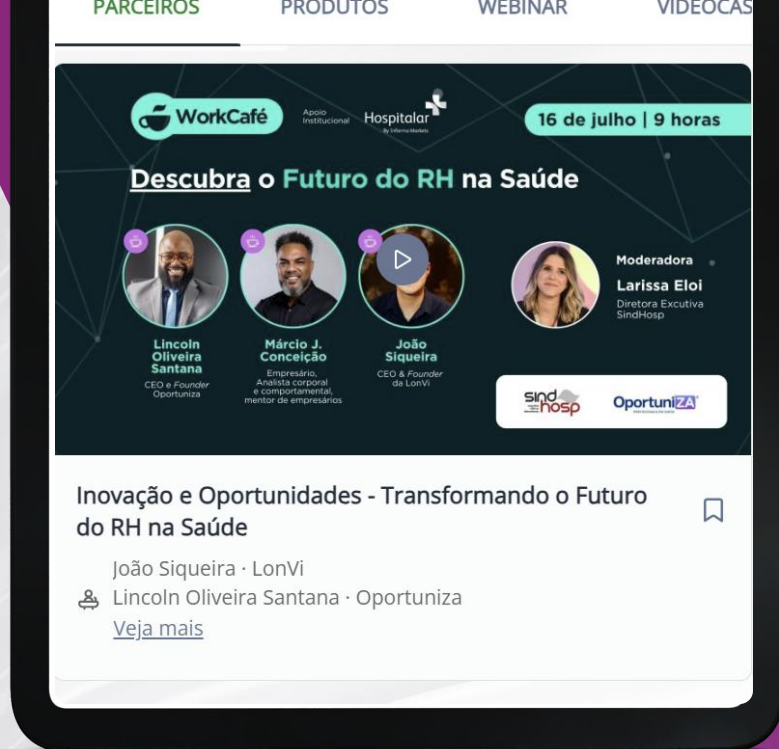
Virtual room on our exclusive Hospitalar HUB platform, the digital extension of the Hospitalar fair. We leverage the strength of all our events and communication channels to promote this product.

The webinar is a group presentation conducted by the sponsor. Select the content you wish to share with the audience from our healthcare portfolio.

\$10,948

Specifications





Meet up

QUALIFICATION: You define your target audience (profiles, positions, institutions, etc.), and our audience team ensures the participation of at least 8 executives within the defined profile. The conversation is high-level, curated, and mediated by our editorial team, allowing you to extract valuable insights for your business.

PLATFORM: The meeting is held on Zoom, in a room where all participants keep their cameras on and can contribute whenever they wish. An experienced moderator guides the discussion to ensure all key topics are covered and every participant engages in the conversation.

STAGE AFTER CONTRACT SIGNING:

The client submits the Wishlist
Meeting between the client and Informa to define content and align the target audience

Informa begins invitation production
Client approval

Audience team starts the confirmation process for the Wishlist

Meeting

\$10,948

Especificações

Client forward his Wishlist

Client validation

Rehearsal (if necessary)

Informa sends the participant mailing list after the meeting



e-Book

Highlight your brand with rich, high-quality content!

The e-Book is an online PDF publication featuring your brand's content to capture your target audience's attention and inform them about a relevant topic.

Production + promotion
\$ 5,313

Specifications

Products focused on **Awareness and Branding**



EXECUTIVE INTERVIEW

A video about innovations and solutions for the market.



SPONSORED CONTENT

Material presenting a topic and showcasing the brand's authority.



ADS BY INFORMA

Programmatic media campaign for our audience



DIG BANNER

Banners on the portal with a link to the company website.



SOCIAL BY INFORMA

Campaign on social networks targeting our audience

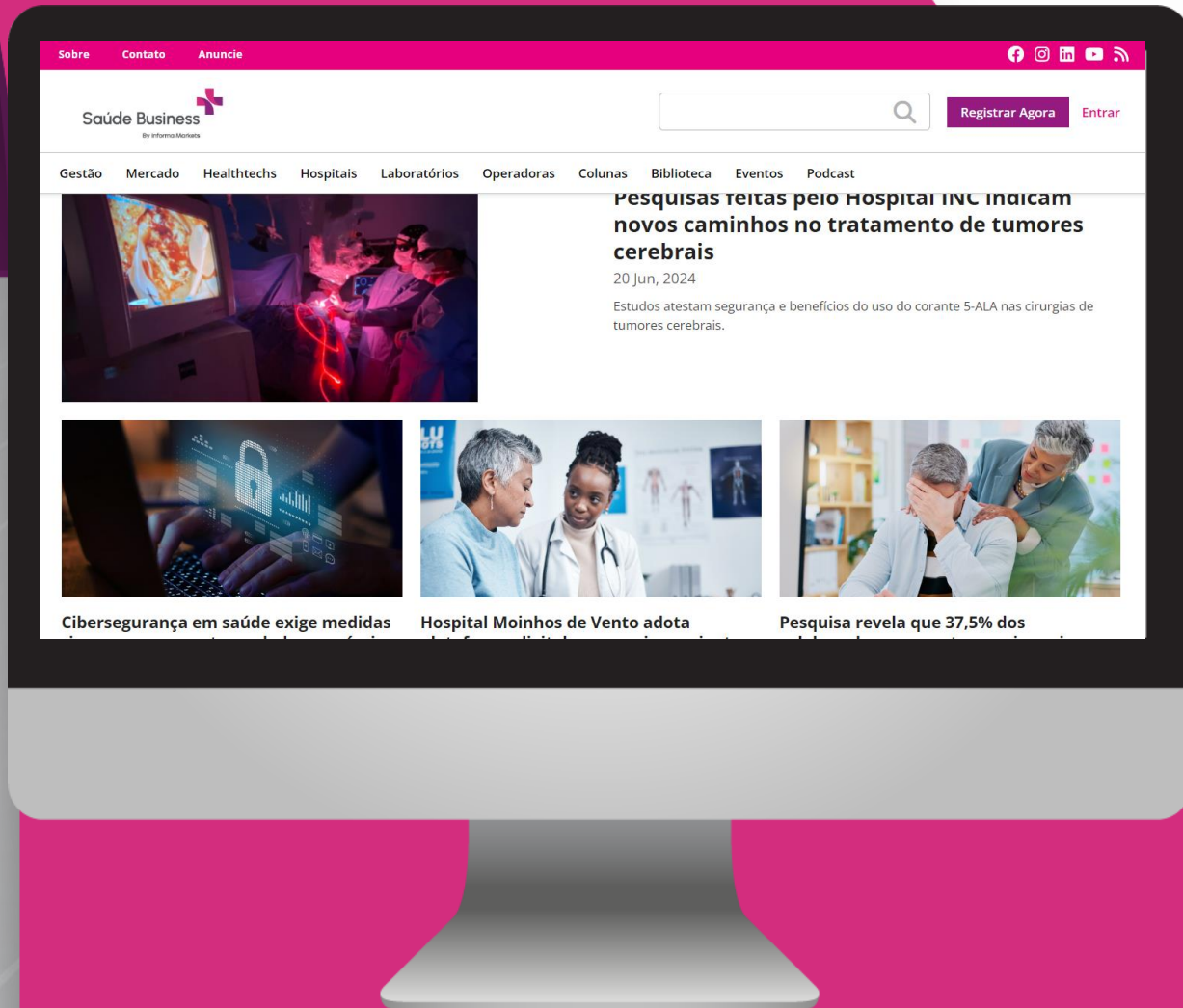
Executive Interview (video)

The executive of the sponsoring brand is interviewed, discussing a topic or solution of interest to the audience.

Investment:
\$ 5,040

Specifications





Sponsored Content (article)

A text presenting knowledge in the form of an article from the brand, with tips and data to engage and educate the audience about your brand or product.

Production + Promotion
\$ 3,360

Specifications

Dig Banner

Banner on the leading healthcare management news portal in Latin America, with a link to your product or service website or landing page.

Format 728x90px

\$ 1,540 (30 days)

Format 300x250px

\$ 2,100 (30 days)

Format 300x250px and 728x90px

\$ 3,360 (30 days)

Specifications

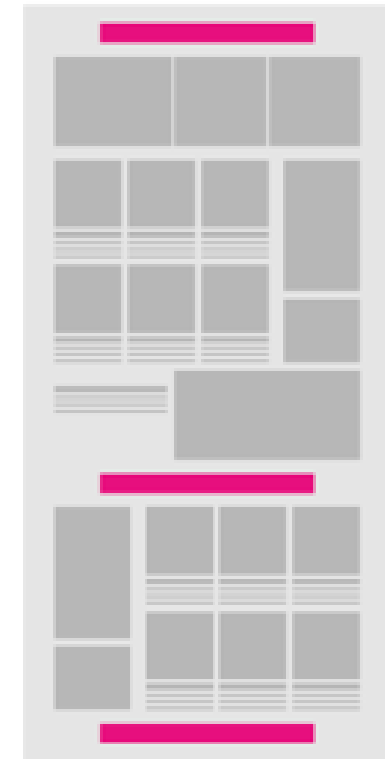
* The 300x250 format is priced differently as it offers greater visibility within the portal, resulting in more impressions and clicks.



Posição na homepage



Posição nas matérias



Posição na homepage

Super(728x90)-Event

Ret(300x250)-Event

Ads by Informa

Ensures audience extension through banner ads on various websites using Google intelligence.

We utilize 1st party data, which allows us to deliver qualified audience and volume for your campaign.

Banner display period: 10 days



Specifications

PACKAGE	PACK 1	PACK 2	PACK 3	PACK 4	PACK 5	PACK 6	PACK 7
IMPRESSIONS	50.000	100.000	250.000	500.000	1 milhão	1,5 milhão	2 milhões
PRICE	\$784	\$980	\$1,176	\$2,240	\$4,200	\$5,880	\$6,440



Emphasize the role of sponsored campaigns in promoting sustainable practices and building a positive image.

Social by Informa

Ensures audience extension through our social networks on Meta. We use 1st party data, enabling us to deliver a qualified audience and volume for the selected profile.

Working with Social allows you to speak directly to the target audience of your product/company. Accelerate the results of your marketing campaign.

Specifications

PACKAGE	PACK 1	PACK 2	PACK 3	PACK 4	PACK 5	PACK 6	PACK 7
IMPRESSIONS	50.000	100.000	250.000	500.000	1 milhão	1,5 milhão	2 milhões
PRICE	\$784	\$980	\$1,1176	\$1,680	\$2,604	\$3,780	\$4,676



Emphasize the role of sponsored campaigns in promoting sustainable practices and building a positive image.



Ads by Informa

Social by Informa



Donate 10% of your project's impressions!

90% of the impressions from your contracted package will focus on your brand, while the other 10% will boost the Soul Alegria campaign. Soul Alegria is a social project founded in January 2011. The group organizes cheerful visits with clowns trained within the project, working in the fields of healthcare, culture, education, and social assistance.



Starter Pack

Sponsored Content

Social By Informa

50k Impressions Pack

Ads By Informa

500k Impressions Pack

**Note: in this package, both Ads and Social campaigns will be used to boost access to the sponsored editorial.*

\$ 5,320

[Specifications](#)

Starter Pack Plus

Sponsored Content

Video Interview

Social By Informa

50k Impressions Pack

Ads By Informa

500k Impressions Pack

**Note: in this package, both Ads and Social campaigns will be used to boost access to the sponsored editorial.*

\$ 9,800

[Specifications](#)

Special Project

Boost Your Business with Our Content Project

The integrated project has a minimum duration of 3 months.

Attract More Traffic

Significantly increase the number of visitors to your brand.

Increase Visibility and Reputation

Make your company better known and respected in the market.

Position Yourself as an Authority

Establish yourself as a reference in your niche.

Generate Qualified Leads

Gain leads genuinely interested in your product or service. Invest with us and see your brand reach new heights!

SPECIAL PROJECT

Components

Editorial content (Article/Feature/Interview, etc.)

Video interview for the project (e.g., case presentation)

Banner displays per month on Saúde Business portal

Ads by Informa (Google campaign for the e-Book, 15 days – 50k impressions)

Social by Informa (Meta campaign, 15 days – 50k impressions)

Landing Page

Newsletter promotion on Saúde Business

Post on Saúde Business social media (organic)

Monthly report

3 months

6

-

30k impressions

1

1

✓

7

7

✓

\$ 5,796

\$ 17,388

6 months

12

1

40k impressions

2

2

✓

14

14

✓

\$ 10,948

\$ 32,844

Monthly Value

Total Value

**Expand your
brand's
visibility and
create new
business
opportunities!**

