

Encuentro Virtual Latinoamericano

HEALTH BIZ

&

TECH SUMMIT

2023

June 25th to 27th

PROMOTE TECHNOLOGICAL INNOVATION AND
MEDICAL MANAGEMENT STRATEGIES IN LATIN AMERICA.

Organize

EL HOSPITAL.COM

Created by

**AXIOMA B2B
MARKETING**



ABOUT THE EVENT

This space brings together entrepreneurs, directors and professionals from the health industry in Latin America to promote the **concepts updating** and **exchange of experiences** around the main **innovation trends** in medical technology and resource management in clinics, hospitals and diagnostic centers.

OUR ATTENDEES

Qualified audience from the main sectors of the industry. Companies, manufacturers and distributors of:

- + Equipment for clinical diagnosis.
- + Medical devices for patient monitoring.
- + Furniture and physical infrastructure
- + IT and digital health services and solutions
- + Digital Infrastructure
- + Pharmaceutical
- + Biotechnology

ATTENDEE PROFILE

This event is aimed at decision makers from all sectors of the industry.

- + Administrative / IT Deputy Manager
- + Head of area
- + Medical
- + Manager
- + Managing Director
- + Nurse
- + Medical director
- + Health professional
- + Director
- + Related companies CEO's
- + Coordinator / Supervisor
- + Others

OUR PROMISE

OUR THEMES

- Innovation and advancements in medical equipment and technology
- Digital health services: adaptation, adoption and implementation in clinics and hospitals
- Financial tactics to prioritize investments and developments in the medical industry



3,000

Qualified Audience Record
Purchase decision makers



2,000

Connected during the two days

PARTICIPATE
IN OUR EVENT
AS SPONSOR

+ + +

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BENEFITS FOR PARTICIPATING IN HEALTH BIZ & TECH SUMMIT

LATIN AMERICAN VIRTUAL EVENT



100% digital training event, without geographical limits or capacity restrictions.



Secure, stable transmission and suitable for any type of device, which guarantees a great experience.



Profitable and measurable investment in times of budget restrictions. (Save stand production costs, activations, sales material, among others).



Positioning of your brand as an ally and promoter of economic reactivation in Latin America for 6 months.



We reach decision makers and purchasing influencers in the industry and deliver the list of registered.

WHAT AND
HOW?

+ + +

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STRATEGY OF DIFFUSION

79 years connecting the metal-mechanical industry.

Our ecosystem of print and digital media and specialized events allows national and multinational companies to generate effective business connections

between +295,100
qualified professionals.



HOW WAS IT IN
2022?

+ + +

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EVENT SPONSORS

We thank all our sponsors and allies for being part of this event!

OFFICIAL SPONSOR



KONICA MINOLTA
HEALTHCARE

SPONSOR

MERCK

**Boston
Scientific**
Advancing science for life™

CVN 
Información en constante evolución



ALLIES

SUPPORT

 **ANNAR**
Health Technologies

Elite
PROFESSIONAL



fractal

Zwack / Roell

STATISTICS OF REGISTERED USERS

This is how it was in 2022.



+2,290
Registered



+1,660
Purchase decision makers



+1,353
Managers and directors

Note: Some of the results of decision makers are inferred according to the level of the position.

** Data taken from the event registration form.*

EVENT STREAMING

OVERALL CONNECTIVITY

Among the countries present at the event is Colombia, with **32.1%** of attendees, followed by Mexico with **29.9%**.



+2,560

Viewers



9 hours

Streaming

**Note: This is how it went in 2022, the number of viewers will continue to increase, due to post-event promotion.*

EVENT STREAMING

DETAILED BY DAY

DAY 1



+880

Viewers

3 hours

Duration
of the event



DAY 2



+730

Viewers

3 hours

Duration
of the event



DAY 3



+940

Viewers

3 hours

Duration
of the event



**Note: This is how it was in 2022, the number of viewers will continue to increase, due to post-event promotion.*

EVENT STREAMING

TOP OF ATTENDING COUNTRIES

This is how it was in 2022



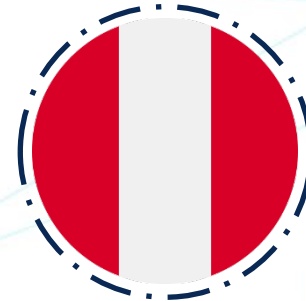
32.1%

Colombia
Attendees



29.9%

Mexico
Attendees



11.2%

Peru
Attendees



26.8%

Other*
Attendees

**Other Countries: The following countries are listed from highest to lowest attendance respectively. Venezuela, Paraguay, United States, Bolivia, Chile, Guatemala, Honduras, Dominican Republic, Nicaragua, Costa Rica, Uruguay, El Salvador, Panama, Cuba, Brazil and Spain.*

EVENT PROMOTION

+ + +

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EVENT PROMOTION

EMAIL MARKETING

This is how it was in 2022



25%

Average
open rate



+1,800

Number
of clicks



14%

Average
CTR



EVENT PROMOTION

DISPLAY



3 event days

Specialized and dedicated platform for the event:

- **Logo of the sponsoring brands** on the home page.
- Participation throughout the whole promotional campaign for the event.
- **Mention of the brands** on the event day.
- **Brands logo during** the participation of the event.
- Commercial exhibition within the event platform with **branded space for each of the sponsoring brands.**

EVENT PROMOTION

DISPLAY

This is how it was in 2022



+418,530

Impressions



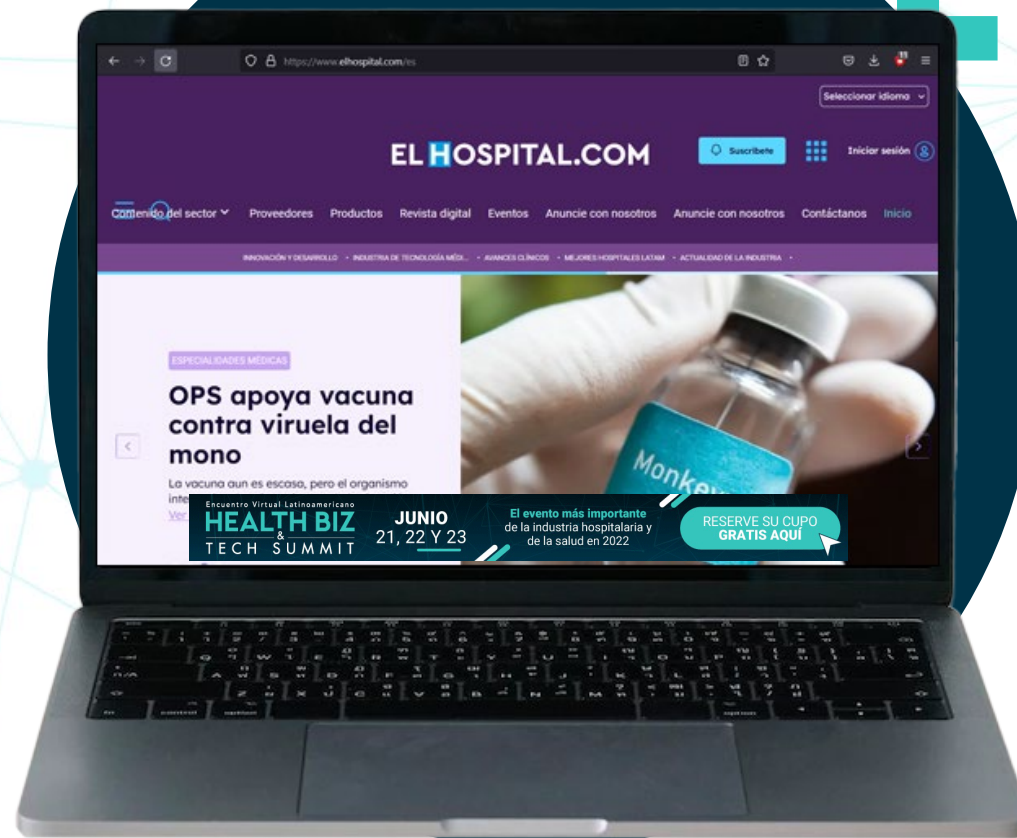
+2,318

Clicks



0.6%

Average CTR





EVENT PROMOTION

SOCIAL MEDIA



+202,350

Reach



+461,240

Impressions



+3,660

Interaction

PACKAGES

+ + +

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BIG

SPONSOR



INSIDE THE EVENT

- **2 Video capsules of 30 sec.** They will be transmitted at different times of the day of the event
- **Co-branding** of the brand with the event
- **Mention and thanks to the Official Sponsor** by the host during the transmission of the event.
- **Branded section in the home** of the event with redirection to the commercial sample
- **Official Sponsor Logo** throughout the promotional campaign and call for the event. (RRSS, Email marketing, newsletters, banners)
- **Logo on the event** logo sheet as official sponsor
- **Brand showroom** x 12 months
- **Database** of registered to the event
- **Space of 30 min** technical-comercial talk

DIGITAL

- Interview with a representative of the sponsoring brand (Editorial article in portal.com)
- Social Media Campaign x 15 days
- Digital: Banner Onsite x 7 days at portal.com
- Rotating Top Banner in the portal.com x 6 months
- 60 min post-event webinar

DOLLARS VALUE

\$7.000

SPACES AVAILABLE

1

SPONSOR

INSIDE THE EVENT

- 1 video capsule of 10 sec.
- **Co-branding** of the brand with the event.
- **Mention and thanks from the host** during the broadcast of the event.
- **Logo throughout the promotional** campaign and call for the event. (RRSS, Email marketing, newsletters, banners)
- **Logo on the event** logo sheet.
- Database of registered to the event
- **Space of 20 min** technical-comercial talk

DIGITAL

- Interview with a representative of the sponsoring brand (Editorial article in portal.com)
- Social Media Campaign x 15 days (x1)
- Banner Onsite x 7 days at portal.com
- Sponsorship of a category within the portal x 6 months
- Brand showroom x 12 months

DOLLARS VALUE

\$4.000



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GLOBAL

Miguel Guarín
+57 317 8027712
+52 5514394884
miguel.guarin@axiomab2b.com

MEXICO

Carmen Bonilla
+52 (81) 1378-1703
carmen.bonilla@axiomab2b.com

Stella Rodríguez
+52 1 (55) 1882-4802
stellar@prodigy.net.mx

COLOMBIA

Yudy Garzón
+57 317 3658579
yudy.garzon@axiomab2b.com

EUROPE

Eric Jund
+33 (0) 493 - 58774 3
eric.jund@axiomab2b.com

ASIA

China
maggieliu@ringiertrade.com

Hong Kong
octavia@ringier.com.hk

Taiwan
sydneylai@ringier.com.hk

SALES LEAD MANAGER

Angélica Duque
+57 3015191310
angelica.duque@axiomab2b.com