

MEDIA KIT

CONGRESSES AND ARENAS

Hospitalar

By Informa Markets



May 20-23, 2025

São Paulo Expo - São Paulo / Brazil



Hospitalar 2024 – General Results

Hospitalar 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



Hospitalar Congresses 2024



+4.300 Participants in 2024

General audience of the Hospitalar congresses and partner initiatives

The **Hospitalar Congresses** offer visitors a wide range of topics and discussions on the main trends, innovations, and technologies in the sector, bringing together representatives from key companies, organizations, and initiatives in the healthcare industry across Latin America.



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



CR
Rehabilitation
Congress



CISS
International Congress
of Health Services



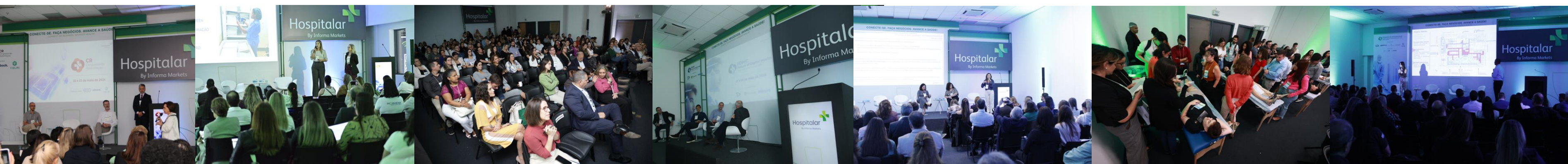
FDHIC
Future of Digital Health
International Congress



H&F
Hospitality & Facilities
Congress



Infrastructure Symposium
The Future of Engineering Applied to Health,
Education and Research



22 e 23 de maio de 2024



CISS

International Congress of Health Services

Support:



Focused on discussing the best international experiences in the healthcare sector, CISS is a forum that amplifies successful programs and new proposals to ensure quality, efficiency, sustainability, and humanization in healthcare delivery.

Target Audience: Government officials, public and private health policymakers, managers of large hospitals, laboratories, and healthcare service providers, executives in the products, equipment, and services industry, health insurance operators, as well as professionals from research and development institutions



Position

- 23% - Manager/Department Head**
- 20% - Supervisor/Coordinator**
- 19% - Owner/Director**
- 17% - C-Level**
- 12% - Analyst**



Field of Activity

- 24% - General Management and Administration**
- 23% - Healthcare Professional and Clinical Staff**
- 16% - Engineering**
- 12% - IT and Information Management**
- 10% - Marketing and Public Relations**



Segment/Industry

- 15% - Private Hospitals**
- 9% - Supplementary Health/Health Insurance Providers**
- 8% - Public Hospitals**
- 7% - Consulting**
- 6% - Private Clinic / Medical Clinic**

Sponsorship options

Benefits		Premium	Target
SPONSOR CREDENTIAL	Full Pass (Congress)	5	2
GUEST CREDENTIAL	Full Pass (Congress)	20	10
Exposure & Promotion	Institutional video of up to 2 minutes at the opening of the event.	✓	
	Logo on the event's website	✓	✓
	Digital Package Standard - Company profile on the platform with contact information: logo, phone, email, address, link to social networks, etc.	✓	✓
	01 Social by Informa-50k impressions -Boosting posts on our social networks by exploring all the audience qualification of our channels.	✓	
	1 Ads by Informa-500k impressions: banners through programmatic media, exploiting all the audience qualification of our channels	✓	
	Digital Agenda Advertising: Showcase your agenda with exclusive screen space	✓	
Content	Sponsored Content – Article (Text sent by the sponsor.)	✓	
	Speech	30min	15min
	Simultaneous translation (when necessary)	✓	✓
Relationship	Distribution of giveaways to congress attendees. (Distribution responsibility falls under the sponsor in alignment with the Informa team.)*	✓	
Post-event	Congress Results Folder	✓	✓
	Event Presentation Communication to Mailing List* Opt-in contacts	✓	
Investment		TOTAL USD 15,000	TOTAL USD 11,000



FDHIC

Future of Digital Health

International Congress

The technology congress at the Hospitalar Fair will discuss the future of Digital Health in Brazil and around the world.

Target Audience: Service providers;
Health plan operators, insurers and health cooperatives;
Product and service providers;
Medicines industry;
Distributors of solutions, inputs and technologies;
Healthtechs and services focused on consumer health, especially digital health;
National and international market for Investment Funds, Venture Capital Funds, Angels, Incubators, Accelerators and sectors that foster technological innovation in health;
Universities, Research Institutes, Municipalities, Ministry of Health and State and Municipal Health Departments.



Position

30% - Manager / Department Head

24% - C-Level

16% - Supervisor/Coordinator

13% - Owner/Director

10% - Analyst



Field of Activity

23% - IT and Information Management

20% - General Management and Administration

19% - Healthcare Professional and Clinical Staff

18% - Sales/Business Developments

11% - Research & Development



Segment / Industry

19% - Private Hospitals

12% - IT

10% - Supplemental Health and Health Operators

9% - Private / Medical Clinics

8% - Government

Sponsorship options

Benefits		Premium	Target
SPONSOR CREDENTIAL	Full Pass (Congress)	5	2
GUEST CREDENTIAL	Full Pass (Congress)	20	10
Exposure & Promotion	Institutional video of up to 2 minutes at the opening of the event.	✓	
	Logo on the event's website	✓	✓
	Digital Package Standard - Company profile on the platform with contact information: logo, phone, email, address, link to social networks, etc	✓	✓
	Future of Digital Health Podcast – brand exposure as a sponsor, 1 exclusive 45-minute interview with QR code linking to your page, material on the content page, 1 kick off with Guilherme Hummel (Podcast host), monthly performance report while the season is on air.	✓	
	Digital Agenda - Advertising space within the screen for the presentation of the agenda	✓	
Content	Sponsored Content – Article (Text sent by the sponsor.)	✓	
	Speech	30min	15min
	Simultaneous translation (when required)	✓	✓
Relationship	Distribution of giveaways to congress attendees. (Distribution responsibility falls under the sponsor in alignment with the Informa team.)*	✓	
Post-event	Congress Results Folder	✓	✓
	Event Presentation Communication to Mailing List* Opt-in contacts	✓	
Investment		TOTAL USD 15,000	TOTAL USD 11,000



H&F Hospitality & Facilities Congress

The congress themes will cover key market initiatives in the efficient management of hospitality services and facilities management. It will also address the impacts of this area on costs, service quality, and the customer experience.

Target audience: Facilities managers, COOs, operations directors, building management and UX managers. Managers and administrators in general. Engineering, architecture, security, maintenance, administration.



Position

- 37% - Manager/Department Head**
- 27% - Supervisor / Coordinator**
- 15% - C-Level**
- 10% - Owner / Director**
- 7% - Analyst**



Field of Activity

- 32% - Operations/Maintenance /
Cleaning/Service/Architecture**
- 22% - General Management
and Administration**
- 13% - Healthcare Professional
and Clinical Staff**
- 12% - Engineering**
- 11% - Sales/Business Development**



Segment / Industry

- 33% - Private Hospitals**
- 12% - Public Hospitals**
- 6% - Private / Medical Clinics**
- 6% - Consulting**
- 5% - Supplemental Health /
Health Operators**

Benefits		Premium	Target
SPONSOR CREDENTIAL	Full Pass (Congress)	5	2
GUEST CREDENTIAL	Full Pass (Congress)	20	10
Exposure & Promotion	Institutional video of up to 2 minutes at the opening of the event.	✓	
	Logo on the event's website	✓	✓
	Digital Package Standard - Company profile on the platform with contact information: logo, phone, email, address, link to social networks, etc	✓	✓
	01 Social by Informa-50k impressions -Boosting posts on our social networks by exploiting all the audience qualification of our channels.	✓	
Content	Speech	30min	15min
Relationship	Distribution of giveaways to congress attendees. (Distribution responsibility falls under the sponsor in alignment with the Informa team.)*	✓	
Post-event	Congress Results Folder	✓	✓
	Event Presentation Communication to Mailing List* Opt-in contacts	✓	
Investment		TOTAL USD 13,000	TOTAL USD 9,000

Hospitalar

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CAD

Congress of
**Home Care and
Transitional Care**

The Home Care and Transition Care Congress, held in partnership with ENCONSAD, aims to discuss innovations and impacts experienced by the sector, supplemental health market policies, HR, service integration, digital technologies, mergers and acquisitions, among other topics.

Target audience: Managers in the areas of rehabilitation, home care and transition, physiotherapy, physiatrist, geriatrist, sports medicine, orthopedics, speech, therapy.



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



Position

25% - Manager / Department Head
22% - Owner / Director
18% - Supervisor / Coordinator
17% - President / Vice President
16% - C-Level



Field of Activity

**31% - Healthcare Professional /
Clinical Staff**
**27% - General Management
and Administration**
15% - Sales / Business Development
10% - IT & Information Management
8% - Purchasing / Supplies



Segment / Industry

34% - Home Care
**10% - Supplemental Health /
Health Operators**
8% - Private Hospitals
7% - Private / Medical Clinics
6% - Government

Benefícios		Premium	Target
CREDENCIAL PATROCINADOR	Full Pas (congressista)	5	2
CREDENCIAL CONVIDADO	Full Pass (congressista)	20	10
Divulgação	Vídeo institucional de até 2 minutos na abertura do evento.	x	
	Logo no site do evento	x	x
	Digital Package Standard - Perfil da empresa na plataforma com informações de contato: logotipo, telefone, e-mail, endereço, link para redes sociais etc	x	x
	01 Social by Informa-50k impressões -Impulsioneamento de posts nas nossas redes sociais explorando toda a qualificação de audiência dos nossos canais.	x	
Conteúdo	Speech	30min	15min
Relacionamento	Distribuição de brindes aos congressistas. (distribuição de responsabilidade do patrocinador alinhado com a equipe Informa) *	x	
Pós-evento	Pasta de resultados do congresso	x	x
	Mailing do período da apresentação* Contatos com opt-in	x	
Investimento		TOTAL USD: 13.000	TOTAL USD 9.000

CR
Congresso de
Reabilitação

maio de 2024



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CR Rehabilitation Congress

The Rehabilitation Congress focuses on addressing the challenges of quality care for chronic health conditions, showcasing new technologies that enable structural and functional diagnostics.

Target Audience: Managers in the areas of rehabilitation, home care and transition.



CR
Rehabilitation
Congress



Position

- 19% - Manager / Department Head**
- 18% - Student / Trainee**
- 18% - Technician**
- 16% - Supervisor / Coordinator**
- 11% - Owner / Director**



Field of Activity

- 58 % - Healthcare Professional / Clinical Staff**
- 14% - General Management and Administration**
- 12% - Academia**
- 10% - Sales / Business Development**
- 8% - Engineering**



Segment / Industry

- 25% - Public Hospitals**
- 11% - Private / Medical Clinics**
- 8% - Distributors / Representatives**
- 8% - Private Hospitals**
- 6% - Education / Educational Institutions**

Benefits		Premium	Target
SPONSOR CREDENTIAL	Full Pass (congress)	5	2
GUEST CREDENTIAL	Full Pass (congress)	20	10
Exposure & Promotion	Institutional video of up to 2 minutes at the opening of the event.	✓	
	Logo on the event's website	✓	✓
	Digital Package Standard - Company profile on the platform with contact information: logo, phone, email, address, link to social networks, etc	✓	✓
	01 Social by Informa-50k impressions -Boosting posts on our social networks by exploiting all the audience qualification of our channels.	✓	
Content	Speech	30min	15min
Relationship	Distribution of giveaways to congress attendees. (Distribution responsibility falls under the sponsor in alignment with the Informa team.)*	✓	
Post-event	Congress Results Folder	✓	✓
	Event Presentation Communication to Mailing List* Opt-in contacts	✓	
Investment		TOTAL USD 13,000	TOTAL USD 9,000



Infrastructure Symposium

The Future of Engineering Applied to Health,
Education and Research

Present, discuss, and promote the exchange of experiences on best practices and future trends in the field of infrastructure management in health and education.

Target Audience: Health and education managers, architects, engineers, designers, construction companies, architectural firms, consulting offices, technicians, and students in the infrastructure sector for health and education.



Infrastructure Symposium

The Future of Engineering Applied to Health,
Education and Research



Position

23% - Manager/Department Head

21% - Supervisor / Coordinator

14% - Analyst

11% - Technician

11% - C-level / Director



Field of Activity

53% - Engineering

**13% - Operation / Maintenance /
Cleaning / Service / Architecture**

12% - Sales / Development Business

**9% - General management
and Administration**

6% - Marketing / Public Relations



Segment / Industry

27% - Private Hospitals

10% - Project Management

7% - Public Hospitals

6% - IT

6% - Consulting

Benefits		Premium	Target
Speaker Credential		5	2
Visitor Invitation	Free access to the fair	180	180
Promotion	Institutional video of up to 2 minutes at the event opening	✓	
	Logo on the event website	✓	✓
	Digital Package Standard - Company profile on the platform with contact information: logo, phone number, email, address, link to social media, etc	✓	✓
	01 Social by Informa - 50k impressions - Boosting posts on our social media channels leveraging our audience's qualifications	✓	
Content	Speech	30min	15min
Relationship	Distribution of gifts to congress attendees (distribution responsibility of the sponsor aligned with the Informa team)*	✓	
Post-event	Congress results folder	✓	✓
	Mailing list from the presentation period.* Contacts with opt-in	✓	
Investment		TOTAL USD 13.000,00	TOTAL USD 9.000,00



CONTENT ARENA



+1.700 Participants
General audience of the arenas in 2024

Throughout the 2024 edition, over four days of the event, more than 1,700 people actively participated in the diverse content presented across the event's three complimentary arenas.



CLINICAL ENGINEERING

Date: May 20-23, 2025

Target Audience: C-level, clinical engineers, Clinical staff (doctors, nurses, physiotherapists)

Quantity Available: 8
20min Speech: 1
Logo on the arena's visual communication (physical space)
Logo on communications about the arena (website, social networks, e-mail mkt)

USD 4.900



INDUSTRY AND DISTRIBUTORS

Date: May 20-23, 2025

Target Audience Distributors: Buyers, C-levels, distributors, suppliers/producers

Quantity Available: 8
20min Speech: 1
Logo on the arena's visual communication (physical space)
Logo on communications about the arena (website, social networks, e-mail mkt)(site, redes sociais, e-mail mkt)

USD 4.900



CONTENT
ARENA

Hospitalar hub

Date: May 20-23, 2025

Quantity Available: 8
20min Speech: 1
Logo on the arena's visual communication
(physical space)
Logo on communications about the arena
(website, social networks, e-mail mkt)

Target audience: General visitors,
themes and discussions cover the main
trends, innovations and technologies in
the sector.

R\$: 24.200,00





Hospitalar

By Informa Markets

Explore sponsorship opportunities at
Hospitalar 2025!

Contact our team to learn more about how to boost your participation for a qualified targeted audience and place your company at the forefront of innovation in the health industry.

For more information:

comercial.hospitalar@informa.com

