Sponsorship Prospectus
A growing global healthcare community evolving with your innovations

The World Hospital Congress is the flagship event of the International Hospital Federation. Each year, we build a compelling programme to foster knowledge exchange around the current trends, opportunities, and challenges experienced by hospital and healthcare leaders within our network and beyond.

After 15 years, we are so thrilled to be hosting the World Hospital Congress in Rio de Janeiro again this September. We take great confidence in the amazing support of this year’s co-organizer - the Brazilian Hospital Federation (a full member of the IHF since 2018) - as well as the legacy of the last Rio Congress in 2009. The IHF team is gearing up for another spectacular event and we are eager to share its success with our Congress partners.

On behalf of the IHF and the Brazilian Hospital Federation, I invite you to take advantage of the sponsorship opportunities on offer. If you don’t see one in this prospectus that suits your needs, contact us and we can tailor a package for you.

Shall we celebrate #IHFRio together this September?

Regards,

Ronald Lavater
Chief Executive Officer
International Hospital Federation
The 47th edition of the World Hospital Congress is hosted by the International Hospital Federation with the Brazilian Hospital Federation (Federação Brasileira de Hospitais, FBH), taking place on 10–12 September 2024 at the Windsor Convention & Expo Center in Rio de Janeiro, Brazil, with pre-congress activities on 9 September.

In Lisbon last year (2023), the Congress welcomed around 1,400 delegates from more than 90 countries and territories. The Congress was a great success as revealed in the event feedback, which confirmed that attendees enjoyed and benefitted from the highly relevant, educational, and inspiring programme. A huge majority of respondents expressed interest in returning in 2024.

The partners of the Congress were satisfied with the quality of the audience and maximized multiple opportunities to network with key decision makers. If you are keen to discuss your objectives for Congress participation in 2024, we would be delighted to walk you through the range of opportunities on offer at #IHFRio.

www.worldhospitalcongress.org
Established in 1929, the International Hospital Federation (IHF) is a global not-for-profit, non-governmental membership organization. Headquartered in Geneva, Switzerland, it is the global voice of hospitals and health systems. The IHF provides its members with a platform for knowledge exchange and networking with different actors in the health sector, to improve the standard, quality, and level of service delivery.

The IHF recognizes the essential role of hospitals and healthcare organizations in providing healthcare, supporting health services and offering education. Its role is to help hospitals work towards improving the level of the services they deliver to the population with the primary goal of improving the health of society.

The Brazilian Federation of Hospitals (FBH) was created in 1966 to provide representation and evolution to the hospital sector, a fundamental area for the promotion of care for people, and, since then, it has been fighting for the improvement of the sector.

Currently, Brazil has more than 6,000 hospitals, in addition to offering one of the best medical and hospital services and being the 8th largest market in the world in the area of health. The health sector is the main pillar of development in Brazil.
A compelling programme for a high-profile audience at #IHFRio

The World Hospital Congress boasts a respected and vibrant programme, designed for optimum knowledge exchange among hospital and healthcare leaders from different regional and cultural backgrounds.

The tagline ‘Global learning, local action’ defines the key purpose of the event.

**TRACKS: FIT FOR THE FUTURE**

1. Contemporary leadership
2. Workforce
3. Clinical models enhancing quality
4. Innovation in care and hospital operations
5. Sustainability

**Engage directly with health executives**

Gain insights for product and service development from direct in-event discussions. At #IHFRio, you can gather deeper understanding of the healthcare sector to analyse evolving needs and identify which innovations hospital leaders are looking for.

For programme inquiries, contact our team:

✉️ congress@ih-fih.org
Why sponsor #IHFRio?

The World Hospital Congress brings together a community of healthcare professionals who appreciate the value of forward-looking solutions like yours. #IHFRio is the next big forum to showcase your products and services to a truly global audience.

- Raise the profile of your organization, boost your brand power.
- Three days of direct, in-event networking and relationship-building with a high-profile audience who can influence their organizations’ strategic planning and operations.
- A gathering of your target audience – the decision makers – in one place.
- Tech-forward, innovation-focused programme that could help promote your healthcare solutions.
- Rio is home to a huge network of hospitals and healthcare facilities, all your potential clients, end-users, and partners.

Your branding at #IHFRio

- company logo on the Congress website linked to your landing page
- dedicated profile on the Congress app
- sponsor acknowledgment on mailers distributed to the IHF database
- social media highlights
The Congress, now in its 47th edition, has continued to grow year on year. We are anticipating an impressive attendance turnout in 2024.

**Attendance**

- **Number of attendees for the last 3 years**

**Key attendees**
- Hospital CEOs and executives
- Hospital administrators
- Government healthcare representatives and healthcare policy planners
- Clinical leaders
- Social services organizations executives and senior managers
- National and international healthcare organization and association executives
- Academics and other university representatives and business schools

**Rio Legacy from 2009**

In the decade before COVID-19, Rio 2009 had the highest attendance from 64 countries and territories.
### Sponsorship opportunities

We offer a range of sponsorship opportunities at the Congress including symposia, speaking slots, exhibition spaces, branding and digital engagement.

<table>
<thead>
<tr>
<th>TYPE OF SPONSORSHIP</th>
<th>SLOTS</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plenary session introduction</td>
<td>3</td>
<td>USD 25,000</td>
</tr>
<tr>
<td>Speaking slot at a parallel session</td>
<td>3</td>
<td>USD 25,000</td>
</tr>
<tr>
<td>Pre-congress symposium</td>
<td>2</td>
<td>USD 25,000</td>
</tr>
<tr>
<td>Fireside chat</td>
<td>3</td>
<td>USD 25,000</td>
</tr>
<tr>
<td>Early morning symposium</td>
<td>3</td>
<td>USD 20,000</td>
</tr>
<tr>
<td>Congress app sponsorship</td>
<td></td>
<td>USD 15,000</td>
</tr>
<tr>
<td>Recharge and re-energize space</td>
<td>2</td>
<td>USD 15,000</td>
</tr>
<tr>
<td>Welcome reception</td>
<td></td>
<td>USD 10,000</td>
</tr>
<tr>
<td>Sustainability partnership</td>
<td>2</td>
<td>USD 10,000</td>
</tr>
<tr>
<td>WIFI sponsorship</td>
<td></td>
<td>USD 10,000</td>
</tr>
<tr>
<td>Spotlight talk</td>
<td></td>
<td>USD 6,000</td>
</tr>
<tr>
<td>Exhibition</td>
<td></td>
<td>(from) USD 4,000</td>
</tr>
</tbody>
</table>

- Exclusive sponsorship
- Number of sponsor slots available

Rates are VAT exclusive

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Plenary sessions: 3

Speaking slots: 3

Pre-congress: 2

Fireside chats: 3

Early morning: 3

Congress app: star

Recharge spaces: 2

Welcome reception: star

Sustainability: 2

WIFI sponsorship: star

Spotlight talk: 1

Exhibition: (from) 1

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Plenary session introduction

This opportunity provides you with the prestige of introducing the chair and speakers for one of the three plenary sessions taking place on each day of the Congress. The 5-minute introduction will be delivered from the lectern in the main plenary hall.

The IHF reserves the right to assign the themes of sessions to sponsors.

Benefits include:
- Meeting the session chair and speakers months before Congress during the online planning and review calls and/or in-person at Congress right before the plenary session
- Displaying the sponsoring organization’s logo on screen during the introduction
- Visibility of the session’s sponsorship: listed on the programme on the website and the app
- One full Congress registration

Limited to three opportunities.
Speaking slot at a parallel session  USD 25,000

Opportunity for a representative to be a panellist in one of the parallel sessions at Congress.

The speaker nomination should be submitted to the Scientific Committee for approval. The presentation should align well with the session’s topic.

Benefits include:
- Speaker will be listed on the Congress programme on the website and app
- Promotion of the session on IHF’s social media accounts
- One full Congress registration

*Limited to three opportunities.*

Fireside chat  USD 25,000

Opportunity to host a 30-minute fireside chat during the lunch breaks on 10, 11, and 12 September.

The speaker nomination and topic should be submitted to the Organizing Committee for approval.

Benefits include:
- Use of stage and basic audio-visual equipment at the exhibition area
- Promotion of the fireside chat on IHF’s social media accounts
- Mention of fireside chat on the delegate newsletters
- Two push notifications via the app
- Listing of fireside chat on the Congress programme on the website and app
- Opportunity to brand the space
- Onsite support
- Up to four full Congress registrations

*Limited to three opportunities.*
Pre-congress symposium on 9 September

Opportunity to host a 2-hour symposium on 9 September.

The symposium will be open to registered Congress delegates only. Content must be approved by the Organizing Committee. Catering service is not included in the package.

Benefits include:
- Room rental
- Basic audio-visual equipment
- Promotion of the symposium on IHF’s social media accounts
- Mention of symposium on the delegate newsletters
- Two push notifications via the app
- Listing of symposium on the Congress programme within the website and app
- Opportunity to brand the room
- Onsite support
- Up to four full Congress registrations

Limited to two opportunities.
Early morning symposium

Opportunity to host a 1-hour early morning symposium on 10, 11, or 12 September.

The symposium will be open to registered Congress delegates only. Content must be approved by the Organizing Committee. Catering service is not included in the package.

Benefits include:
- Room rental
- Basic audio-visual equipment
- Promotion of the symposium on IHF’s social media accounts
- Mention of symposium on the delegate newsletters
- Two push notifications via the app
- Listing of symposium on the Congress programme within the website and app
- Opportunity to brand the room
- Onsite support
- Up to three full Congress registrations

Limited to three opportunities.

USD 20,000

Host a session during the main Congress days
The Congress app is used by the majority of delegates and will be a source of key information, such as speaker biographies, programme details, and exhibitor profiles.

Benefits include:
- Five months exposure and multiple branding with hyperlinks on the app
- Logo on the splash screen of the app
- Series of push notifications
- Two full Congress registrations

*Exclusive opportunity.*

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A designated space on the exhibition floor to create a welcoming and relaxing zone for delegates to recharge and refuel. The sponsor can create an inviting activity plan for attendees i.e., morning yoga, health food cooking demos, achieving better work-life balance lectures, etc. during breaks.

Catering service is not included in the space. The activity plan should be sent to the Organizing Committee for approval.

Benefits include:
- Opportunity to brand the space
- Device charging facilities provided for delegates
- Activities listing on the Congress programme within the website and app
- Promotions on social media and app
- Two full Congress registrations

*Limited to two opportunities.*
Welcome reception  
**USD 10,000**

This opportunity gives your organization exposure during the welcome reception, which is an important social and networking event at Congress happening on the evening of 9 September.

Benefits include:
- Sponsorship of the welcome reception listed on the Congress programme within the website and the app
- A representative will be invited on stage to contribute a 5-minute welcome remark
- Two roller banners designed and printed by the organizers
- One full Congress registration

*Exclusive opportunity.*

<table>
<thead>
<tr>
<th>Sustainability partnership</th>
<th><strong>USD 10,000</strong></th>
</tr>
</thead>
</table>

Invest in practices to make the Congress more sustainable, and support low-carbon and resilient healthcare leadership by contributing to a session by the IHF’s Geneva Sustainability Centre (sustainability practices and/or specific session to be determined).

Benefits include:
- Sponsorship of the session will be listed on the Congress programme within the website and the app
- Opportunity to brand the session room
- Logo display on session room screen
- Session sponsorship promotion on social media
- One full Congress registration

*Limited to two opportunities.*
WIFI sponsorship  USD 10,000

Acknowledgement as the WIFI sponsor on the Congress website and app.

Benefits include:
- WIFI password named after the sponsor
- Logo in the WIFI signage at the registration desk with instructions on how to connect to the WIFI
- One push notification on the app
- One full Congress registration

Exclusive opportunity.

Spotlight talk  USD 6,000

Enjoy a 10-minute informal speaking opportunity to share an innovative new solution or successful case study with a ‘drop-in’ audience during one of the breaks.

The spotlight area will be located on the busy exhibition floor and open for anyone to stop, listen, and engage. The Organizing Committee will assign the spotlight talk schedules. Talk topic is subject to committee approval.

Benefits include:
- One exhibitor pass
- Spotlight talk listing on the Congress programme on the website and app
- Pre-event promotion on social media and app
Variety of options, from 1m x 1m networking kiosks to multiple sized shell-scheme booths and larger space-only spots for the exhibitor to use lounge style, as well as welcoming areas offering comfortable furniture and plants.

### Exhibitor packages

<table>
<thead>
<tr>
<th>Exhibit size</th>
<th>Exhibitor pass</th>
<th>Space only rate</th>
<th>Shell scheme rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>54 sqm</td>
<td>6 passes</td>
<td>USD 25,000</td>
<td>N/A</td>
</tr>
<tr>
<td>36 sqm</td>
<td>5 passes</td>
<td>USD 18,000</td>
<td>N/A</td>
</tr>
<tr>
<td>18 sqm</td>
<td>4 passes</td>
<td>USD 15,000</td>
<td>USD 18,000</td>
</tr>
<tr>
<td>12 sqm</td>
<td>3 passes</td>
<td>USD 12,000</td>
<td>USD 15,000</td>
</tr>
<tr>
<td>9 sqm</td>
<td>2 passes</td>
<td>USD 8,000</td>
<td>USD 10,000</td>
</tr>
<tr>
<td>1m x 1m kiosk</td>
<td>1 pass</td>
<td>USD 4,000</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**Space only**
- The rate includes the floor space only. Lighting, power, and water will need to be arranged with the venue.
- Detailed plans will need to be submitted and approved by the Organizing Committee.
- Full details on lighting, power, water, and stand design will be included within the technical manual.

**Shell-scheme space**
- The shell-scheme structure includes panelling, fascia board, lighting, and power.
- Basic furniture including a table, two chairs, and a waste bin.
# Additional sponsorship opportunities

<table>
<thead>
<tr>
<th><strong>Online symposium</strong></th>
<th><strong>USD 6,000</strong></th>
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</thead>
<tbody>
<tr>
<td>Pre-recorded 40-minute symposium with promotion support from the organizers. The online symposium will be available to delegates two weeks prior and three months post-congress on the app.</td>
<td></td>
</tr>
<tr>
<td>Content must be approved by the Organizing Committee.</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>VIP/speaker preview lounge</strong></th>
<th><strong>USD 5,000</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sole branding of the VIP/speaker preview lounge with sponsor video on loop and freestanding banners supplied by the sponsor. The lounge will also be named after the sponsor.</td>
<td></td>
</tr>
<tr>
<td><em>Exclusive opportunity.</em></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Educational grant</strong></th>
<th>(from) <strong>USD 5,000</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Acknowledgement of support for at least 5 attendees. Fee will go towards travel and subsistence.</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th><strong>Speaker support</strong></th>
<th>(from) <strong>USD 3,500</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Acknowledgement of your support to pay for 2 sought-after speakers at Congress. Fee will go towards travel and subsistence.</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Digital advert</strong></th>
<th>(from) <strong>USD 2,000</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Playing of sponsor advertisement on digital screens and spotlight screen in the exhibition hall during Congress.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Venue branding</strong></th>
<th>(from) <strong>USD 2,000</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Various branding opportunities such as prominent pillar branding, floor vinyls, window decals to choose from.</td>
<td></td>
</tr>
</tbody>
</table>
Top-tier sponsors

Sponsors reaching a designated spending threshold will be recognized as top-tier sponsors. Such premiere sponsorships come with an array of complimentary bonuses, such as additional registrations, delegate lists with opted-in contacts, push notifications on the app, and additional branding.

**Platinum Sponsor**

<table>
<thead>
<tr>
<th>Total spend USD 60,000</th>
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</table>

Sponsors that commit to a level of spend totalling USD 60,000 (excluding VAT) or higher will receive the following items on top of their chosen package:

- Four additional full Congress registrations
- Four additional exhibitor passes
- Delegate list sent three weeks prior to the event (with name, organization, country, job title, and email address of those who opted in)
- Delegate list sent post event (with name, organization, country, job title, and email address of those who opted in)
- Three push notifications on app
- Banner advertisement on app

**Gold Sponsor**

<table>
<thead>
<tr>
<th>Total spend USD 40,000</th>
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</table>

Sponsors that commit to a level of spend totalling USD 40,000 (excluding VAT) or higher will receive the following items on top of their chosen package:

- Three additional full Congress registrations
- Three additional exhibitor passes
- Delegate list sent post event (with name, organization, country, job title, and email address of those who opted in)
- Two push notifications on app
Top-tier sponsors

Elevate your status as a healthcare industry leader by joining as a premiere sponsor for Congress.

### Silver Sponsor

Total spend USD 30,000

Sponsors that commit to a level of spend totalling USD 30,000 (excluding VAT) or higher will receive the following items on top of their chosen package:

- Two additional full Congress registrations
- Two additional exhibitor passes
- Delegate list sent post event (with name, organization, country, job title, and email address of those who opted in)
- One push notification on app

### Bronze Sponsor

Total spend USD 20,000

Sponsors that commit to a level of spend totalling USD 20,000 (excluding VAT) or higher will receive the following items on top of their chosen package:

- One additional full Congress registration
- One additional exhibitor pass
- Delegate list sent post event (with name, organization, country, job title, and email address of those who opted in)
Next step: Apply as a sponsor

Establish meaningful connections across our global community, spotlight your business at an international forum, and demonstrate your commitment to innovation and solutions for the challenges of healthcare delivery.

Tailoring of packages is available to suit all marketing objectives and budgets. Discounts may be possible for small, start-ups and not-for-profit organizations.

Email Eleonor Angeles at eleonor.angeles@ihf-fih.org to discuss further opportunities.