

Sponsorship and  
Exhibition Opportunities



**ICHOM**

CONFERENCE 2020

16-18 November 2020

Palau de Congressos de Barcelona  
Fira Montjuïc

**The Results from Implementing  
Value Based Healthcare**



[www.ichom.org/conferences](http://www.ichom.org/conferences)

Following the success of our conference in Rotterdam in 2019, we are excited to announce that our 2020 event will take place in Barcelona on 16-18 November 2020.

Join over **1200** key stakeholders working across provider organisations, life sciences and industry who will share their knowledge, ideas and innovations.

## Brand Awareness

Sponsoring our event will put your brand in front of the largest audience of value-based healthcare professionals in one room. Our marketing campaigns can help you promote your organisation before, during and after the event, which will help you gain access to your target market.

# 10 REASONS TO PARTICIPATE IN BARCELONA 2020

## 2 Targeted Marketing

As well as our marketing campaigns, you will have the opportunity to connect on an individual level with senior clinicians, patients and government representatives meaning you will reach your target audience more efficiently.

## Align yourself with ICHOM values



By partnering with us you will align yourself with ICHOM values so your customers will know that you are reliable and trustworthy.



## Generate leads through face to face contact

Form an emotional connection with your potential customers by meeting them face to face. You will gain a better understanding of their needs by meeting them on a one-to-one basis.



## Stay ahead of your competition

By including our event as part of your marketing strategy and meeting your customers, it will be easy to differentiate yourself from your competition as you shape your product/service to align with customer expectations. You will also get a first-hand look at how other organisations attract their customers.



## Boost your content strategy

Connect with us on social media to help you find relevant audiences to target. When our attendees share their photos, videos, blogs you will get exposure to much larger networks.



## Understand your audience

ICHOM 2020 is a live event, which means it has live audience participation through polls and surveys. Our post-event insights can also help strengthen your customer engagement strategy.



## Improve business relationships

Forge new partnerships with other suppliers who you can collaborate with in the future. You can also introduce yourself and your business to key players in the VBHC arena.



## Be seen as a thought leader

Demonstrate to senior decision makers that you are leading the way in redefining value in healthcare on a global scale.



## ROI

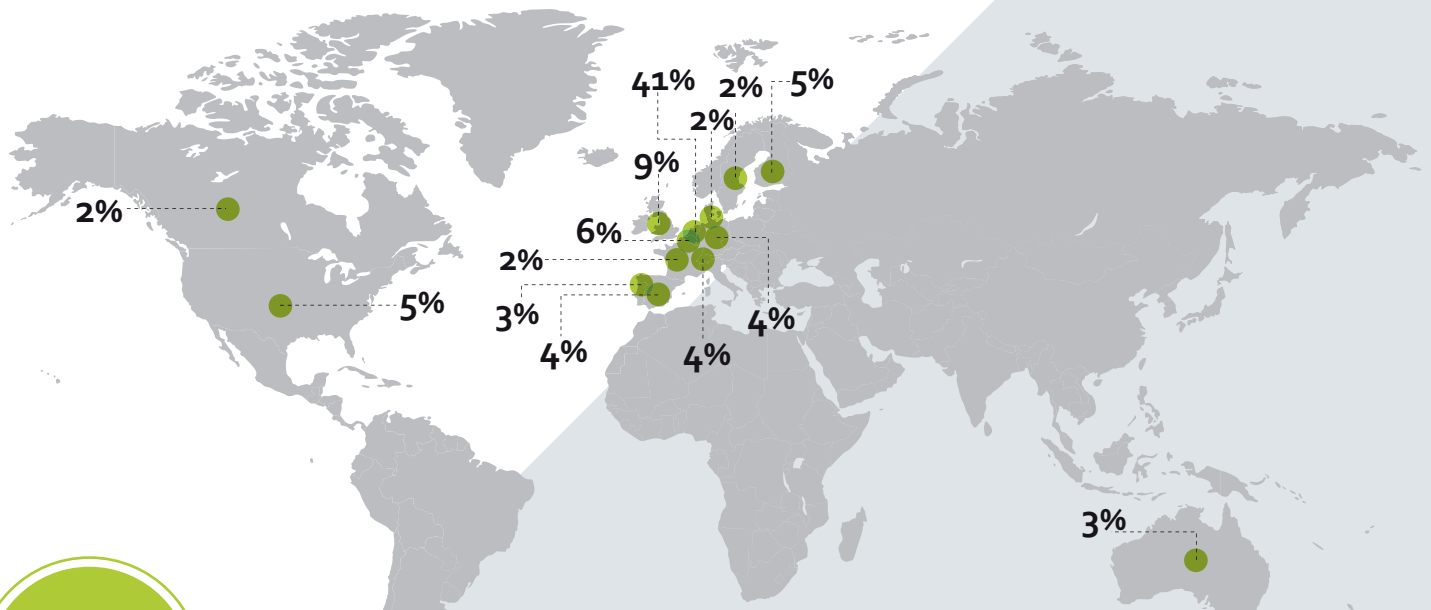
Leave the event with a list of leads to follow up – which will aid your long-term profit. Take advantage of our resources to help accelerate your exposure.

## KEY FACTS

### Delegates expected to attend in 2020 include:

- ▶ Health care professionals and multidisciplinary teams
- ▶ Health care providers and hospitals interested in driving quality improvement
- ▶ Government, policymakers and industry regulators
- ▶ Insurers and commissioners of health services
- ▶ Life sciences, biotechnology and health technology companies
- ▶ Researchers interested in PROMS and value-based health care

### 2019 delegates by country



**75%**

of attendees felt ICHOM 2019 met or exceeded expectations

### 2019 delegates by sector

- ▶ **52%** healthcare providers
- ▶ **17%** life sciences
- ▶ **11%** academia
- ▶ **10%** government
- ▶ **6%** health technology
- ▶ **4%** other

### 2020 delegate expectations



**1200 delegates**



**40+ countries**



**600+ organisations**

We have a range of packages available to meet your requirements. We can also arrange a bespoke package for you. For more details, please contact [s.gray@ichom.org](mailto:s.gray@ichom.org)