

# Hospitalar

By Informa Markets



## May 21-24, 2024

Tuesday to Friday - from 11am to 8pm  
São Paulo Expo  
São Paulo / Brazil

**Hospitalar 2024 surpasses expectations with high-quality audiences, increased business volume, enhanced networking, engaging Content, and significant impact on Brazilian healthcare!**

### Key numbers of the event



Unique Visitors  
**50,000**



Total Professional Visits  
**80,000**



Exhibiting Brands  
**1,200**



Exhibiting Countries  
**27**



Content Events  
**40**



Visiting Countries  
**80**



Speakers  
**800**



ESG Content Hours  
**30 horas**



Content hours  
**240 horas**

### Hospital Hub Digital Platform



Active users on the Hub  
**20,000**



Leads generated  
**90,000**

**Exhibition sectors:** Equipment, Consumables, Diagnostics and Laboratory, Facilities, Rehabilitation and Orthopedics, Removal, Technology and International Pavilions

**International countries present at the event, including five new ones compared to 2023:**  
*Puerto Rico, Canada, Egypt, Greece, and Peru.*

Germany, Argentina, Austria, Canada, China, Korea, Egypt, Spain, USA, France, Greece, Hong Kong, India, England, Italy, Luxembourg, Malaysia, Mexico, Pakistan, Peru, Poland, Puerto Rico, Portugal, Switzerland, Thailand, Taiwan and Turkey.

**Jobs Generated:** During the event, approximately 6,000 temporary jobs were created.

**Business Done:** In 2024, exhibitors reported that the tradeshow generated around BRL 1 billion in business.

### Institutional Sponsors



### Official Media

### Institutional Support



### Events that took place during Hospitalar

During Hospitalar, 240 hours of content were delivered through our own initiatives and those of our event partners.

### Own Initiatives



### Attractions that took place at Hospitalar



#### Opening ceremony



**Hospitalar Award - Personality of the Year in Health 2024:**  
Hospitalar recognized oncologist Paulo Hoff, MD, as the Personality of the Year in Health 2024. Hoff is the president of Oncologia D'Or, a full-time professor at FMUSP, a former member of the Board of Directors of ASCO, and a former president of SBOC.



**Plaza Hospitalar**  
Plaza Hospitalar improved the event experience with the HIS Stage (Healthcare Innovation Show), the Connected ICU, cafeteria, rest area, coworking, bookstore, massage (decompression area) and cell phone charging area.



**Hospital Clown Troupe**  
During Hospitalar 2024, Soul Alegria brought lightness and joy to the pavilions every day. They demonstrated how art, playful techniques and a person-centered approach can be extremely effective.



#### Interactive Map and Locate Yourself at Hospitalar Hub

Visitors had access to an interactive map that could be viewed on mobile phones or tablets, showing the route to find booths, streets, and sectors of the event in real-time. The event also featured the "Locate Yourself at Hospitalar Hub" space, which was created to facilitate the location of brands, products, and services, with trained receptionists to help. Additionally, the space provided the Matchmaking APP, which assisted distributors and companies in connecting and conducting business.



#### Connected ICU

Leading companies such as CloudSaúde, B.braun, Getinge and Linet created a realistic hospital environment to highlight the importance of interoperability in intensive care. Visitors explored three ICU beds, connected to a central bed in the CloudSaúde lounge, and monitored vital data in real time on a dashboard integrated into the electronic medical record.



#### Breastfeeding Room

The breastfeeding room at Hospitalar 2024 was designed to provide women with a safe, comfortable and private space to breastfeed during the event.

SAVE THE DATE

# Hospitalar

## May 20-23, 2025

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