

# Omnia Health Live Americas

November 2-6, 2020

Enabling virtual connections for the healthcare  
community in the Americas

A virtual, 5-day expo uniting the most innovative and knowledgeable minds from the U.S. and Latin American healthcare community, with online tools and apps for seamless networking with global suppliers.

Brought to you by:



## What is Omnia Health Live Americas?

Omnia Health Live Americas conceptualizes a unique and much needed opportunity in the face of the challenges posted by the COVID-19 pandemic, combating postponed physical events and travel restrictions to provide a platform for the industry to connect and share knowledge.

With Omnia Health Live Americas, we can help you facilitate connections and translate your brand in the digital sphere, specifically in the U.S. and Latin American markets.

It's about breaking down physical barriers, to foster virtual communities.



## About the Partner Events



**150** Exhibiting companies



**7,000** attendees



**350** conference delegates



**70,000** visitor database universe



**64,587** website visitors



**149,566** website page views



**3,782** views



**19,154** followers



**618** followers



**594** followers



**804** followers

## About the Partner Events



**1,100** Exhibiting companies



**17,500** attendees



**650** conference delegates



**100,000** visitor database universe



**318,053** website visitors



**751,255** website page views



**283,899** views



**4,923** followers



**910** followers



**5,332** followers



**924** followers

## About the Partner Events



**1,200** Exhibiting companies



**51,000** attendees



**4,000** conference delegates



**200,000** visitor database universe



**732,572** website visitors



**2,017,783** website page views



**4824** followers



**12,008** followers



**45,587** views



**20,036** followers

## Educate. Connect. Engage.

Omnia Health Live Americas will bring together medical equipment buyers, dealers and distributors, manufacturers, clinicians, procurement professionals, and suppliers across North, Central and South America from Informa Markets' 3 Americas events; Expo Med (Mexico), FIME (USA) and Hospitalar (Brazil).

Taking part will enable your company to:



Sponsor and participate in live and on-demand educational webinars



Generate connections through AI-powered matchmaking



Engage your contacts through virtual meetings



## How can a virtual event provide the benefits of a physical event?

Are you trying to understand how virtual events can best meet your needs?  
Check out some insights from an exhibitor's perspective.

Feature	
Showcase and demo products or services with buyers	Exhibitors can leverage the opportunity to provide more product specs, photos, manuals, videos and 3D images to attendees in advance during a virtual show.
Event sponsorship and branding	Virtual events offer most of the same sponsorship and branding opportunities as physical events, just on a digital platform. Sponsor and brand a webinar, on-screen signage, registration platforms and virtual networking events.
Networking	Cutting-edge tools and apps exist for virtual events that provide speed dating, and customized meeting scheduling between exhibitors and buyers. Virtual happy hours and other similar events to those held during physical events can also be successful accomplished using video and messaging chats and AI tools.
Matchmaking/lead generation	Exhibitors have innovative AI powered matchmaking tools, with info-rich attendee profiles and data, available to them to help make smarter meeting requests with buyers in advance of the virtual event. An exhibitor can meet with, chat and share contact information with buyers in their target markets who are looking for their products.
Length of event	Virtual events can stay live for 30 days or longer, allowing exhibitors the opportunity to schedule meetings over a period of weeks.

## AI powered matchmaking

Capture great business connections that aren't tied to a booth location. Omnia Health Live Americas' matchmaking platform learns based on actions people take in real time, using a vast array of data sources. For example, based on who an exhibitor tries to connect with, it will recommend similar prospects, all to deliver its matchmaking experience.

See how you can maximize your networking:



Double your connections and increase sales efficiency by delegating meetings to team members



See who is interested in you and receive contact info of connections you set up meetings with



Let clients book meetings with you from outside the app using a smart scheduling link





## Business Sessions, Industry Talks and Networking

Omnia Health Live Americas aims to give back to our healthcare and medical device community, by providing the latest best practices, techniques and technologies to challenges in the Americas, with dedicated networking time included.

Time	Monday, November 2	Tuesday, November 3	Wednesday, November 4
8:00 am	Networking/Business Meetings	Networking/Business Meetings	Networking/Business Meetings
10:00 am	Regulatory Affairs/Medical Devices: LATAM	Medical Devices Trade Association Session	FDA Session
11:00 am	Regulatory Affairs/Medical Devices: Argentina	Regulatory Affairs/Medical Devices: Brazil	Regulatory Affairs/Medical Devices: Brazil
12:00 pm	Keynote Session	Keynote Session	Keynote Session
1:00 pm	Networking/Business Meetings	Networking/Business Meetings	Networking/Business Meetings
1:00 pm	Industry Talks	Industry Talks	Industry Talks
3:00 pm	Industry Talks	Industry Talks	Industry Talks
4:00 pm	Supply Chain	Regulatory Affairs/Medical Devices: Colombia	Intelligent Health Association Session
5:00 pm	Digital Health	Healthcare in LATAM	Regulatory Affairs for the Canadian Market
6:00 pm	Brazil focused session	Brazil focused session	Brazil focused session
7:00 pm	USMCA on the Pharmaceutical Industry	Shining a Spotlight on NGOs	Reviewing the Potential for Fintech

## Networking plans

Maximize your business' networking potential with one of our purpose-built profile packages or reach new heights with a bespoke sponsorship plan.

Profile Plans:	Basic Plan*	Pro Plan**	Premium Plan	Sponsor Plan
	\$275	\$750	\$1,500	Only available to sponsors
Pending meetings limit per representative	10	25	50	50
Maximum event connections	100	250	Unlimited	Unlimited

\*Basic Plan is only available to 2020 contracted exhibitors of Expo Med, FIME and Hospitalar.

\*\*Pro Plan is the introductory plan for exhibitors not already contracted for 2020, therefore are not eligible for the Basic Plan.

## Unrivaled sponsorship opportunities

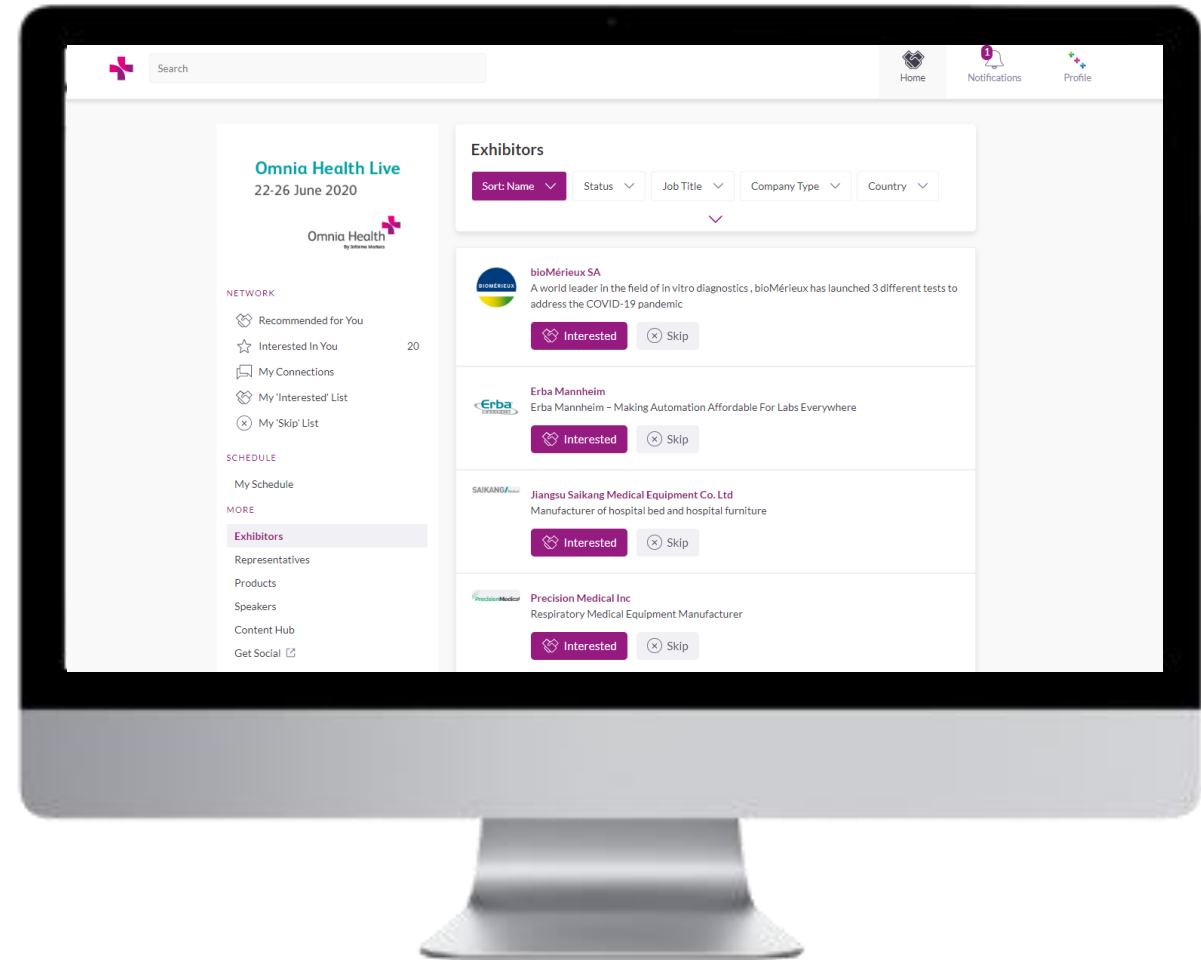
More B2B customers than ever are turning to digital and content opportunities to influence decision-makers.

With its unique blend of networking, digital promotion and exclusive content, aligning your brand with Omnia Health Live Americas means your company will have a presence across the entire decision making cycle.

- Visibility boosters
- Content-driven sponsorship
- Social media
- Advertising



# Visibility Boosters



# Push Notifications

Cost: \$3,000

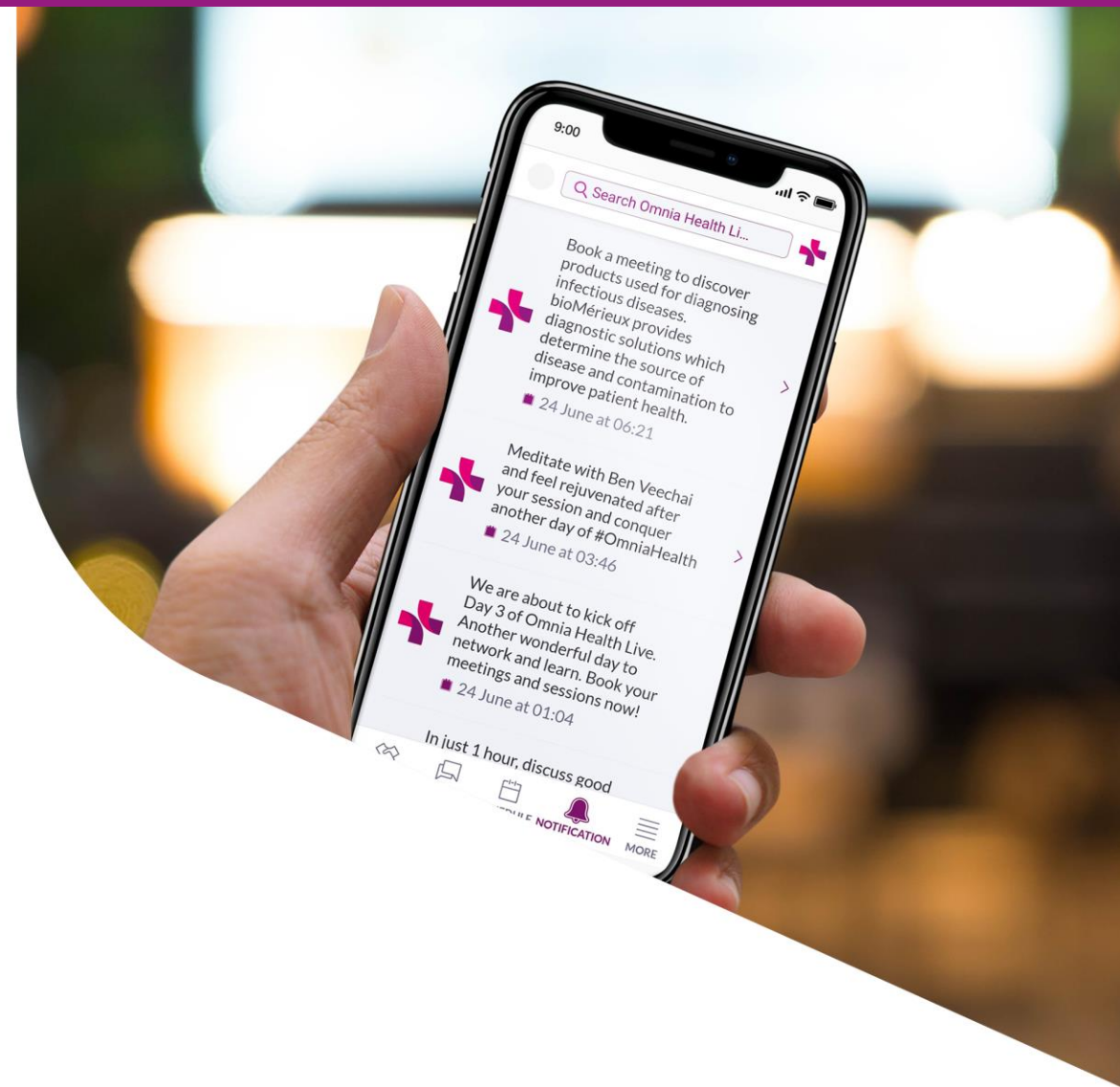
Opportunities available: 5

Push notifications allow you to deliver messages to the user's mobile app whether the device is locked or in use. By using push notifications you can send a text, a profile and link to users. Great for prompting immediate interaction and engaging users

Push messaging comes down to 4 key considerations:

- Target
- Content
- Delivery type
- Timing

**Note: This package includes 3 push notifications per sponsor, are text only, with up to 200 characters per notification**



## Visibility Boosters

### Top of listing

Have your profile appear on top of the exhibitor listing throughout the entire event.

Opportunities available: **5**

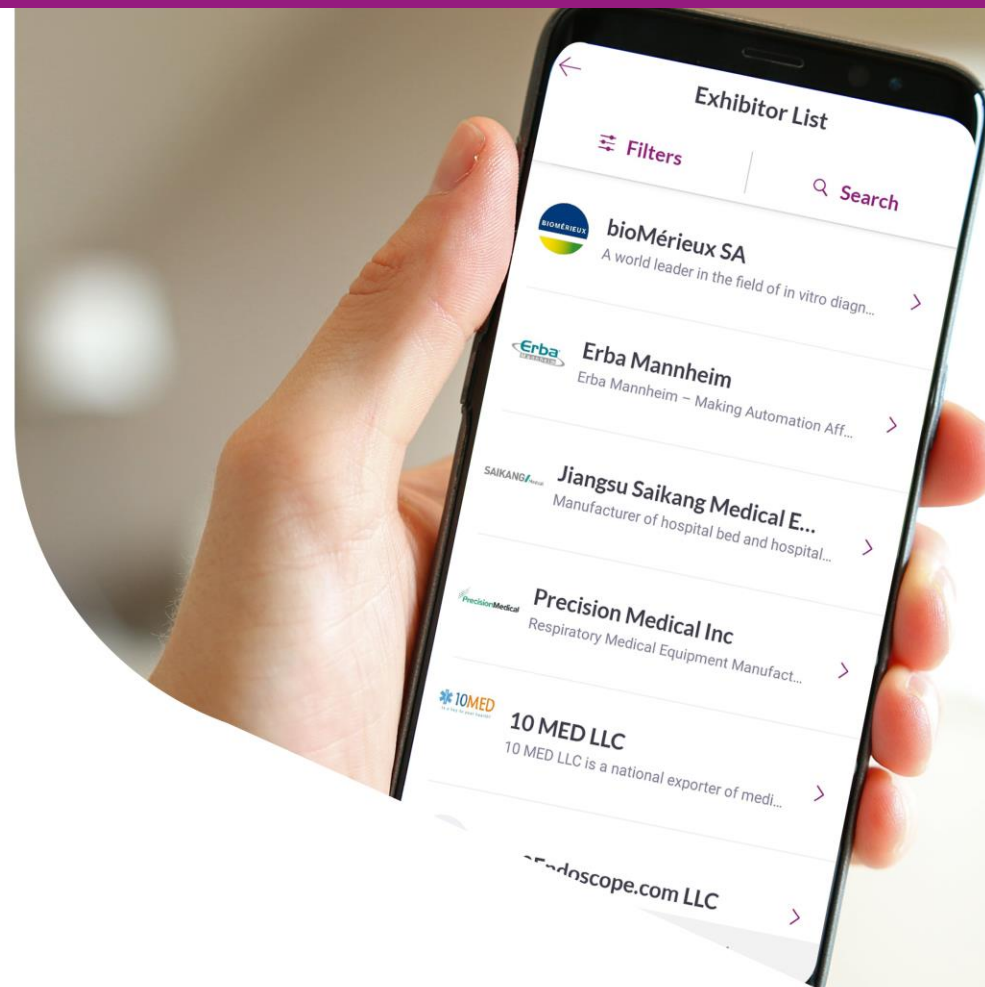
**Cost: \$8,000** (includes Premium Profile)

### Email footer

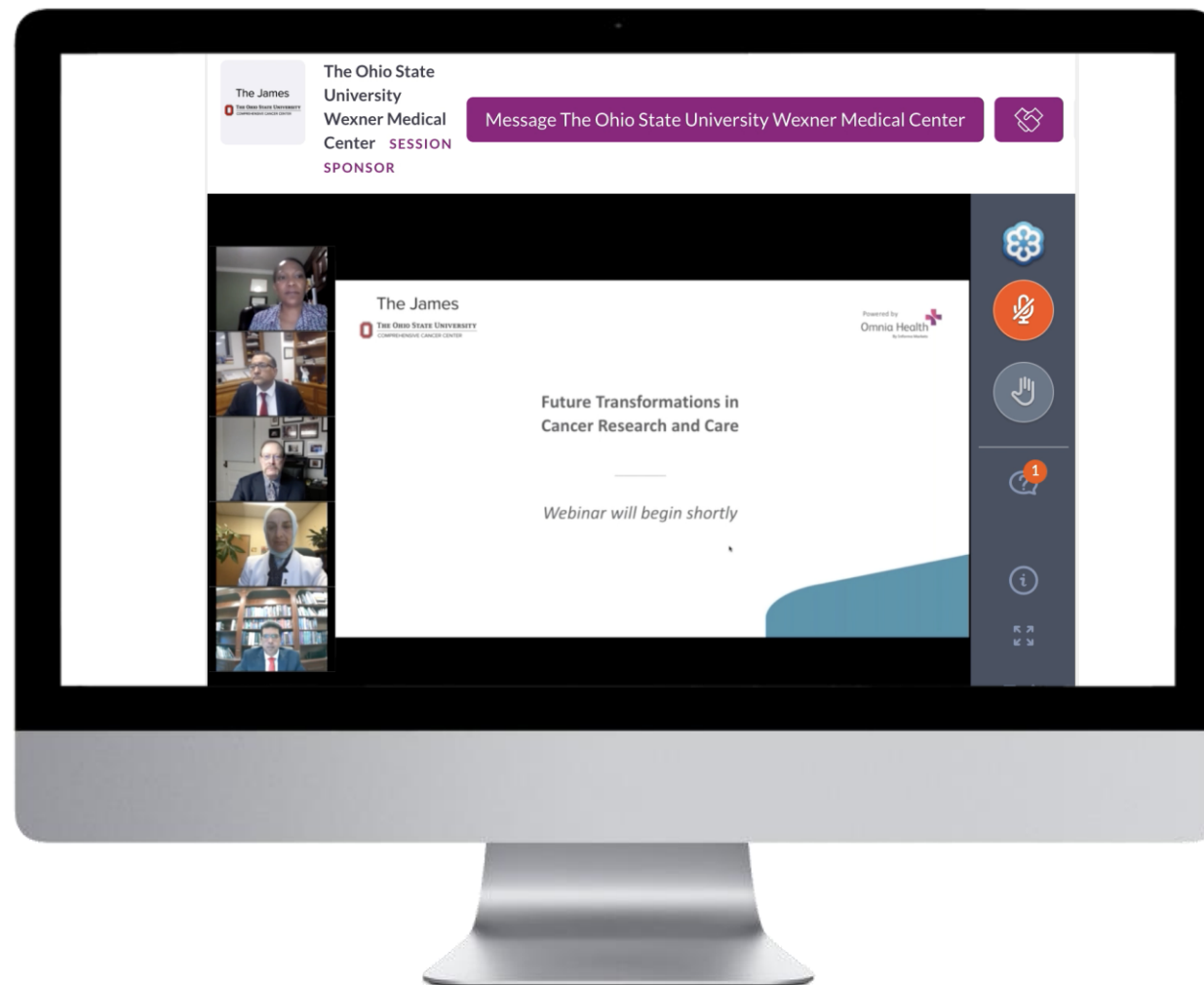
Have your logo with link appear on email communications to registered users sent by Omnia Health Live Americas team.

Opportunities available: **3**

**Cost: \$5,000** (includes Premium Profile)



# Content-Driven Sponsorship



## Panel Discussion

Cost: \$7,500

Panel discussions will bring together key opinion leaders to discuss the most topical healthcare challenges of today. Highlight the leading role of your business in shaping healthcare of tomorrow by participating in one of our thought-provoking panels.

### Headline sponsor

- Gain logo exposure as a headline sponsor, linking directly to your company profile during the live event
- Nominate a speaker to participate in the panel (subject to approval by Organizing Committee)
- Have your files or links available to attendees from the session interface to access
- Generate qualified marketing connections within the platform from session attendees
- Receive the in-depth session attendee report (no contact data)
- Communicate with all attendees of the session with your exclusive sponsored email sent after the event



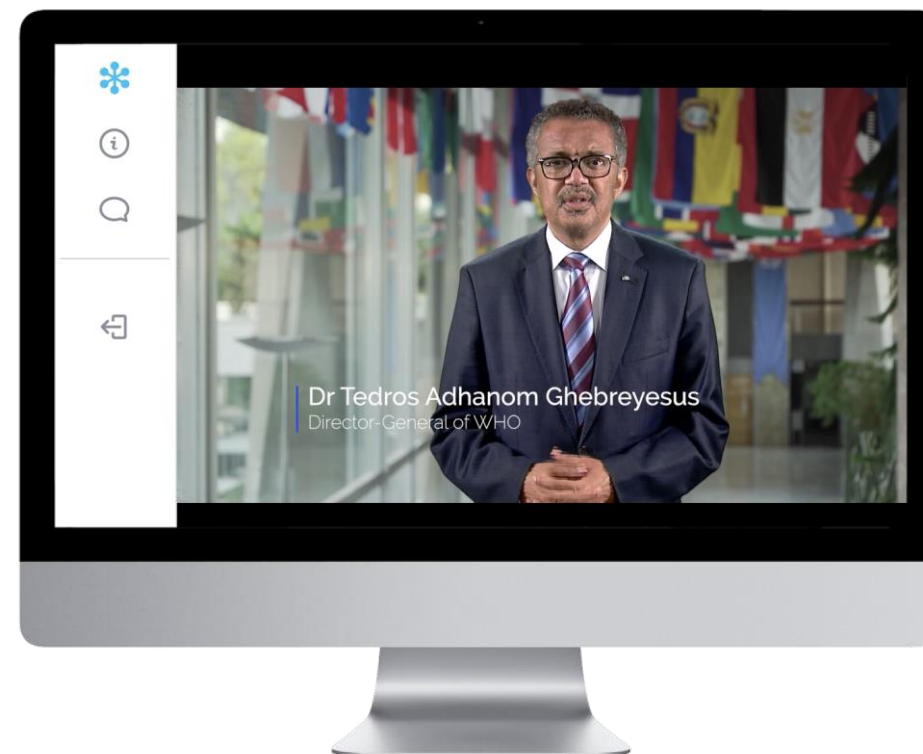
# Keynote Room

Cost: \$10,000

Keynote sessions are guaranteed to attract attendee attention by featuring key thought leaders of the healthcare industry. Gain brand exposure alongside the industry leaders and generate connections through a digital content asset.

## Headline sponsor

- Gain logo exposure as a headline sponsor, linking directly to your company profile during the live event
- Nominate a speaker to participate in the session as moderator (subject to approval by Organizing Committee)
- Have your files or links available to attendees from the session interface to access
- Generate qualified marketing connections within the platform from session attendees
- Receive the in-depth session attendee report (no contact data)
- Communicate with all attendees of the session with your exclusive sponsored email sent after the event



## Healthcare Innovation Talks

Cost: \$2,000

A short speaking opportunity to help exhibitors promote innovative products in front of our captive audience.

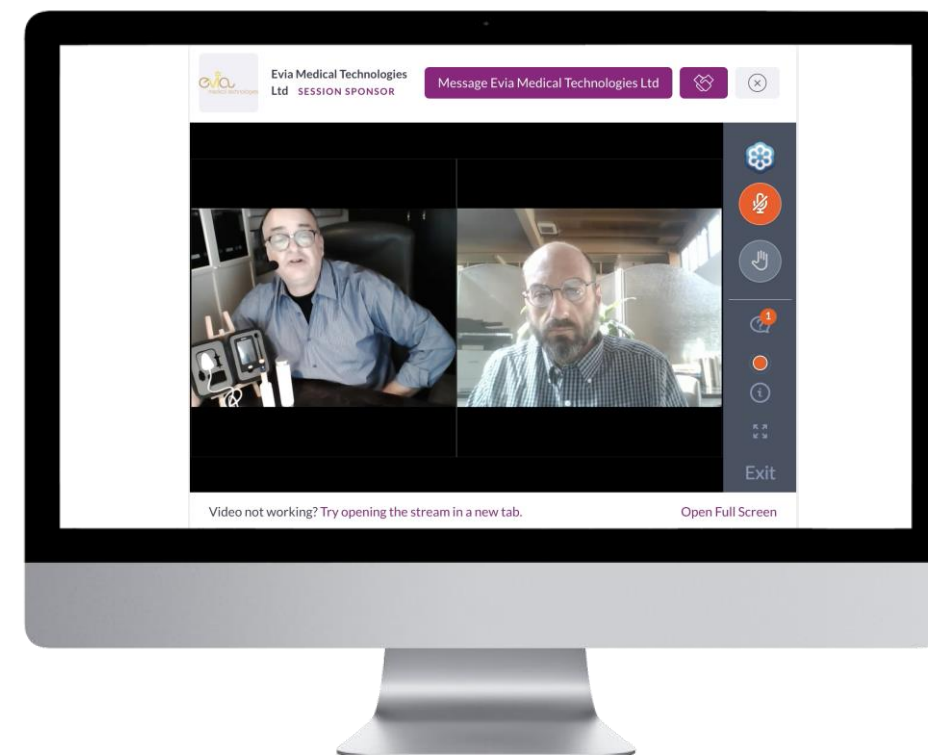
- Gain exposure with your logo linked directly to your company profile during the live event.
- 15-minute speaking opportunity to promote your newest and most innovative products.
- Attendees can access your shared files or links through the session platform.
- Receive an in-depth session attendee report (contact information is not included).

## Sponsored Webinar

Cost: \$8,500

Position your own session as part of the official event schedule with an exclusive webinar. Supported by a dedicated marketing campaign, this an extremely efficient way to generate connections through content.

- Benefit from a dedicated targeted marketing campaign aimed at attracting the relevant audience
- Receive editorial guidance from Omnia Health team to build a content stream around the webinar and put it in context
- Generate connections and export attendee data directly from the platform upon webinar conclusion
- Access attendance and engagement report immediately upon completion of the activity
- Continue receiving exposure and generating connections by having the webinar available on-demand for 6 months on Omnia Health Insights platform



## Post-Event Engagement Report

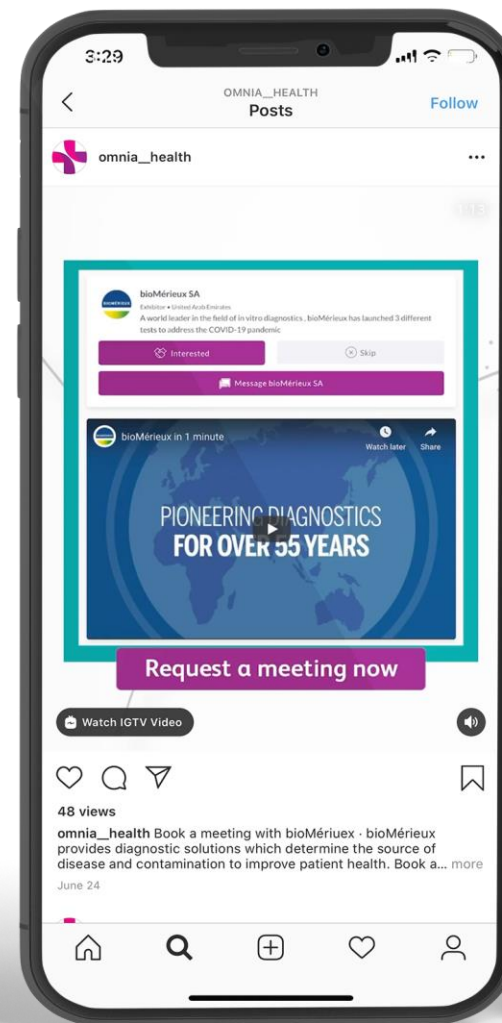
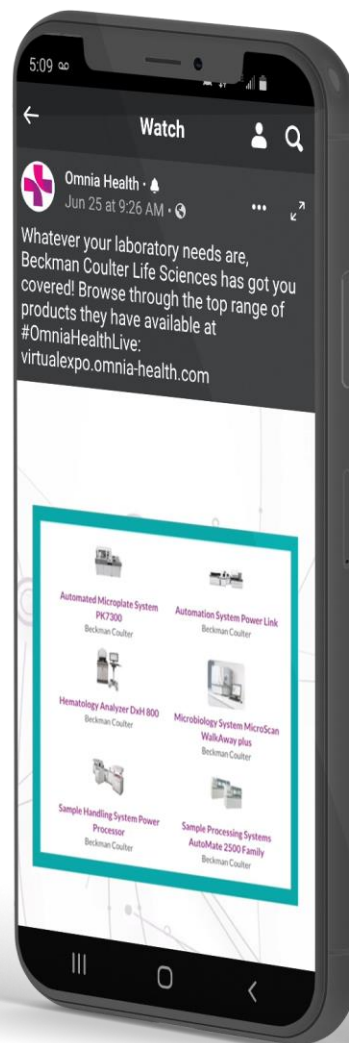
Cost: \$10,500

We'll be compiling an in-depth report and sharing it with our global community. This is a unique chance for your business to appear in front of healthcare professionals

- Position your company logo as exclusive sponsor of the report
- Showcase your message with a full page advert inside the report
- Display a banner ad in the email announcing the report, hyperlinked to URL of your choice
- Display a banner ad on the event homepage alongside the report, hyperlinked to URL of your choice



# Social Media



## Social Media Partner – Exclusive

Cost: \$10,000

A natural extension to a digital-only event, social media will be used to engage with participants before, during and after sessions and generate content. This is an excellent opportunity for your business to stand in front of the healthcare community across LinkedIn, Facebook, Twitter and Instagram.

- Gain exposure across all Omnia Health, Expo Med, FIME and Hospitalar social media channels. (65K+ followers)
- Engage with a global audience through daily sponsored posts
- Feature your company artwork as title image on the official Omnia Health profile

## Video Welcome

Cost: \$4,500

Partner with us on the creation of a warm welcome message that will be used across all communication channels as we invite attendees to the first edition of Omnia Health Live. This is a truly exciting opportunity to be at the forefront of our marketing!

- Receive production and editorial guidance to look and sound your best on camera
- Gain exclusive exposure in front of our global audience as a supporter and partner
- Get featured throughout the event promotion campaign, as well as on the Omnia Health Insights portal with an in depth interview

## Registration Sponsor - Exclusive

Cost: \$10,000

With its sole purpose of attracting tens of thousands of attendees, the registration form is destined to be highly visited.

This is your opportunity to stand out and receive exclusive exposure during the attendee enrollment process – the registration form will be live for over one month before the event.

- Position your company logo on the attendee registration form (non-hyperlinked)
- Display an exclusive banner on registration confirmation page, including a hyperlink back to the webpage of your choice
- Display your banner on all registration confirmation emails sent to attendees ahead of the event, including a hyperlink back to the webpage of your choice
- Get an in depth report on the exposure your sponsorship generated following the event

## Banner Ad Placement

Cost: \$7,500

### Monthly tenancy – rotating

Gain unrivalled exposure through three banner ads that will be displayed across Omnia Health Live Americas landing pages and promoted to hundreds of thousands of healthcare professionals around the world throughout August, September or October. This is a unique opportunity to showcase your brand and message to the widest audience possible!

- Showcase your banner ad on the landing page to hundreds of thousands of visitors
- Hyperlink your banner ad to the URL of your choice
- Maximize your exposure by having the banner ad displayed for an entire month
- Receive an in-depth impressions report upon completion of your campaign

# Get involved

Contact the team today to discuss the range of options available and what opportunities will suit your business objectives.



**Maurilio Zertuche Garcia**

Event Director, Expo Med  
[maurilio.zertuche@informa.com](mailto:maurilio.zertuche@informa.com)



**Gil Alejo**

Exhibition Manager, FIME  
[gil.alejo@informa.com](mailto:gil.alejo@informa.com)



**Eduardo Barros**

Business Director, Hospitalar  
[eduardo.barros@informa.com](mailto:eduardo.barros@informa.com)



[live.omnia-health.com/americas](https://live.omnia-health.com/americas)



## From the organizer of:

