

# Hospitalar

By Informa Markets



Media Kit **2025**

**May 20-23, 2025 - São Paulo Expo**

*São Paulo - Brazil*

# THE BEST B2B SOLUTIONS FOR YOUR BUSINESS

Hospitalar is the **largest business and networking platform in the Healthcare sector in Latin America.**

For over **30 years**, it has fostered market growth by combining **exhibitions, demonstrations, experiences, and content**, creating significant opportunities.

Hospitalar is the **prime choice** for brands aiming to establish proximity, build branding, and generate leads among **decision-makers** in hospitals, clinics, laboratories, transitional care facilities, as well as distributors and retailers.

Explore our brand activation opportunities before, during, and after the event **to maximize your participation in the Hospitalar Tradeshow.**





# VISITOR PROFILE

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- 20%** Owner / Partner
- 18%** Manager
- 14%** Supervisor/Coordinator
- 7%** C-Level / Director
- 3%** President

- 28%** Hospital / Clinic
- 22%** Distributor
- 9%** Medical Supply Store
- 4%** Laboratory / Clinical Analysis / Diagnostic Imaging Laboratory
- 3%** EN / Software / Hardware
- 3%** Home care
- 2%** Government/Regulatory Agency
- 2%** Health Insurance / Supplementary Health

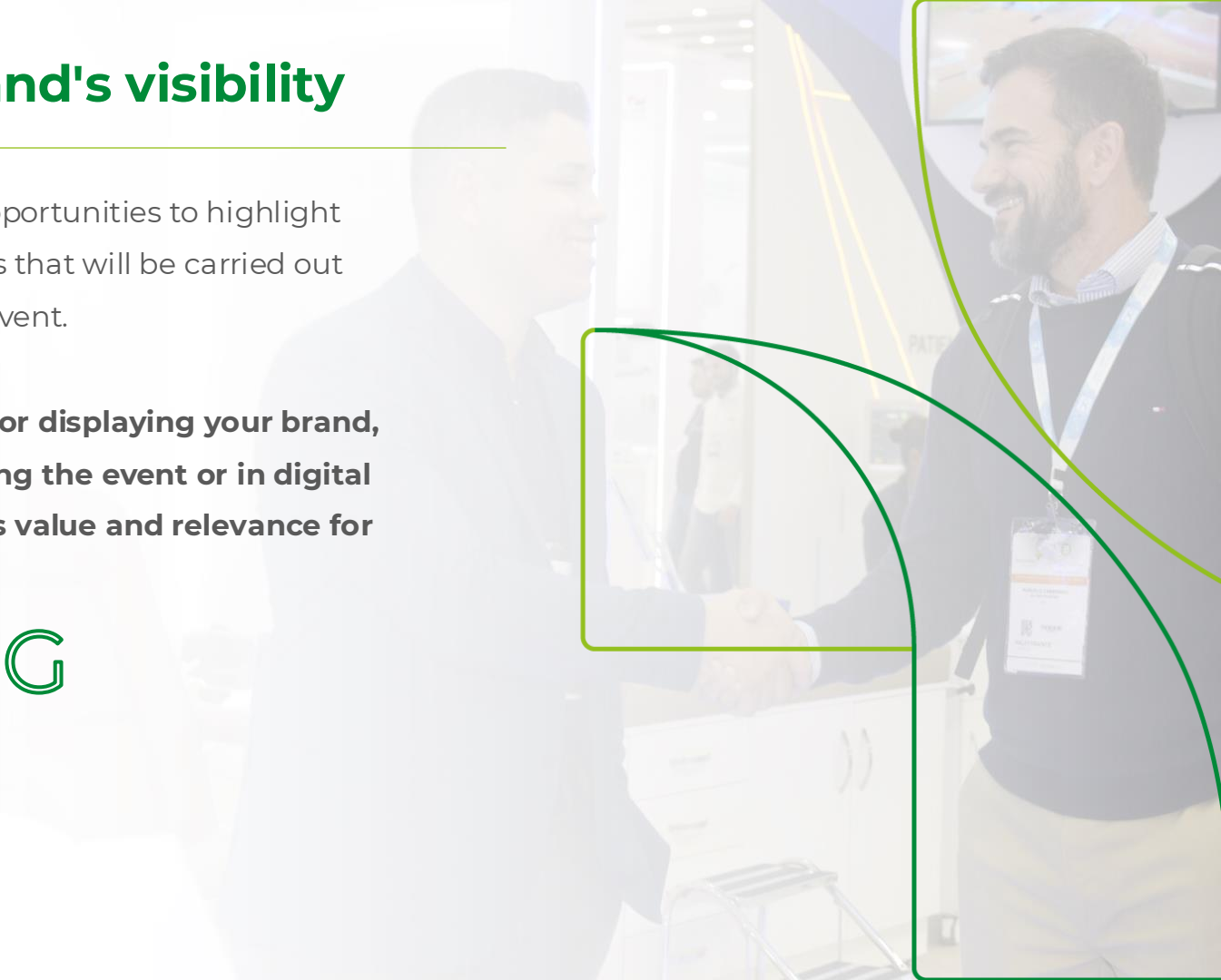
## Expand your brand's visibility

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Merchandising actions are opportunities to highlight products, services and actions that will be carried out before, during and after the event.

**There are different options for displaying your brand, whether in the pavilion during the event or in digital format, in a way that creates value and relevance for your image.**

**BRANDING**  
**IMPACTS**  
**RESULTS**





# Privileged Location

## São Paulo Expo!



**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**



Imigrantes road, km 1,5 São Paulo/SP



PRACA DE  
ALIMENTAÇÃO  
Food court



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## Pavilion Products

**May 20-23, 2025 - São Paulo Expo**

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## LED Panel – Event Entrance

LED portals in exclusive formats at the event entrance, we offer you a unique opportunity to achieve exceptional recognition.



Video of 10 to 30 seconds displayed on LED panel during the event



**8 Quotas**

**USD 9,000** per quota



## Logo Pack\*



Application of your company logo on:



Mega Map

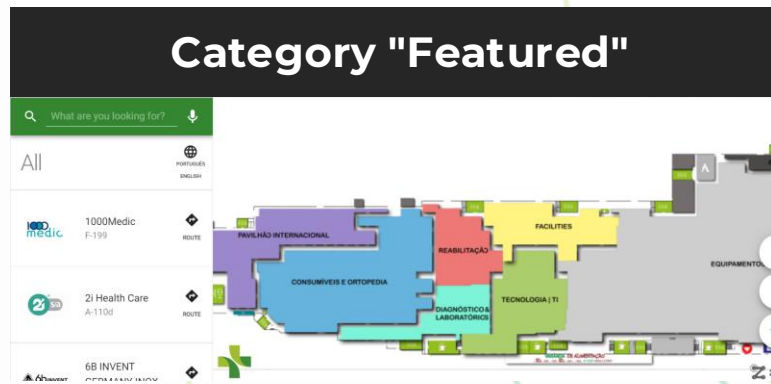
**USD 1,800**



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

\*Only available for booths larger than 30m<sup>2</sup>

## Category "Featured"



Your brand featured as a sponsor of one of the event's sectors, within our virtual map.



Logo on the Virtual Map of the event (search in the app and electronic kiosks)

**USD 2,000**

## Overhead Banner - 6m<sup>2</sup>



 **Format: 2m x 3m**

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

**USD 1,690**



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

## Overhead Banner- 12m<sup>2</sup>



 **Format: 3m x 4m**

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

**USD 2,387**

## Aisle Aerial Banner



**Format:** 2m x 3m



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

**USD 3,410**

## Bottom Aisle



**Format:** 2m x 0,75m



**Double side banner**



**Aisle quota = 5 units**

**USD 3,036**



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

*\* Item available only for aisle E*

## Electronic Accreditation Totem



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



Format:  
High Resolution

*\*exclusive quota*

**USD 7,274**



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

## Aisle E Banner\*



Format:  
1,5m x 8m

10

Available  
Quotas

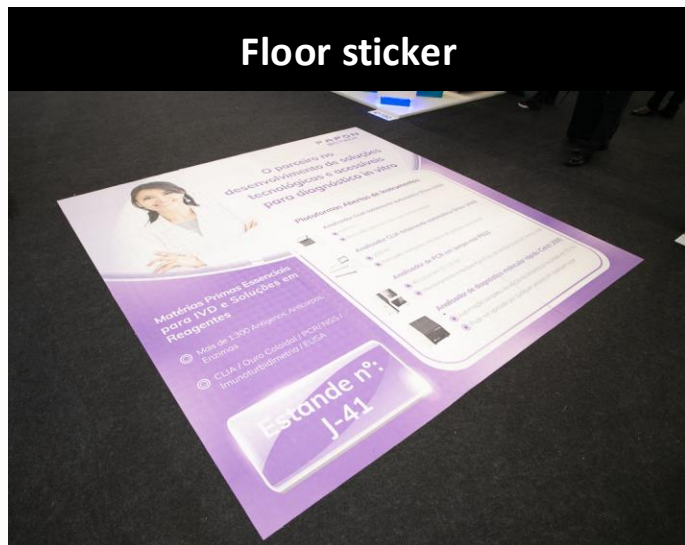
**USD 3,410**



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.

The price includes the exhibition of 1 piece.



## Floor sticker

Small

Format: 1,5m x 1,5m 6 Quotas

USD 875.00

Large

Format: 3m x 3m 6 Quotas

USD 2,387.00

Large - Entry

Format: 3m x 3m 4 Quotas

USD 4,180\*



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



## Totem header



Format:  
80cm x  
20cm

10 Units

USD 8,855

## Point (Charging Station Kiosk)



Format:  
To be defined

4 Quotas

\*no internet

USD 6,600

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



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## Outdoor Pavilion Products

May 20-23, 2025 - São Paulo Expo

São Paulo - Brazil



SÃO PAULO EXPO  
EXHIBITION & CONVENTION CENTER

## Eye Panel



Display in front of the event lateral entrance.



Format:  
5m x 5m



Canvas + frame

**USD 5,000**

## Logo at Eye Panel Entry



Informative panel with the sponsor's logo.

1 available quota

**USD 8,800**



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

## Walkway Panel



Format:  
**4m x 1m**

3

Quotas  
available



Canvas + frame

**USD 5,000**

## Overhead Panel



Format:  
**5m x 3,70m**

3

Quotas  
available



Canvas + frame

**USD 5,000**



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

## ACM Escalator



Sticker

1 Quotas available



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

USD 6,831 per quota

## Simple Inflatable



Format:  
Balloon or  
Replica

1 Quotas available

USD 11,385



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



## Pavilion Guardrail



Format: 6,0m x 1,10m



Printed canvas



6 quotas available

**USD 1,400**

## Windflags



Format: 613mm x 280mm



1 available quota (22 windflags)

**USD 4,400**



Artwork developed by the client in pdf/ai formats

Informa is responsible for the production of the material, and the artwork is sent by the client within the given deadline.

## ACM Panel (Hall 5)



 **Format: 6500x6500mm**

 **Adhesive**

 **1 quota available**

**USD 3,800**

## Outdoor Walkway Advertising



 **Format: On request**

 **Printed canvas**

 **1 quota available**

**USD 23,100**



Artwork developed by the client in pdf/ai formats

Informa is responsible for the production of the material, and the artwork is sent by the client within the given deadline.

## Barrier Gate - Parking



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



Quotas  
available

**USD 4,400** per quota

## Horizontal Mega Banner Parking Building



Format:  
**60m x 1,6m**



Quotas  
available

**USD 19,800**



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



## LED Panel

Display of your brand on the parking garage.

 **10 quotas – 10 seconds vídeos**

 **Format: 672x1152 pixels**

**USD 10,000** per quota

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

## Combo: Door + Doormat



7 Available quotas  
5 elevators per quota

**USD 10,626**

## Mirror (Elevator)



Format:  
1,90m x 1,37m

5 Quotas available

**USD 7,590**



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



## Access - Parking Lot



Format:  
**5,5m x 1,1m**

6 Quotas  
available



Canvas

1 quota= 2 units

**USD 4,400** per quota

## Elevator Back Panel



Format: **11450mmx2140mm**



7 quotas available

*Art applied behind one of the elevator banks on a floor,  
subject to availability.*

**USD 8,000.00**



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

# DEADLINES

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Products	Deadline	Email for sending
All files referring to products purchased for Merchandising actions, produced by Informa	10/04/2024	<b>Responsible:</b> Ms. Erika Costa <b>Email:</b> erika.costa@informa.com

*\*Caso precisem de qualquer suporte acionem o Time Comercial*

ENGENHARIA  
CLÍNICA



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## Sponsorship Quotas Congresses and **Arenas**

**May 20-23, 2025 - São Paulo Expo**

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# +2,700 2024 Participants

The overall audience of the Hospitalar congresses and partner initiatives

The **Hospitalar congresses** bring to visitors various topics and discussions on the main trends, innovations, and technologies in the healthcare sector, gathering representatives from significant companies, organizations, and initiatives in the healthcare field in Latin America



**CAD**  
Congress of  
**Home Care and  
Transitional Care**



**CISS**  
International Congress  
of Health Services



**H&F**  
**Hospitality & Facilities**  
Congress



**FDHIC**  
**Future of Digital Health**  
International Congress



**CR**  
Rehabilitation  
Congress



**Simpósio de Infraestrutura**  
1ª edição: O futuro da engenharia aplicada a saúde,  
ensino e pesquisa



# CONTENT ARENA



**+3.000 Participants**  
General audience for  
the arenas in 2024

During the 2024 edition, over **3,000** attendees engaged with the content presented in the seven free arenas throughout the four-day event.

In 2025:

**Engineering Clinic Arena**  
**Industry and Distributors Arena**





Hospitalar  
By Informa Markets



Contact our sales team for more information:  
[comercial.hospitalar@informa.com](mailto:comercial.hospitalar@informa.com)



# Digital Visibility Actions

Boost your company's participation before, during and after the event by highlighting your products and launches on Hospitalar's official digital channels!



Check availability with the Sales Department.

# 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:



## 1. Head Banner

**USD 5,313.00**

3 positions (rotating) | Format: 728 x 90  
px

Duration: 3 months

## 2. Mid Banner

**USD 3,984.75**

3 positions (rotating) | Format: 728 x 90  
px

Duration: 3 months

## 3. Bottom Banner

**USD 1,993.20**

3 positions (rotating) | Format: 728 x  
90 px

Duration: 3 months



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

# Newsletter Banner

Get your brand to reach approximately 100,000 qualified healthcare contacts.



## 1. Head Banner

**USD 1,919.50**

Banner with direct link to the company's website | Format: 600 x 100 px | Duration: 1 sending

## 2. Mid Banner

**USD 1,478.40**

Banner with direct link to the company's website | Format: 600 x 100 px | Duration: 1 sending

**SOLD OUT**

## 3. Bottom Banner

**USD 972.40**

Banner with direct link to the company's website | Format: 600 x 100 px | Duration: 1 sending



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

## Testimonial in the daily coverage video

During the event

- Provide a brief, 30-second testimonial in the daily coverage video of the tradeshow.
- The daily video, featured in the event's newsletter reaching an extensive contact base of over 100,000 healthcare professionals, spans up to 3 minutes and captures the day's key highlights.
- As a sponsor, you have the opportunity to share a testimonial, mentioning your brand and showcasing your booth or product

*\*The video will be made by the Hospitalar team.*

***\*The testimonial should be provided in Portuguese.***



**Quotas available: 1 per day (total of 4 videos)**

Check availability with the Sales Department.

**USD 2,200**

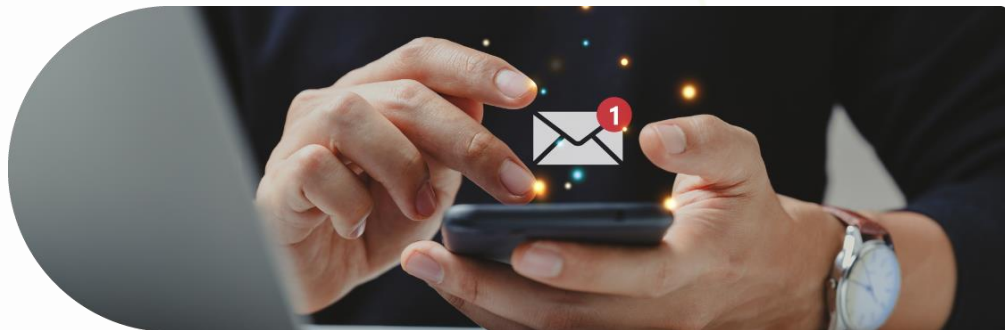


# Article in Hospital Newsletter and Portal Saúde Business

Before or during the event

## Hospital Newsletter

- Before and during the days of the event, Hospitalar sends its general base a newsletter summarizing the event's main attractions. Get the word out about your company, product or service!
- Our newsletter will be sent to the entire registered attendee base for 2024, as well as to participants from previous editions of the event. Our database comprises over **100,000 qualified contacts of healthcare professionals**. Additionally, the Saúde Business portal receives over **2 million views per year**.



- Number of publications: 1 to choose from (before or during the event)
- **The content should be provided in Portuguese by the sponsor.** The date for submission will be coordinated accordingly
- \*The client must send the release/story to be published in word format and an illustrative image in jpeg format.

Check availability with the Sales Department.

**USD 2,400**



## Dissemination on Social Networks – During the event

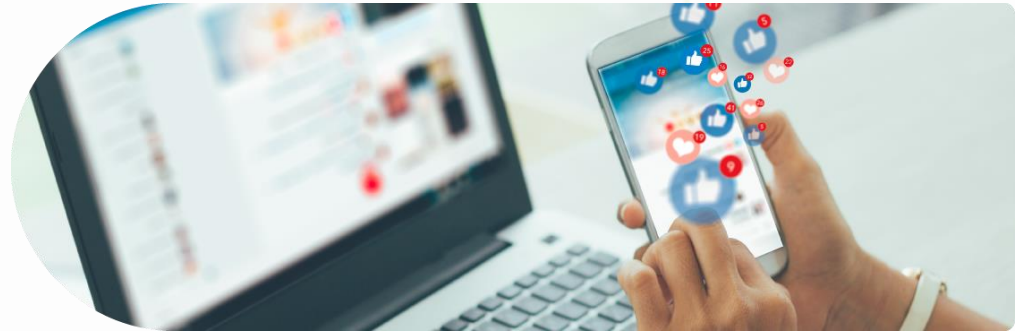
Throughout Hospitalar, a dedicated team of journalists will offer comprehensive coverage shared across the event's social networks.

Maximize your brand exposure by featuring in our coverage. Our team\* will visit your booth to create engaging 120-second Reels showcasing your space, products, and extending a warm invitation to attendees.

The video will be strategically posted on your Instagram, Facebook, and LinkedIn feeds throughout the event. **With a combined follower count exceeding 69,000 across our social networks**, your brand will enjoy extensive visibility!

\*The video will be made by the Hospitalar´s team.

\***The testimonial should be provided in Portuguese.**



**Available quotas: 4 per day**

**Check availability with the Sales Department.**

**USD 2,000**

# Digital Visibility Packages

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Enhance your brand presence for attendees through **comprehensive digital visibility packages before, during, and after the event!**

Check availability with the Sales Department.



# Newsletter package and Saúde Business portal (Article)

## Before, during and after the event

- Showcase your service or product in the **official Hospitalar newsletter**, reaching a broad audience before, during, and after the event. Your press release/article will also gain visibility on **Saúde Business**, the **largest health portal** in Latin America.
- Our newsletter will be distributed to the entire 2024 base, including registrants and participants from past editions, totaling over **100,000 qualified contacts of healthcare professionals**. Additionally, the **Saúde Business** portal boasts an average of **2 million views per year**.
- Publication dates for the material will be coordinated in collaboration with the client, ensuring alignment with their availability.
- Number of featured publications in the e-news and portal: 3

*\*The client must send the release/story to be published in word format and an illustrative image in jpeg format.*

***\*The article must be sent in Portuguese.***



**Quotas available: 4**

Check availability with the Sales Department.

**USD 4,000**

# Social Media Package

## Before, during and after the event

- Showcase your company or product across Hospitalar's official social media channels – Facebook, Instagram, and LinkedIn – **with a combined following of over 69,000!**
- Leading up to and following the event, clients can submit feed/reels and story format posts, which we will share on our social media platforms.
- Throughout Hospitalar, our dedicated team of journalists will visit your booth, creating a captivating video up to 120 seconds in length highlighting your space, products, and extending a warm invitation to visit. This content will be featured on our Instagram, Facebook, and LinkedIn timelines.

*\*Only the video during the event will be made by the Hospitalar team.*

***\*The material should be send/captured in Portuguese.***



**Quotas available: 4**

Check availability with the Sales Department.

**USD 3,600**

# Mixed Digital Package

## Before, during or after the event

Packages with integrated digital actions to boost your participation.

P **USD 2,900**

- **Leadster** - Visitor credential data reader during the event via mobile application. Reading and receiving the data collected in real time.
- **Interactive Map - Highlight your brand during the visitor's search on the Virtual Map**
- **Middle Website Banner** - Banner with direct link to the company's website | 3 positions (rotating) | Format: 728 x 90 px. Duration: 3 months

**USD 4,900**

M

- **Interactive Map - Highlight your brand during the visitor's search on the Virtual Map**
- **Middle Newsletter Banner** - Banner with direct link to the company's website | Format: 600 x 100 px | Duration: 1 sending
- **Article in Hospital Newsletter and Portal Saúde Business (before or during the event)** - Before and during the days of the event, Hospitalar sends its general base a newsletter summarizing the event's main attractions.
- **Ads by Informa** - 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.

**Quotas available: 4**

**Check availability with the Sales Department.**

# Hospitalar



By Informa Markets

**Transform actions into results!**

For more information, please contact our international sales team:

**Ludmila Reis** | [ludmila.reis@informa.com](mailto:ludmila.reis@informa.com)

**Mayra Tomé** | [mayra.tome@informa.com](mailto:mayra.tome@informa.com)

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