

**The 9th
Annual**

World Health Care Congress

THE INTERSECTION OF STRATEGY, INNOVATION AND EXECUTION

April 16-18, 2012 • Gaylord National Resort and Convention Center • Washington, DC

World Health Showcase

International Country Pavilions, Global Solutions, & Innovations



Corporate Partners, Health IT – Medical Devices-Suppliers – Services-Associations – Country Pavilions

Pavilions offer the ability to promote a themed group of partner companies in a cost effective manner, such that each individual vendor can relate directly with the potential clients, prospects, and media, under the auspices of the overall sponsor (large corporation, health technology vendor, medical device firm, supplier, industry association, publication, or a country highlighting a broad range of solutions.

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Gain Access to:

- ✓ Pharmaceutical, Life Sciences, and Biotechnology Firms
- ✓ Hospitals and Health Systems buying technology, supplies, and services
- ✓ Health Plans and Payer organizations in the US and global National Health Services
- ✓ Large US employers, Public Purchasers of health and wellness/benefits services
- ✓ US government regulators (FDA, CMS, Health & Human Services)
- ✓ Financial, Legal, and Strategic decision makers
- ✓ Development agencies for cities, states, and US Federal Government
- ✓ Venture Capital, Offshoring, Nearshoring, and Outsourcing

Each Pavilion can be scaled to the number of kiosk 'units' representing individual vendors

20 x 20 (400 sq feet) 8 units

20 x 30 (600 sq feet) 12 units

20 x 40 (800 sq feet) 16 units

Pavilions are organized by the sponsor, which will receive broad positioning and recognition in the conference campaign. Each individual unit will be arranged for directly by the Pavilion Sponsor.

- ✓ Supplied free standing kiosk, with header logo panel and opportunity to supply a background graphic or text
- ✓ Conference Pass for each stand unit
- ✓ Full Page Ad in Program Handout for each stand unit + master ad for all participants
- ✓ Single use of Mail List to follow up post –conference
- ✓ News Links, PR, Media Coordination to promote positioning
- ✓ Post Conference Mail List



Contact Bernie Weiss, Vice President, Business Development, World Health Care Congress
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