

Together for a healthier world

Hospitalar

By Informa Markets

May 19 – 22, 2020

Now at São Paulo Expo!

11a.m. – 8p.m. | 27th edition
São Paulo | Brazil

Media Kit

2020

Promotion and Organization



About Hospitalar

As one more step towards its constant growth, Hospitalar will be staged at São Paulo Expo as of 2020, the most modern exhibition center in Latin America.

São Paulo Expo is in a privileged place:



10 minutes

away from Rodoanel
Mário Covas



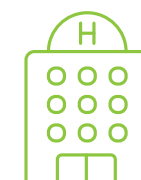
10 minutes

away from Congonhas Airport



850 meters

away from Jabaquara
subway station

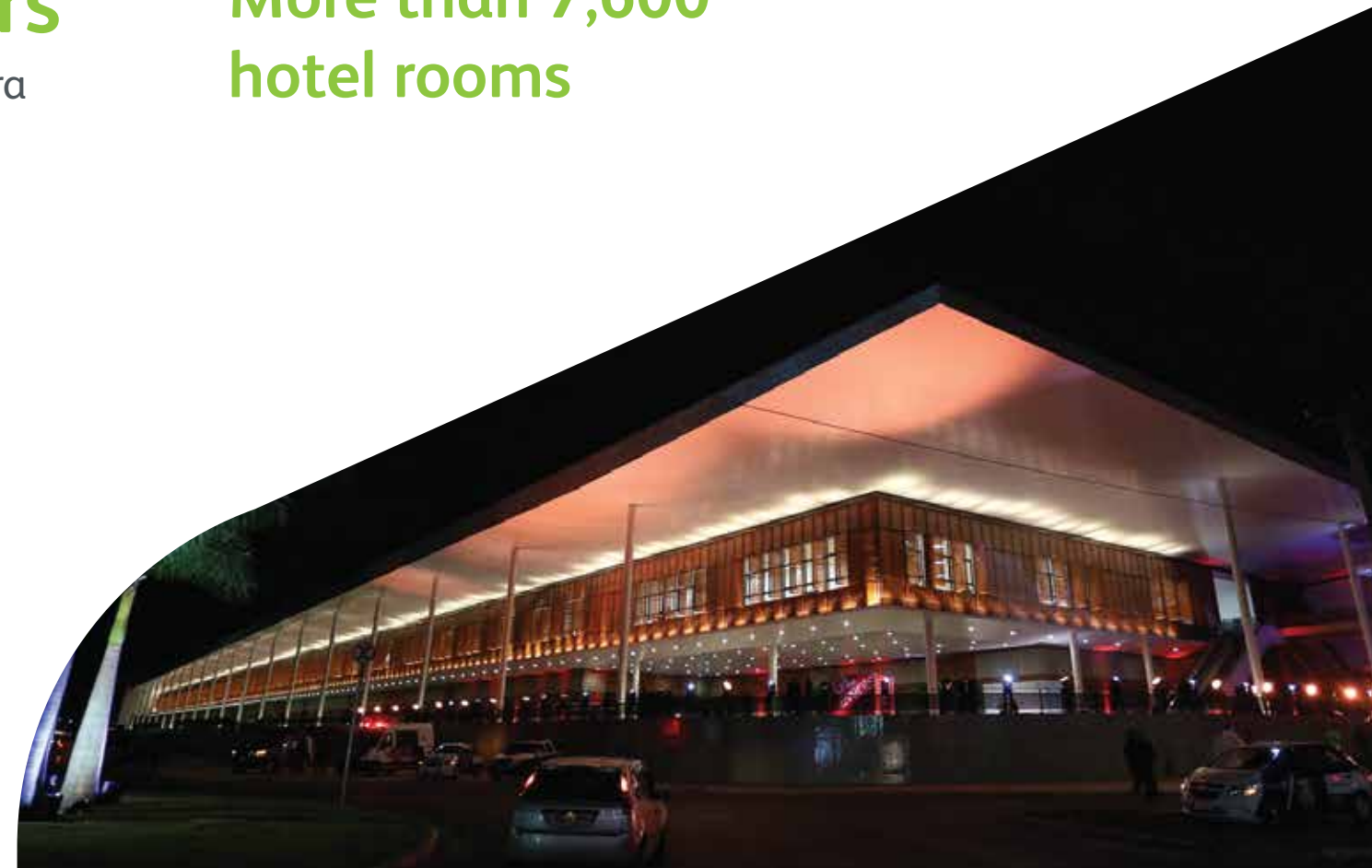


**More than 7,600
hotel rooms**

With more exhibition space and accommodating **more than 6,500 vehicles in the parking lot**, Hospitalar will offer more options for greater interaction between exhibitors and visitors.



Rodovia dos Imigrantes, km 1.5 m – São Paulo/SP



Numbers from Hospitalar 2019

With a solid 26-year history, Hospitalar has accumulated vast experience and is committed to developing and encouraging businesses in the healthcare industry.

Four days of trade show connected buyers and vendors:



1.200

exhibiting
brands



90.000

visits



50.493

individual healthcare
professionals



more than 70

countries
represented



80%

of visitors stated that Hospitalar is
the best event in the sector and

90%

intend to return in 2020

Numbers from Hospitalar 2019 | Conferences

The Hospitalar Congresses bring to visitors various themes and discussions on the main trends, innovations and technologies within the sector, bringing together representatives of important companies and initiatives in all areas of healthcare in Latin America. Throughout Hospitalar 2019, thousands of congress attendees followed the great events that took place simultaneously, carried out in cooperation with partner institutions and congresses:



35

Simultaneous
Events



671

Speakers

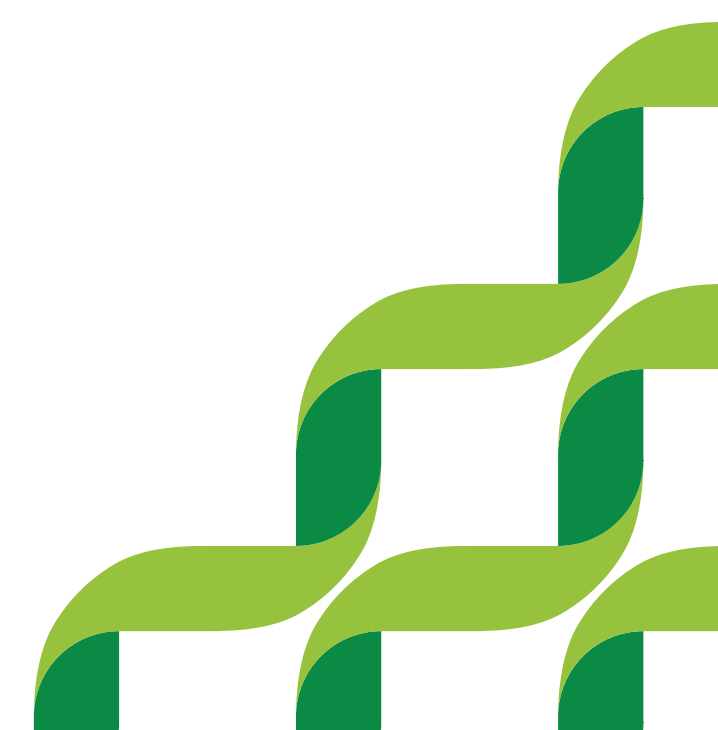


4.000

Delegates

HIMSS@Hospitalar
CISS
Facilities Congress

Home Care Congress
Rehabilitation Congress
Partner Congresses



Field of work

19%

Administration

8%

Engineering / Infrastructure /
Architecture / Decoration /
Urban planning

6%

Clinical Staff

5%

Procurement / Supplies

3%

Maintenance: Equipment, Facilities,
IT, Building Maintenance

3%

Information Technology

2%

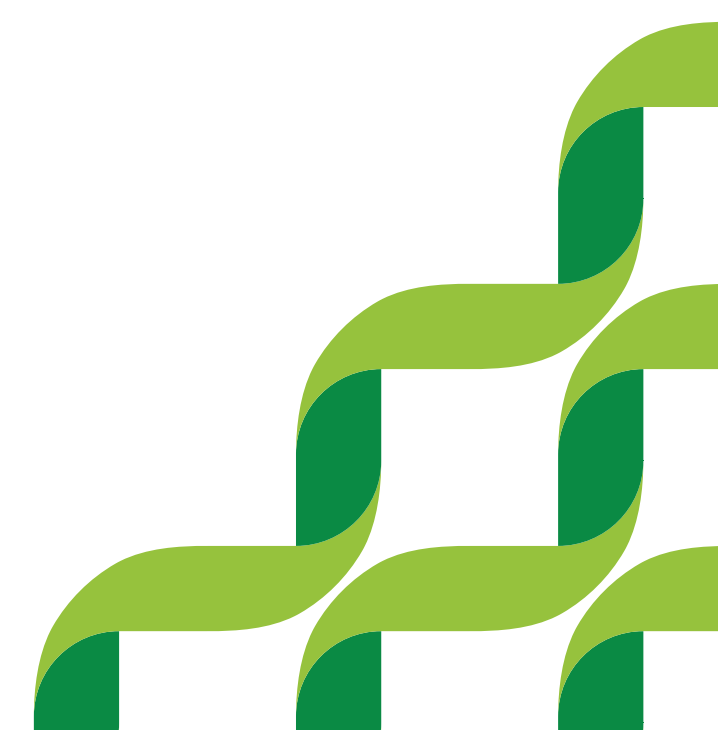
Quality

2%

Research & Development

1%

Production



Numbers from Hospitalar 2019 | About the visitors

Careers



26%

Administrator



15%

Nurse



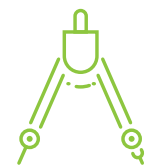
6%

Doctor



4%

Pharmacist



3%

Architect / Engineer



3%

Physical Therapist /
Speech Therapist



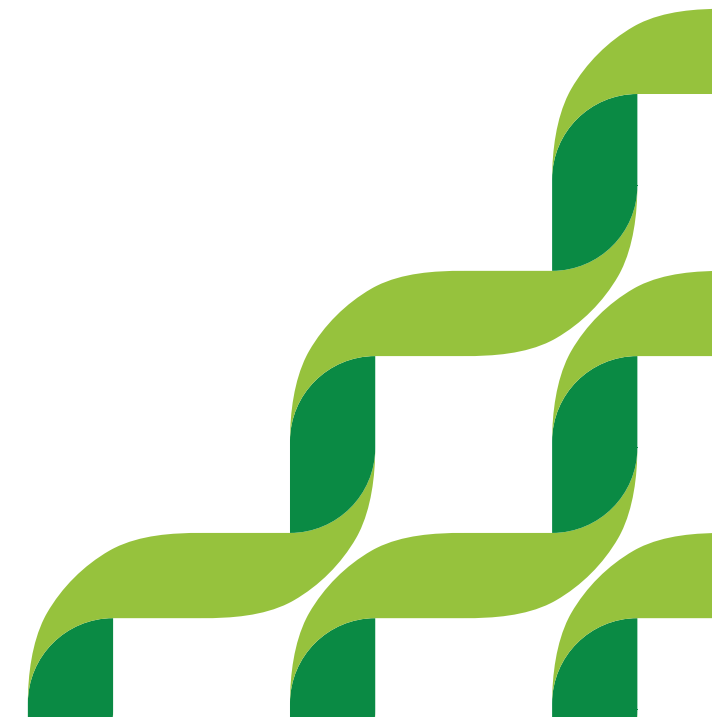
3%

IT Technician

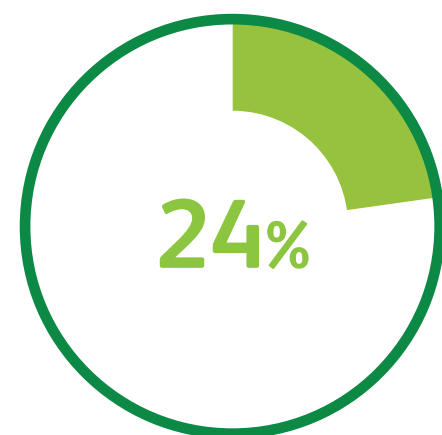


3%

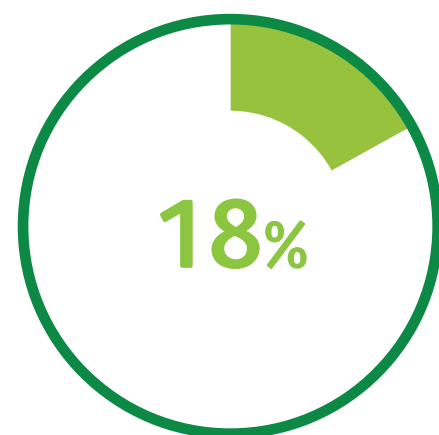
Marketing and Commercial



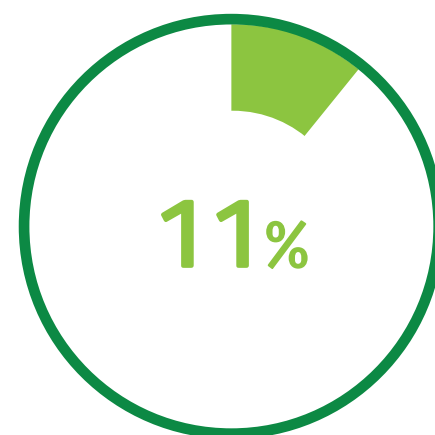
Positions



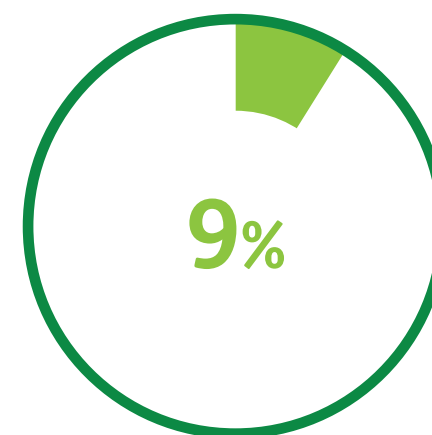
Manager,
Department Head,
Coordinator Officer



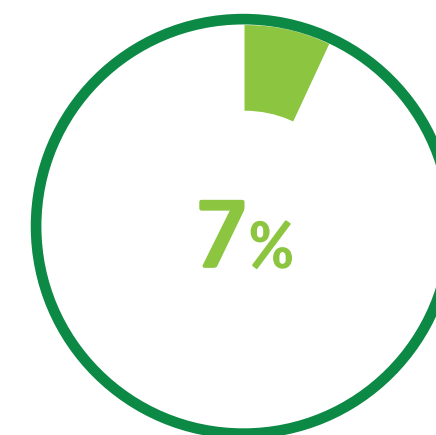
Director



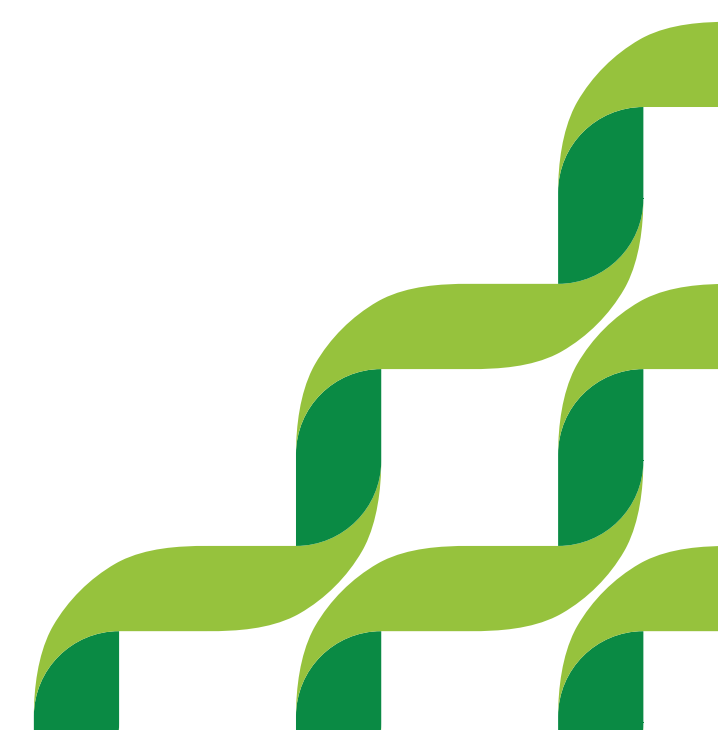
Nursing Technician
and Assistant



President, Partners,
Vice-President
and Supervisor



Buyer and Vendor



Company Departments

33%

Hospital / Private Offices /
Nursing Homes / Care Homes

12%

Distributor/Exporter

11%

Medical Supply Stores / Drugstores /
Equipment and Input

3%

Laboratory / Clinical Analyses /
Image Diagnosis

2%

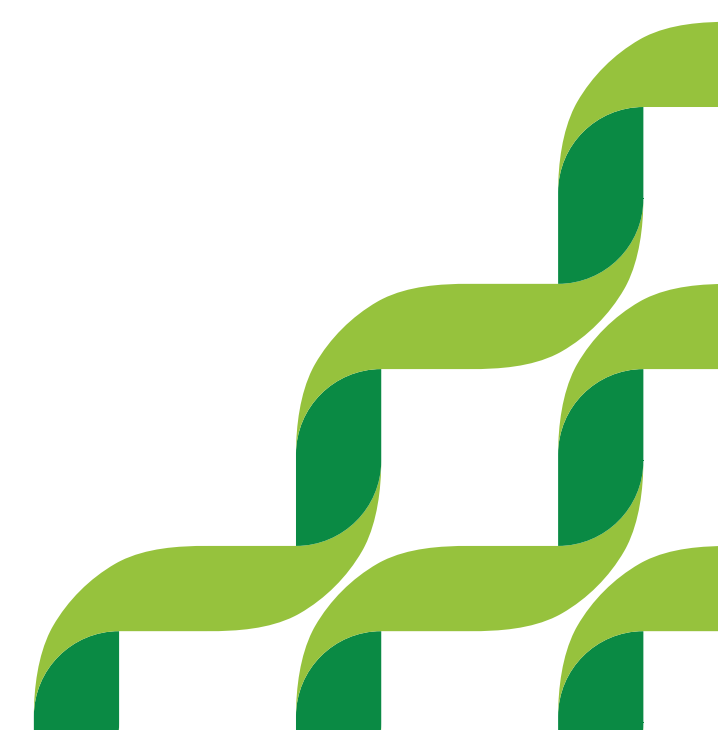
Home Care

2%

Facilities / Architecture and Furniture

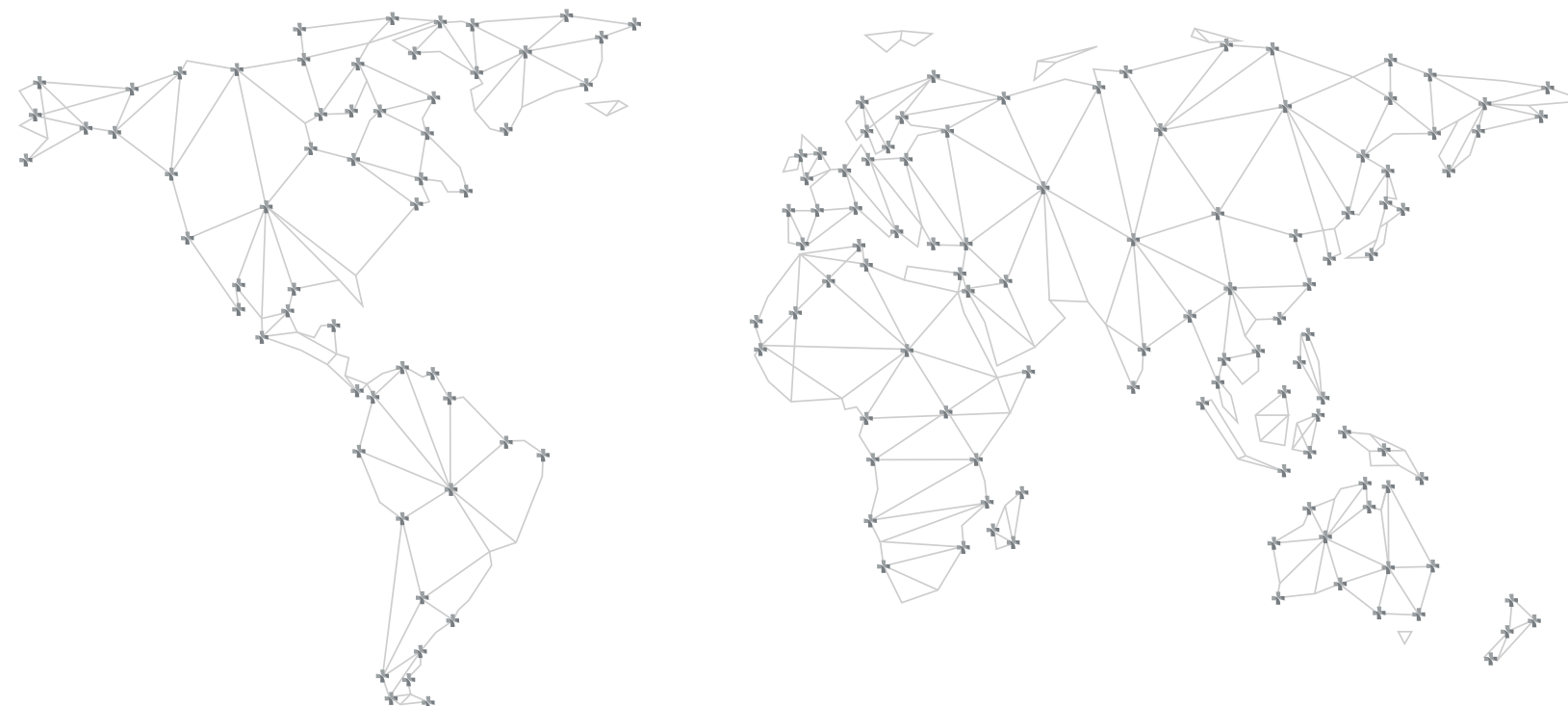
2%

Government Bodies / Regulatory Agencies



Participating countries

Algeria	Dominican Republic	Pakistan
Angola	Ecuador	Panama
Argentina	Egypt	Paraguay
Armenia	El Salvador	Peru
Austria	France	Poland
Azores	Germany	Portugal
Bangladesh	Ghana	Saudi Arabia
Belgium	Guyana	Sierra Leone
Belize	Hungary	South Korea
Bolivia	India	Spain
Brazil	Ireland	Sri Lanka
Brunei	Israel	Sweden
Bulgaria	Italy	Switzerland
Burma	Japan	Taiwan
Cambodia	Jordan	The Philippines
Cameroon	Lebanon	The United Kingdom
Canada	Libya	The United States
Chile	Malaysia	Trinidad and Tobago
China	Mexico	Turkey
Colombia	Mozambique	Uganda
Costa Rica	New Zealand	United Arab Emirates
Cyprus	Nicaragua	Uruguay
Denmark	Nigeria	Venezuela
Dominica	Oman	



International visitors

27%



United States

10%



China

5%



Spain

5%



Italy

5%



Germany

4%



Canada

4%



South Korea

4%



Japan

3%



United Kingdom

3%



Netherlands

2%

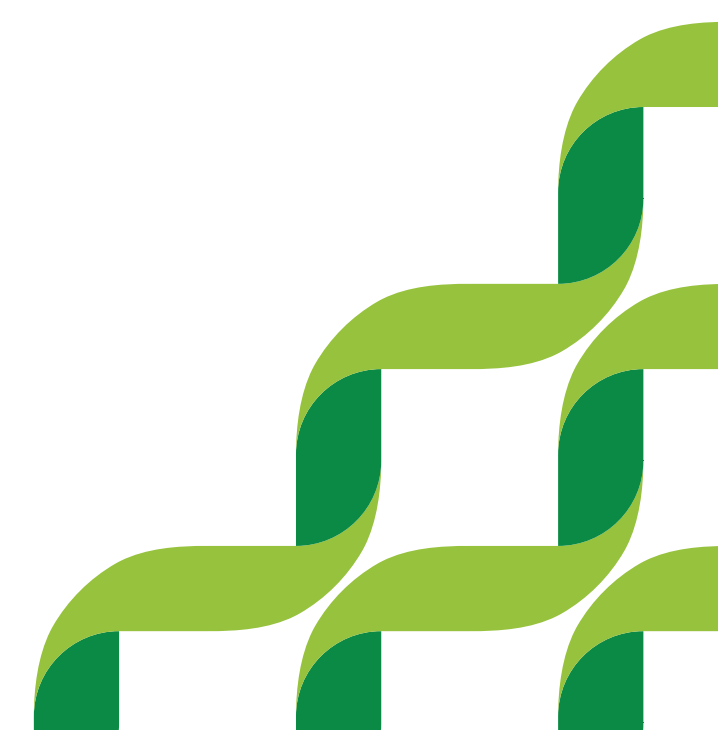


Taiwan

2%



France



Latin American Visitors*

23%



Argentina

16%



Chile

16%



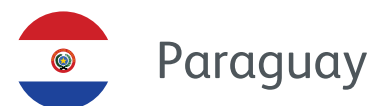
Peru

15%



Bolivia

8%



Paraguay

7%



Colombia

6%



Uruguay

4%



Ecuador

2%



Mexico

1%



Panama

1%

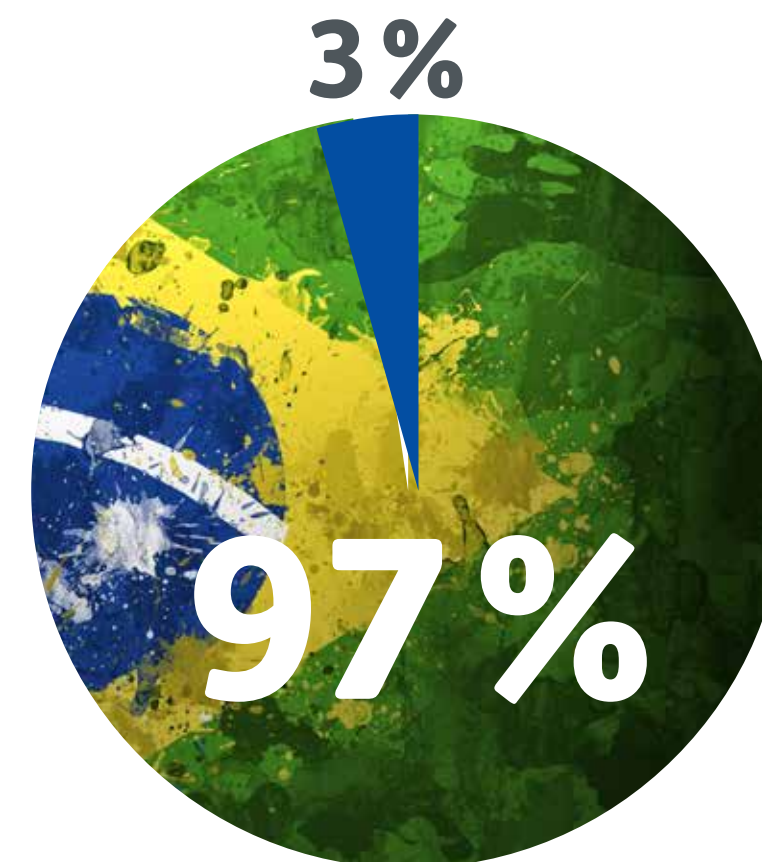


Venezuela

1%



Costa Rica



Brazil

Other countries



App (mobile app)

Downloads: **over 12,000**

Views: **over 806,000**

Sessions: **over 174,300**



Website

Page Views: **over 164,000 average/month**

Single users: **over 116,000 average/month**



Facebook
over 19,000 fans



LinkedIn
over 7,000 followers



Instagram
over 2,500 followers



Newsletter

nearly 300,000 contacts

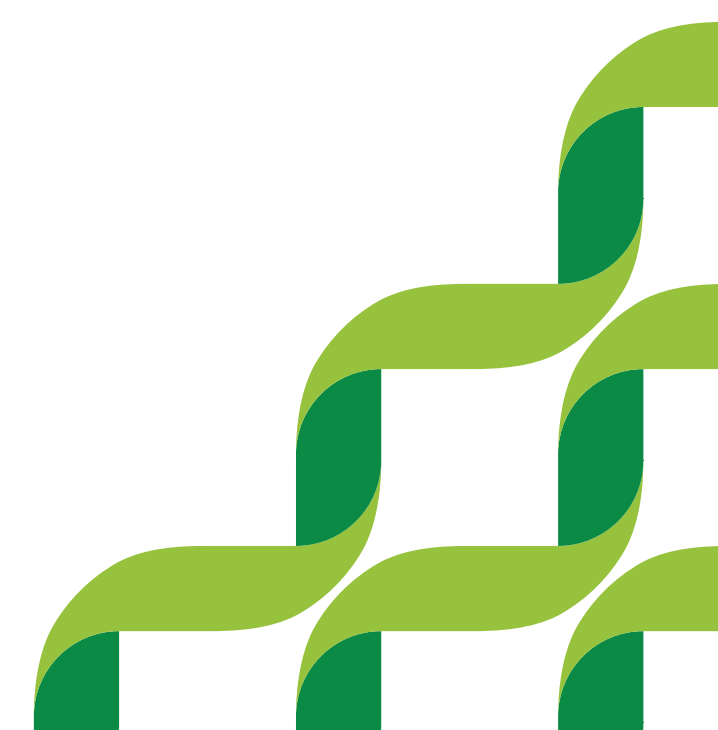
Division per area

Database of visitors interested in:

Facilities: **35.400**

Rehabilitation: **8.000**

Technology: **18.300**



Pre and post-show actions in the industry media and major communication vehicles in the country aimed at increasing visibility and audience of the show throughout 365 days a year.

783 articles

Results by media type:

- 15 newspapers
- 9 magazines
- 749 sites
- 7 TV channels
- 3 radio stations

Overall measurement of results

- 10.370.948 impressions
- 1.271.395 page views (web only)
- 58min radio
- 1h48min TV
- R\$ 20.399.939,57 valuation

Highlights in the press:

- Folha de São Paulo (print and online)
- TV Globo - SPTV 1ª edition
- Jornal da Record TV
- Estadão Notícias
- Globo News
- Band News
- Meio & Mensagem (print and online)
- Estado de Minas (print and online)
- Correio Braziliense (print and online)
- Portal G1
- Portal R7
- Portal IG
- Portal UOL
- Rádio Eldorado

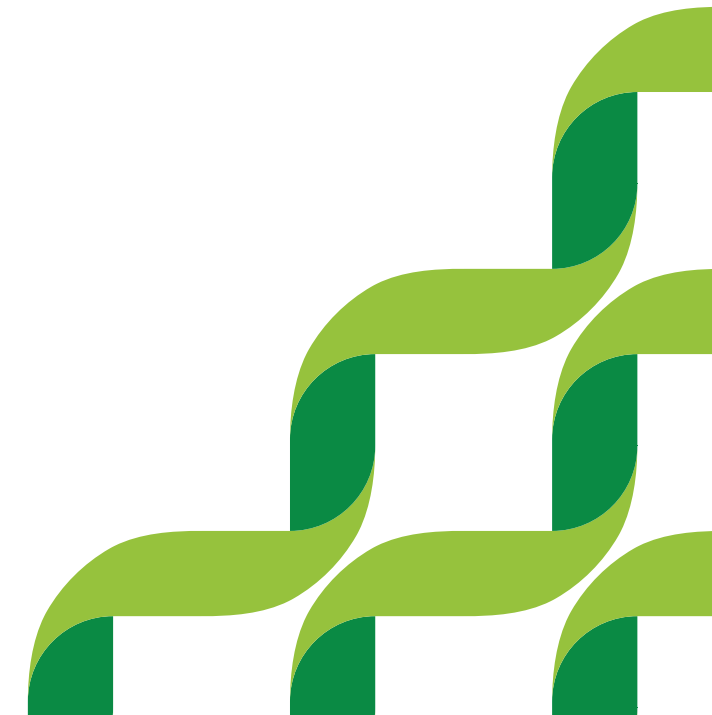


We have partnerships with nearly 20 local and foreign publications covering the entire country.

- ABIMO em Revista
- Administrador Hospitalar Magazine
- Hosp Magazine
- Hospitais Brasil Magazine
- Infodente Magazine
- Infomedix Magazine
- Laes & Haes Magazine
- Melhores Práticas Magazine
- NewsLab Magazine
- Nursing Magazine
- Visão Hospitalar Magazine – FBH

Our goal

is to expand our actions even more.



Reach | Sponsorship and Support

Institutional Sponsorship



Official Support



In Association With



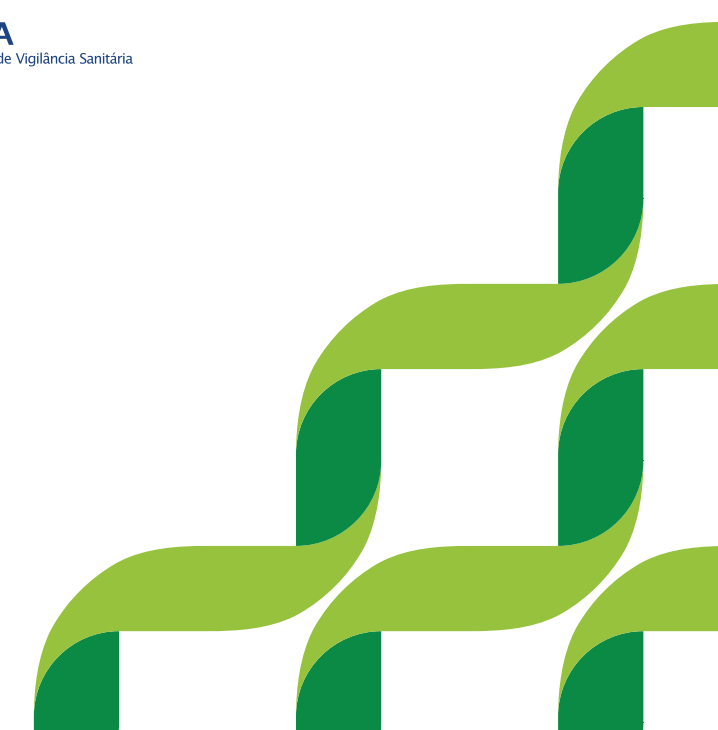
Official Media



Official Travel Agency



Institutional Support





**Join us and take part in
this successful history.**

 international.hospitalar@informa.com

     | hospitalar.com

Promotion and Organization

