

Visibility Handbook

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

May 23 - 26 2023

Tuesday to Friday, 11 am to 8 pm

São Paulo Expo

Build. Connect. Invite.
Write your story along with ours!



Hospitalar 30 years

Build, connect, invite
Write your story along with ours!



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

Hospitalar has its doors open for you and your company.

Privileged Location São Paulo Expo!



Imigrantes road, km 1,5 – São Paulo/SP



10 min

from a main road in São Paulo



10 min

from Congonhas airport



850 m

to Jabaquara subway station



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



Event scope

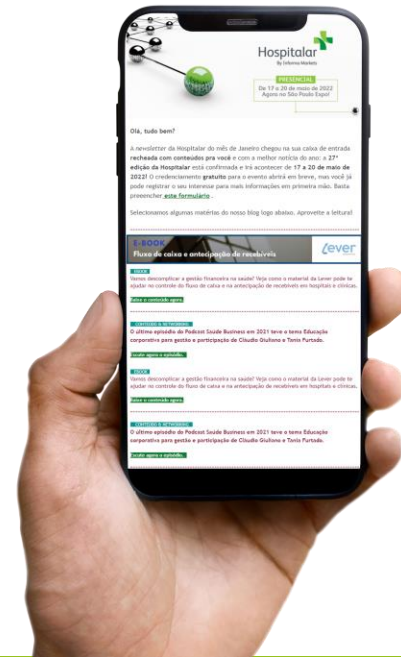


Website

2,017,783 Page Views/year*

465,069 Unique Users/year *

* Average/month



Newsletter

200,000 contacts
approximately



+1,000
Exhibitor brands



+ 40
Participating
countries



about
75 K
Professional visits



50 K
Unique
visitors



30
Simultaneous
events



Facebook
+19K fans



LinkedIn
+ 17 K
followers



Instagram
+ 15 K
followers



Digital Products

May 23-26, 2023

SÃO PAULO

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:

Head Banner



✚ 3 positions (rotating)

📏 Format: 728 x 90 px

🕒 Duration: 3 months

USD 4,830.00

Mid Banner



✚ 3 positions (rotating)

📏 Format: 728 x 90 px

🕒 Duration: 3 months

USD 3,622.50

Rectangular Banner



✚ 6 positions (rotating)

📏 Format: 300 x 250 px

🕒 Duration: 3 months

USD 1,812.00




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

Get your brand to reach approximately 200,000 qualified healthcare contacts

Top Banner



 Banner with direct link to the company's website


 Format: 600 x 100 px

 Duration: 1 sending

USD 1,745.00

Mid Banner



 Banner with direct link to the company's website


 Format: 600 x 100 px

 Duration: 1 sending

USD 1,344.00

Bottom Banner



 Banner with direct link to the company's website

 Format: 600 x 100 px

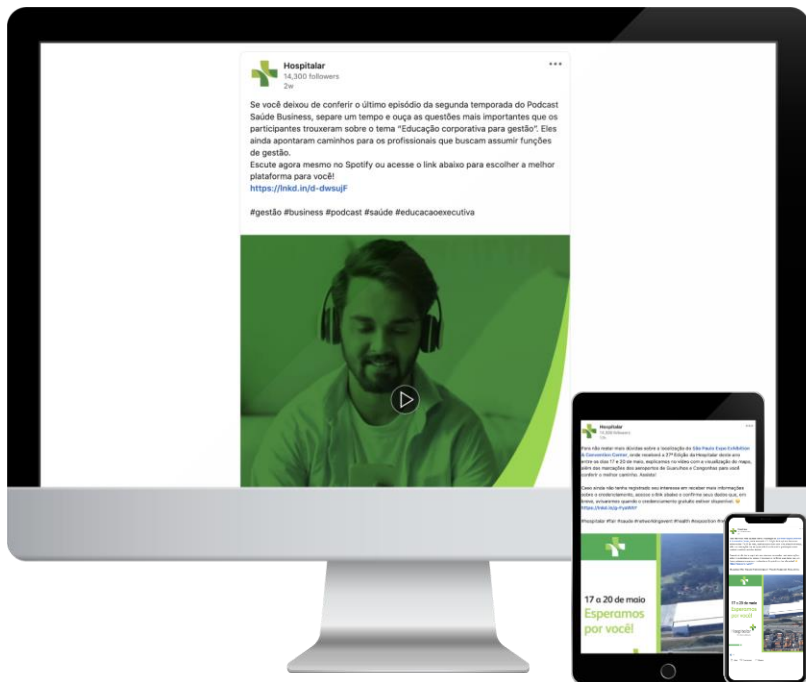
 Duration: 1 sending

USD 884.00



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

Short videos for e-news and social media networks



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

- The agenda is defined together with the event's marketing.

 **Quotas available: 4 (1 for each day of the event)**

* The price includes the production, editing, and promotion of 1 video.

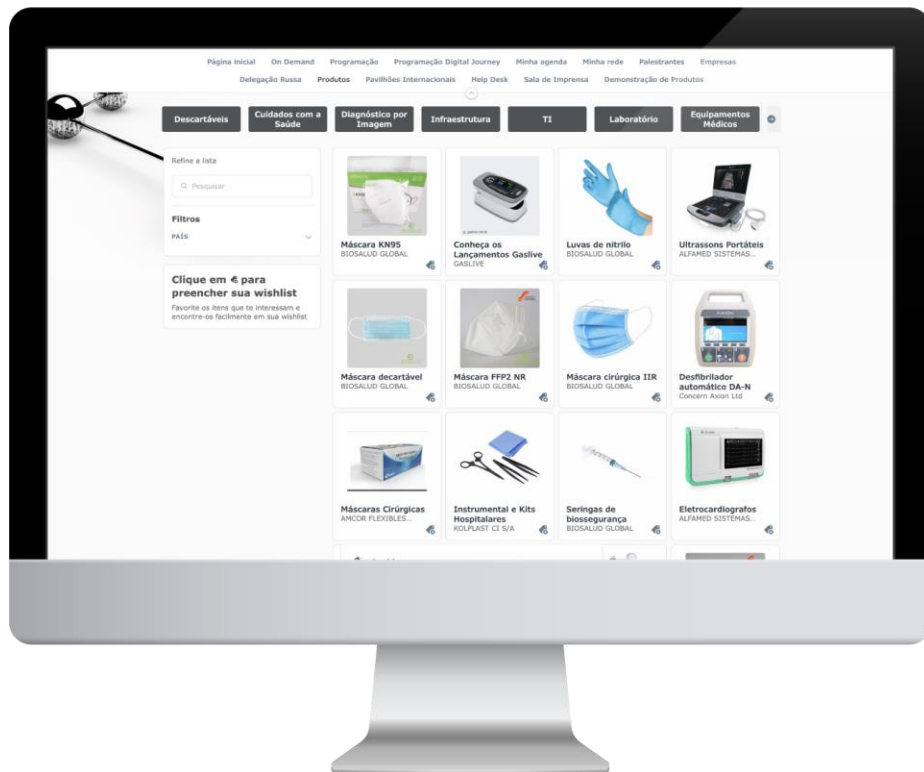
 **Format: 1920x1080 ou 1080x1080**

USD 2,415.00*



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



ADVANCE

- 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: 10

TARGET

- 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: 15
- 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

- 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
- Banner (advertisement) in the company's profile with number of clicks and impressions in real time
- Banner on the platform homepage for 1 month
- Production and dissemination of article/matter about company news. Disclosure: content channel and E-news Hospitalar and SaúdeBusiness.com..
- 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



Detailed Monitoring of Results



Investment

ADVANCE

- Unlimited inbound connections

ADVANCE

- **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

USD 1,800

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

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)

USD 5,500

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

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 8,000



Hospitalar

By Informa Markets

Sponsorship Quotas Congresses and Arenas 2023

Contact our sales team for more information:

comercial.hospitalar@informa.com



Pavilion Products

May 23-26, 2023

SÃO PAULO

Pavilion Products

Overhead Banner - 6m2



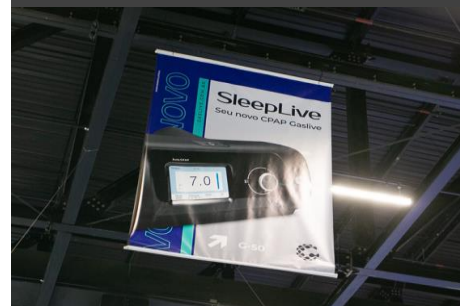
Format: **2m x 3m**



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

USD 1,535.00

Overhead Banner– 12m²



Format: **3m x 4m**



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

USD 2,170.00



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

Aisle Aerial Banner



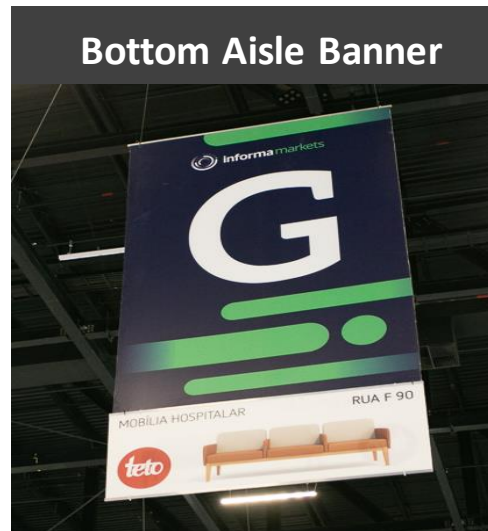
Format: 2m x 3m



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

USD 3,100.00

Bottom Aisle Banner



Format: 2m x 0,75m



Double side banner



Aisle quota = 5 units

USD 2,760.00



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

Pavilion Products

Floor sticker



The price includes the exhibition of 1 piece.

Small



Format:
1,5m x 1,5m

6

Quotas

USD 795.00

Large



Format:
3m x 3m

6

Quotas

USD 2,170.00

Large – Entry



Format:
3m x 3m

4

Quotas

USD 3,800.00*



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

Pavilion Products

Electronic Accreditation Totem



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



Format:
High Resolution

USD 13,225.00



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

** Item available only for aisle E*

Aisle E Banner*



Format:
1,5m x 8m



Available
Quotas

USD 3,100.00



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.

Pavilion Products - Totens

Totem header



Format:
80cm x 20cm

10

Units

USD 8,050.00

Point



Format:
To be defined

4

Quotas

*no internet

USD 6,000.00



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



Outdoor Pavilion Products

May 23-26, 2023

SÃO PAULO

Outdoor Pavilion Products - Parking Elevators

Combo: Door + Doormat



7 Available quotas
5 elevators per quota

USD 9,660.00

Mirror (Elevator)



Format:
1,90m x 1,37m

5 Quotas available

USD 6,900.00



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

Outdoor Pavilion Products - Panels

Eye Panel



Display in front of the event lateral entrance.



Format:
5m x 5m



Canvas + frame

Upon request

Logo at Eye Panel Entry



Informative panel with the sponsor's logo.



Quotas available

USD 5,400.00 per quota



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

Outdoor Pavilion Products

Walkway Panel



Format:
4m x 1m



Quotas available



Canvas + frame

Upon request

Overhead Panel



Format:
3,70m x 5m



Quotas available



Canvas + frame

Upon request



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

Outdoor Pavilion Products

ACM Escalator



Sticker



Quotas available



Format:

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

USD 6,210.00 per quota



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

Simple Inflatable



Format:

Balloon or Replica



Quotas available

USD 10,350.00

Outdoor Pavilion Products

Barrier Gate - Parking



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

① Quotas available

USD 4,000.00 per quota

Horizontal Mega Banner - Parking



Format:
60m x 1,6m

① Quotas available

USD 18,000.00



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

Outdoor Pavilion Products

Access - Parking Lot



Format:
5,5m x 1,1m

6 Quotas
available



Canvas

1 quota= 2 units

USD 4,000.00 per quota

Entry 2 and 3 Panel



Format:
8m x 5m



1 Quotas
available

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	21/04/2023	Responsible: Mr. Rafael Dantas Email: rafael.dantas@informa.com

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

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São Paulo Expo

Promotion and Organization

