

## Forging virtual connections across the global healthcare industry

Bringing together the brightest minds from the healthcare community, with global networking opportunities and knowledge from industry leaders combined in a virtual expo, built especially for you.

# Omnia Health Live

22 – 26 June 2020



## What is Omnia Health Live?

Omnia Health Live conceptualises a unique and much needed opportunity in the face of the challenges posed 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, we can help you generate leads and translate your brand to the forefront in the digital sphere.

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



## Educate. Connect. Engage.

A truly global event, Omnia Health Live will bring together medical equipment buyers, dealers and distributors, manufacturers, clinicians, procurement professionals, and suppliers across six continents from the Informa Markets' global network of healthcare events.

Taking part will enable your company to:



Sponsor and participate in live and on-demand educational webinars



Generate leads through AI-powered matchmaking



Engage your leads through virtual meetings

## Networking plans

Maximise 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
	Free*	\$500	\$1,050	Only available to sponsors
Product categories limit	5	10	15	25
Pending meetings limit per representative	10	15	30	50
Maximum event leads	25	50	500	1000

*\*The free Basic Plan is only available to Informa Markets Healthcare 2019 and 2020 event exhibitors*



## Unrivalled sponsorship opportunities

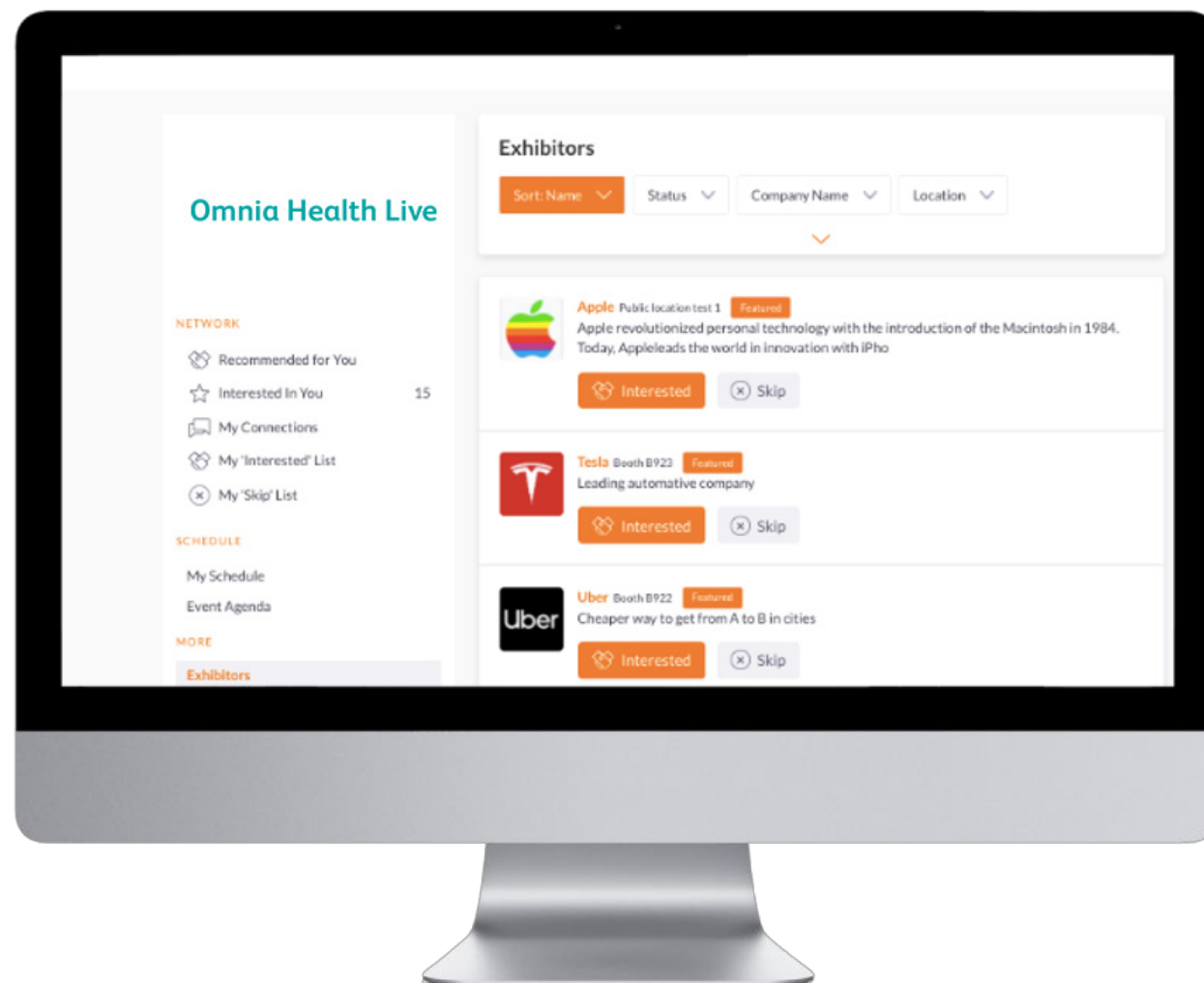
More B2B customers than ever are turning to digital and content opportunities to influence decision-makers.

With its unique blend of networking, digital promotion and exclusive content, aligning your brand with Omnia Health Live 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: \$3,500

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:** Push notifications 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: 3

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

## Email footer

Have your logo appear on all email communication to users from Grip platform.

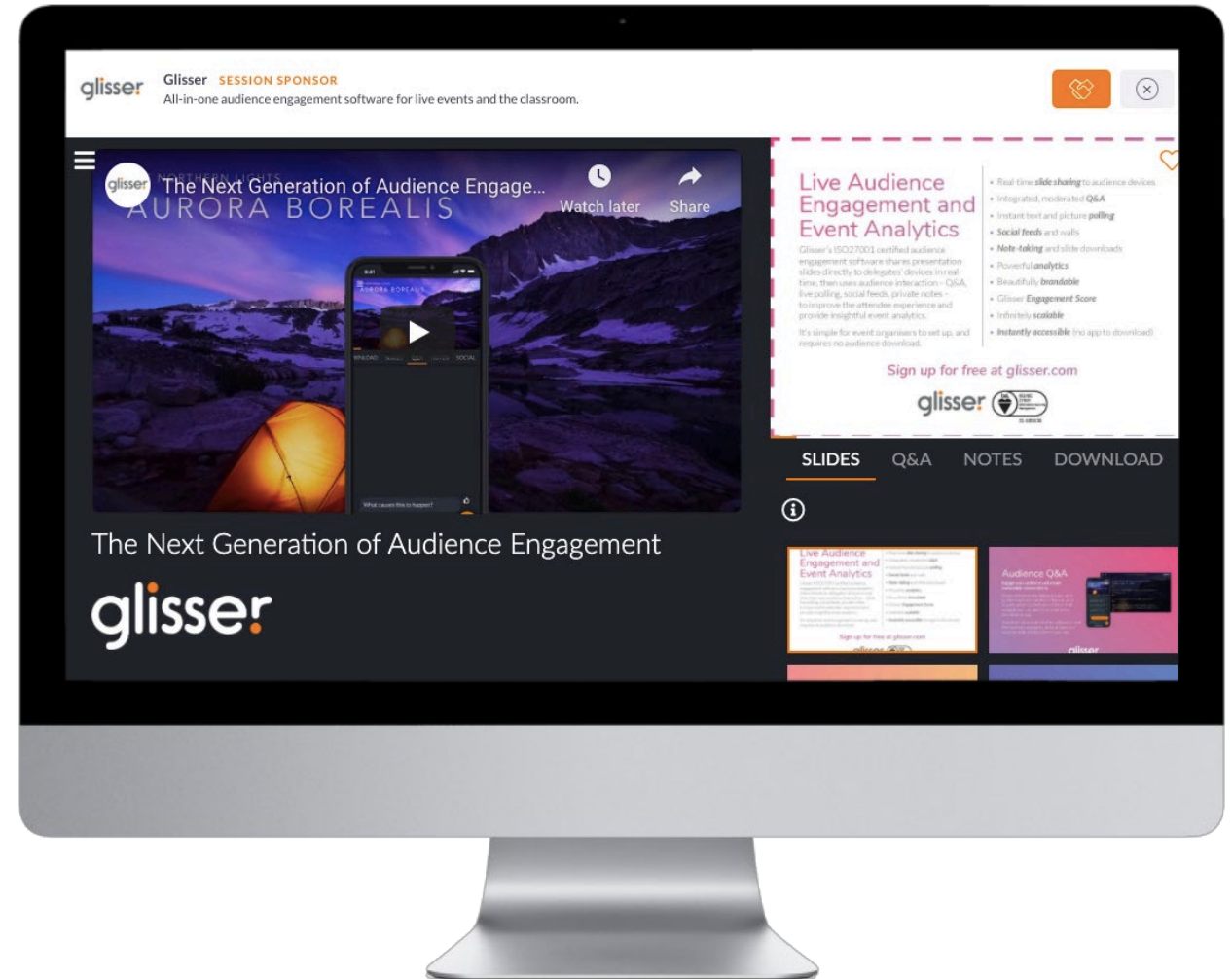
Opportunities available: 3

**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 Organising Committee)
- Have your files or links available to attendees from the session interface to access
- Generate qualified marketing leads 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

*\*Only applicable to non CME accredited sessions*



# 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 leads 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 Organising Committee)
- Have your files or links available to attendees from the session interface to access
- Generate qualified marketing leads 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

*\*Only applicable to non-CME accredited sessions*



## 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 leads 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 leads 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 leads by having the webinar available on-demand for 6 months on Omnia Health Insights platform

*\*Only applicable to non-CME accredited sessions*





## Educational grants for clinical CME-accredited programme

Cost: \$7,500

Educational grants are acceptable to continuing medical education events, and can be used by the organiser to assist in offsetting the overall conference expenses. Grantors will be acknowledged on the CME activity materials.



# Post-Event Engagement Report

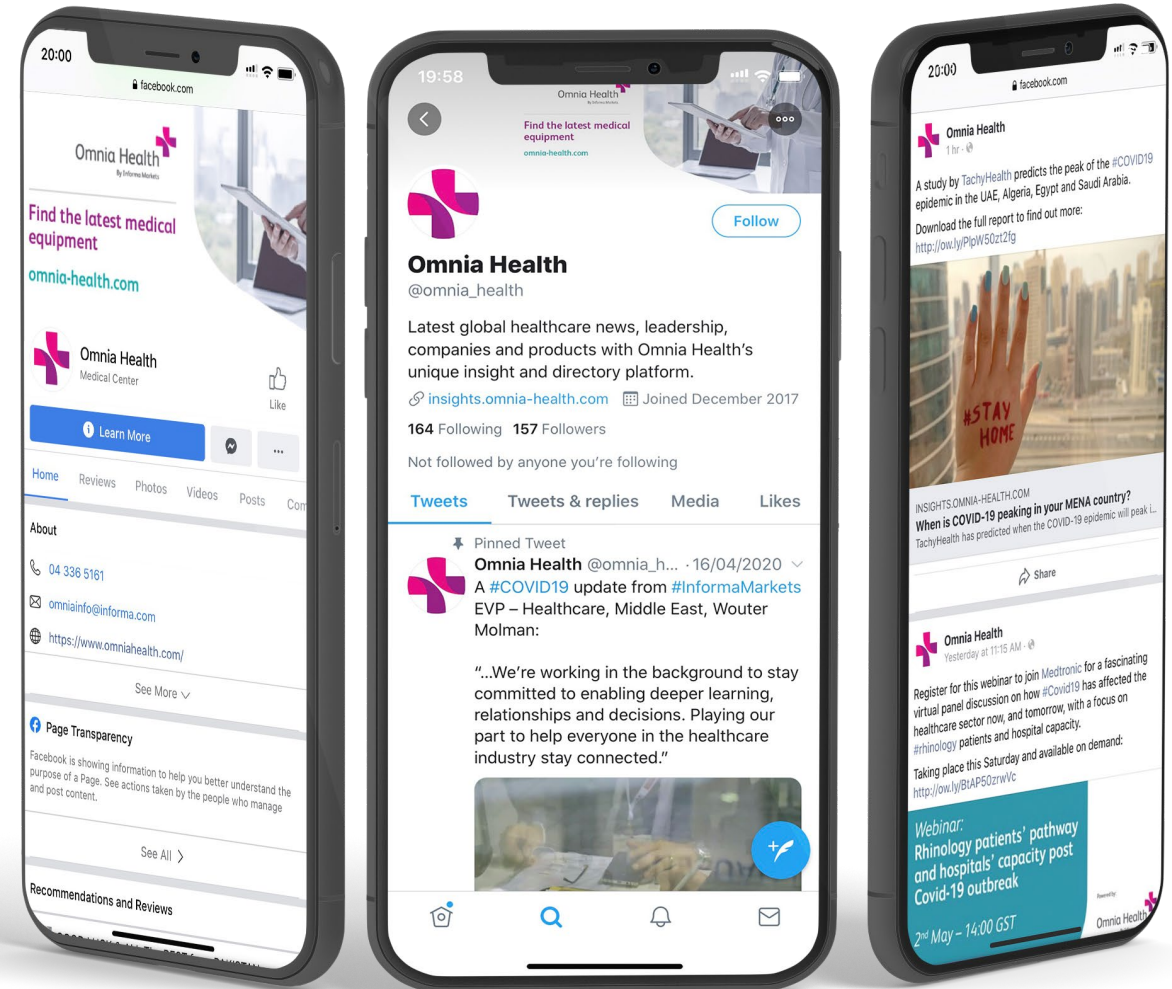
Cost: \$10,500

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 hundreds of thousands 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 social media channels
- 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



## Advertising



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## Registration Sponsor - Exclusive

Cost: \$15,000

With its sole purpose of attracting tens of thousands of attendees, the registration form is destined to be busy. 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: \$4,500

### Monthly tenancy – rotating

Gain unrivalled exposure through three banner ads that will be displayed across Omnia Health Live landing pages and promoted to over a million healthcare professionals around the world throughout May and June. 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
- Maximise your exposure by having the banner ad displayed for a whole month
- Receive an in-depth impressions report upon completion of your campaign

## Educational grants for Clinical CME programme

Educational grants are acceptable to continuing medical education events, and can be used by the organizer to assist in offsetting the overall conference expenses. Grantors will be acknowledged on the CME activity materials.

# Get involved

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



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## From the organiser of:

