



Hospitalar

By Informa Markets

# Visibility Guide

Extend the reach of your brand, products  
and services before, during and after the  
event.

**May 17<sup>th</sup> to 20<sup>th</sup> 2022**

**EXPO SAO PAULO**

**Hospitalar.com**

Hospitalar is the most relevant platform for innovations in technology, processes and ideas in Latin America. A stage for the generation of new business opportunities and technological development, the event is the meeting point of the entire national and international health market, bringing buyers and suppliers closer, promoting networking and partnerships that generate more business.

**Hospitalar is open for you and your company.**



## Now at The São Paulo Expo!

As another step in its constant evolution, as of 2020, Hospitalar will be held at the São Paulo Expo, the most modern exhibition center in Latin America.

With a privileged location, São Paulo Expo is::



**10 mins**

On the Mário Covas  
Ring Road



**10 mins**

from Congonhas  
Airport



**850 meters**

Jabaquara metro station



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

With more space, convenience and more than **6,500 covered parking spaces**, Hospitalar will offer more options to contribute to improving the interactivity between exhibitors and visitors.



Rodovia dos Imigrantes, km 1,5 – Sao Paulo/SP

# Event reach



## Site

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



## Newsletter

200,000 contacts  
approximately



more than 1,200  
Brands  
exhibiting



+ 70  
Participating  
Countries



Approximately  
90,000  
attendees from  
the industry



50,493  
unique  
visitors



35  
Simultaneous  
events



Facebook  
+  
20,000 fans



LinkedIn  
+ 14,000  
followers



Instagram  
+ 7,000  
followers





# Digital Products

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

## Head Banner



- ✚ 3 positions (rotating)
- 📏 Format: 728 x 90 px
- 🕒 Period: 3 months

**USD 4,200.00**

## Top Banner



- ✚ 3 positions (rotating)
- 📏 Format: 728 x 90 px
- 🕒 Period: 3 months

**USD 3,150.00**

## Rectangle Banner



- ✚ 6 positions (rotating)
- 📏 Format: 300 x 250 px
- 🕒 Period: 3 months

**USD 1,580.00**



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



Make your brand reach approximately 200,000 qualified health contacts

## Top Banner



Banner with direct link to the company's website



Format: 600 x 100 px

Period: 1 shot



**USD 1,520.00**

## Banner Medium



Banner with direct link to the company's website



Format: 600 x 100 px

Period: 1 shot



**USD 1,170.00**

## Bottom Banner



Banner with direct link to the company's website



Format: 600 x 100 px

Period: 1 shot



**USD 770.00**



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



# Short videos for e-news and social networks



Short videos of up to 02 minutes, such as an interview produced and posted, during the event, on a Newsletter, Facebook, Instagram and/or LinkedIn.

- Agendas defined in conjunction with Event Marketing.



**Available quotas: 4 (1 for each event day)**

**\* Fee includes the production, editing and dissemination of 1 video**



**Format: 1920x1080 or 1080x1080**

**USD 2,100.00\***

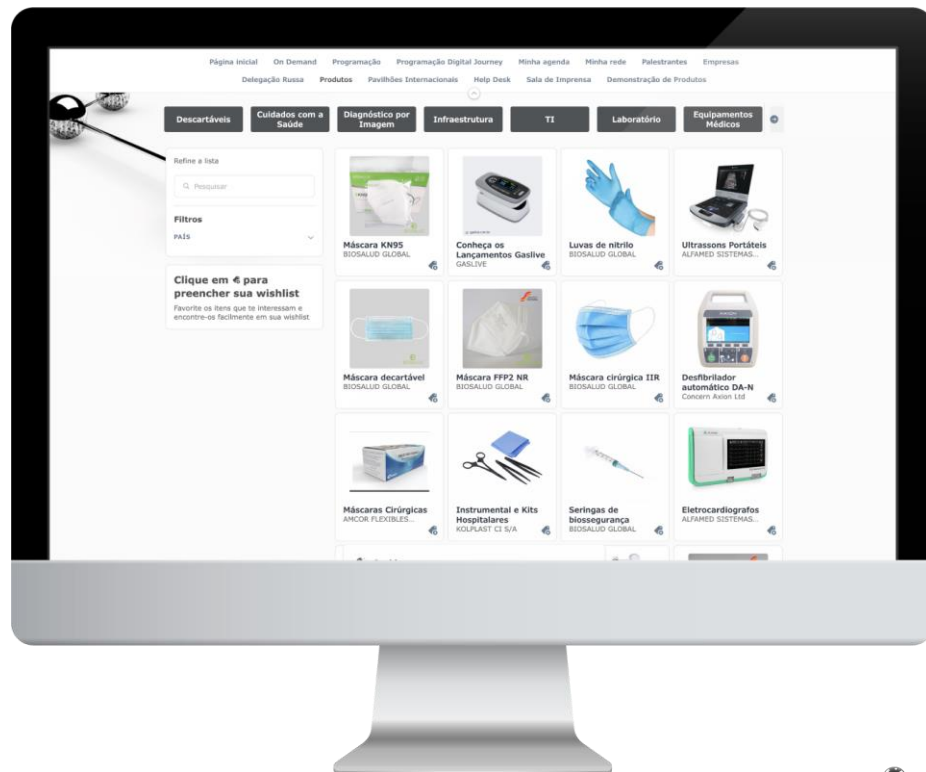






We combine our specialty of connecting people and doing business with the best and most important initiatives in the industry. In a single environment, healthcare professionals can **stay up-to-date, make connections, and find the best business opportunities!** Throughout the year, a robust agenda drives Hospitalar Hub with content focused on different health communities.

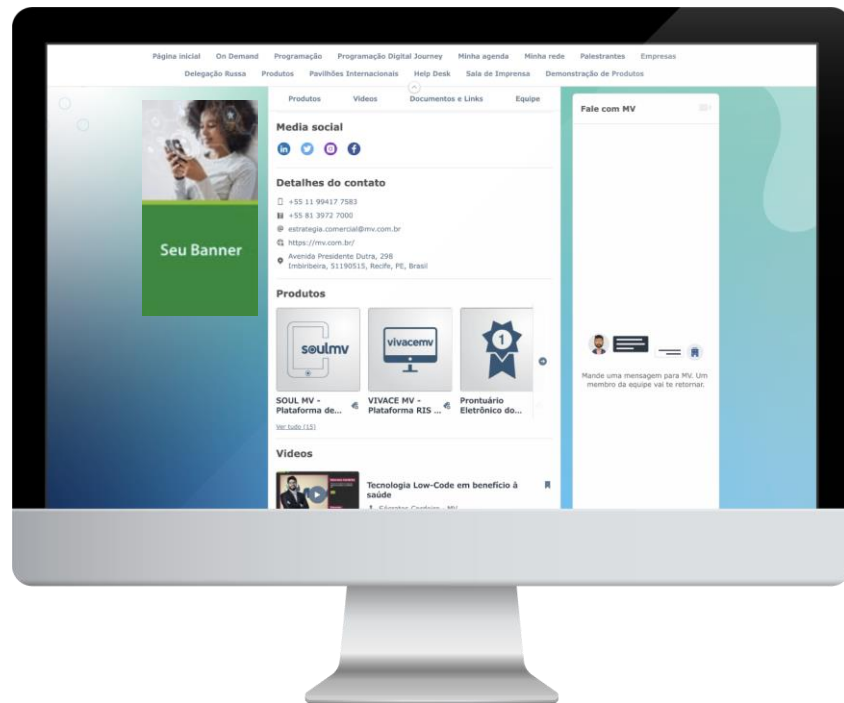
To ensure even more visibility, prominence, and lead generation for your business, check out our visibility packages.



# Visibility and business quotas - Hospital Hub

Visibility	ACCESS	ADVANCE	TARGET	SPECIAL	PREMIUM
Company profile on the platform (virtual booth)	X	X	X	X	X
Featured logo and homepage	X	X	X	X	X
Company contact information (phone, email, address)	X	X	X	X	X
Link to social networks	X	X	X	X	X
Document hosting for upload (catalog,specs)		X	X	X	X
Contact of representatives (Your representative profile available)	2	5	12	Unlimited	Unlimited
Products and services	2	10	15	Unlimited	Unlimited
Video or image at the page top			X	X	X
Personalized image at the bottom of the exhibitor's page		X	X	X	X
Banner on the company profile with number of clicks and impressions in real time				X	X
Networking and Business	ACCESS	ADVANCE	TARGET	SPECIAL	PREMIUM
Unlimited inbound connections	X	X	X	X	X
Possibility to perform searches and connections by chat and video calls with active participants		X	X	X	X
Possibility to perform searches and connections by chat and video calls with active participants + VIPs and Speakers					X
Requests for outbound connections with attendees and meetings in the platform		50	150	Unlimited	Unlimited
Requests for outbound connections with attendees and meetings in the platform + VIPs and speakers					
Detailed Monitoring of Results	ACCESS	ADVANCE	TARGET	SPECIAL	PREMIUM
Real-time Performance Dashboard	X	X	X	X	X
Extraction of unlimited reports (meeting, contact and chat)			X	X	X
Mailling visitation in your company profile				X	X
Investment	USD 436	USD 1,231	USD 4,400	USD 8,800	USD 22,000

# Business page template - Hospital Hub





# Products Internal Pavilion

## Logo Package\*



**Your company's logo appearing on:**



20,000 tradeshow maps  
(pocket map)



Megaplants



Quotas available



Map pick-up stands all over the  
event grounds

\*Available only for booths over 30m<sup>2</sup>

**USD 1,150.00**



Client should send logo in vector, in the extensions: ai, eps  
and png.

## Pocket Map



**Pocket Map – Ad on Tradeshow Map**



Format:  
**10cm x 10cm**



Handed out:  
**20,000 units**

**USD 1,150.00**






## Aerial Banner - 6m2



 Format: 2m x 3m

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

**USD 1,350.00**

## Aerial Banner - 12m2



 Format: 3m x 4m

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

**USD 1,900.00**

## Street Banner Skirt



 Format: 1m x 1m

 Double-sided banner

 ① Street quota= 5 units

**USD 2,500.00\***

\*Art and printing developed by the client. Display banners must be delivered by 10:00 am on 11/05/2022 at CAEX.



## Floor adhesive



### Small



Format:  
1,5m x 1,5m



Quotas

USD 700.00

### Large



Format:  
3m x 3m



Quotas

USD 1,900.00

### Giant - Entrance



Format:  
3m x 3m



Quotas

USD 2,800.00\*

Fee contemplates the display of 1 piece.



Art developed by the client in pdf/ai/cdr formats.



## Electronic Accreditation Totem



Company logo on the event's digital accreditation totems



Format:  
**High resolution**



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

**USD 11,500.00**

## Double-Faced Pavilion Totem



Totems with your company's brand.



Format:  
**80cm x 180cm**



Art developed by  
the client in  
pdf/ai/cdr formats.

**USD 1,900.00**



## Totem Top



Format:  
80cm x 20cm

10

Units

USD 7,000.00



Art developed by the client in PDF/JPEG format.

## Internet Access Point



Format:  
To be defined

4

Quotas

USD 2,800.00





# External Pavilion

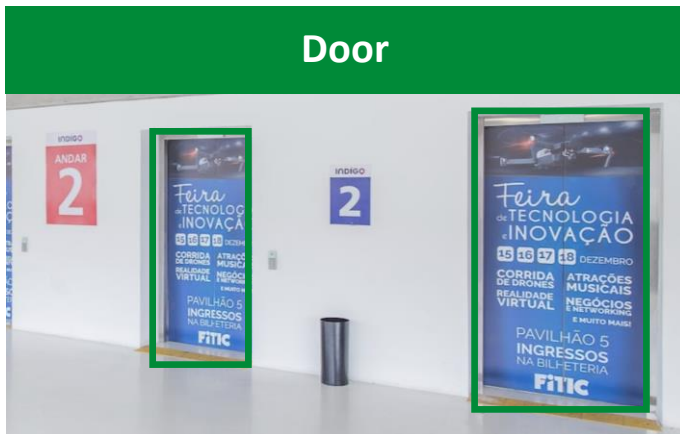
## Products



# External Pavilion Products – Parking Elevators

Opportunity to display your company, attracting a greater number of visitors.

## Door



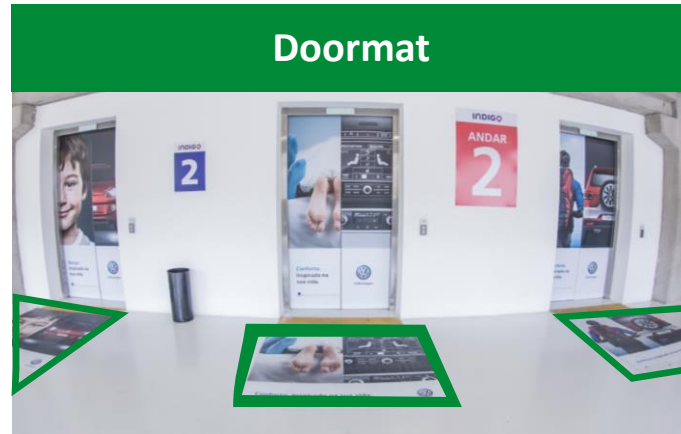
Format:  
1,1m x 2,1m



Quotas available  
5 elevators per quota

USD 4,800.00

## Doormat



Format:  
1,3m x 1,3m



Available quotas  
5 elevators every quota

USD 4,400.00



Art developed by the client in pdf/ai/cdr format.



# External Pavilion Products – Parking Elevators

Opportunity to display your company, attracting a greater number of visitors.

## Combo: Door + Doormat



7 Quotas available

USD 8,500.00



Art developed by the client in pdf/ai/cdr format.

## Mirror (Elevator)



Format:  
1,90x1,37

7 Quotas available

USD 6,000.00



# External Pavilion Products - Panels

## Eye Panel



Display at the event entrance.



Format:  
**5m x 5m**



Quotas available



Canvas + structure

**USD 5,500.00** per quota

## Catwalk Panel



Format:  
**4m x 1m**



Quotas available



Canvas + structure

**USD 3,300.00** per quota



Art developed by the customer in pdf/png format.



## Air Panel



Format:  
5m x 3,70m



Canvas + structure

③ Quotas available

USD 9,000.00 per quota



Art developed by the client in pdf/ai/cdr.\*\*\* format

## Escalator ACM



Adhesive

① Quotas available

USD 5,500.00 per quota



## Simple Inflatable



Format:  
Balloon or Replica



Quota  
available

USD 9,000.00





Digital Products	Sales	Submission
Publication: up to 5 days after sending the material	Negotiable deadline, depending on product availability	
<b>Products in the pavilion</b>		
INSIDE	Aerial banner	05/05/2022
	Tradeshow signage totem	04/13/2022
	Floor rectangular sticker (Large and Small)	04/01/2022
	Ad on the official tradeshow map	03/08/2022
	Logo Package	03/08/2022
OUTSIDE	Parking Elevators	04/01/2022
	Access Walkway	04/01/2022
	Inflatable	04/01/2022
	Escalator	04/01/2022





# Hospitalar

By Informa Markets

## Suitable Investment!

**Talk to us!**

Our team has the necessary expertise to tailor our products to your expectations, always aiming for an even greater return for your company.

For more information consult our sales team:  
[international.hospitalar@informa.com](mailto:international.hospitalar@informa.com)

**Hospitalar.com / Turn actions into results!**

Promotion and Organization



**informa**markets