

European Health-Tech Innovation Week™

"sponsored by GIANT Health"



17-21 May 2021. An invaluable, cost-effective, Hybrid in-person and Virtual gathering.

Established for 7 years as "Europe's largest and most valuable international festival of health-tech innovation", GIANT is a vibrant, engaged global business community that enables and commercialises leading health-tech innovation from around the world.

Innovate / Collaborate / Accelerate

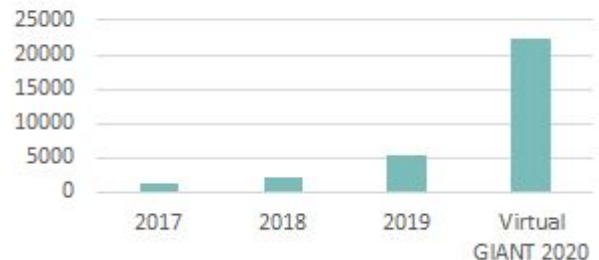
We successfully bring together tech innovators, investors, global corporates, established SME, doctors, hospital managers, government health officials, and more; to spark productive business collaboration and accelerate better health outcomes.

Substantial historical performance.

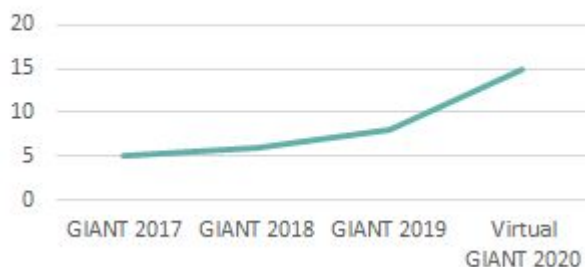
Annual event attendance: 400% yearly growth featuring senior decision-makers.

- 22,300+ registered attendees (2020)
- 75% of GIANT attendees are in senior-most positions within their organisations. "c-suite", Company Director, Head of Innovation...
- Numerous countries participate from around the world.
- 20% are research and innovators: academics, scientists, technologists and digital transformation.

REGISTERED ATTENDEES



GROWTH IN SPONSORS



Sponsorship growth: over 50% *for 2020

Exhibition growth: over 250% *for 2019

Over 1,600 speakers over the years

10+ conference stages every year, running simultaneously each day, creating over 950 hours of engaging, CPD-certified content over the years.

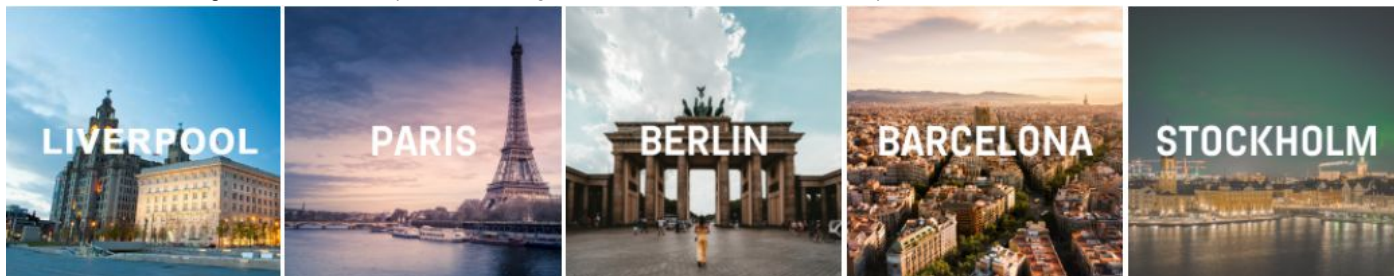
Check out our 2020 Virtual Floor Plan [Here](#)



What is 'European Health-Tech Innovation Week' 2021?

17-21 May GIANT Health is holding a 5-day hybrid event featuring the latest developments in health tech and innovation in 5 cities across Europe. Taking place in both a physical and virtual format, European Health Tech Week provides a valuable opportunity to engage with important leaders in the health tech industry.

Where are we running the event? In May we're running shows in five cities across Europe:



- A one day conference and tradeshow showcasing latest innovations in healthcare technology.
- Each day will be hosted on our own virtual event technology platform, allowing remote participants from around the world.
- Championing the best of each of these countries for international best-practice benchmarking, including our very successful Inbound Trade Mission programme.
- International best practice for COVID-19 hygiene and social distancing will be maintained at our in person events.
- In case of further restrictions due to COVID-19, Event will be fully virtual.*
*for further information please contact us

What are our stakeholder goals?

- Networking: meet new customers, partners, employees.
- Increased sales revenue
- Brand exposure
- Exposure to the latest in research and development

Who is this event for?

- Global health tech companies
- SMEs and Start-ups
- Consultants/ lawyers
- Healthcare staff / hospitals
- Investors
- M&A executives

What are the benefits?

- Discover new products/ research in the field
- Meet your target audience
- Connect with businesses looking for funding
- Exposure to investors/ patent lawyers/ VC etc.
- Exposure to businesses who want to sell to a global market
- Exposure to the latest procurement initiatives from hospitals
- Brand showcased to an international audience via a VEP (virtual event platform)

The GIANT Health team will:

- Connect you to C level Execs, CEOs, VPs and budget holders.
- Put you in front of leading international health-tech businesses & leaders.
- Give you a valuable, impactful event space & showcase the best of your country healthcare leading businesses to the world.
- Provide substantial online and offline promotions reaching an audience of around 5M people.

Please share the key messages you want to present and we will tailor a creative plan that will ensure maximum exposure to the right influential people.

Why exhibit at GIANT's European Health-Tech Innovation Week?

We offer exhibitor packages to suit every budget, from start-ups to global corporates; designed to help you maximise your sales and marketing success.

Brand awareness – high-impact exposure and recognition from key decision makers, investors, innovators and leading buyers in health-tech through interviews, industry press, social media channels and GIANT's weekly newsletter. Exhibitors have full access to the GIANT app to book cost-effective meetings.

Thought-leadership - enhance your position amongst health-tech influencers, decision makers and world-class speakers. Demonstrate your products and services to many 1000s of people.

Support and insight – GIANT provides the right support to achieve impact and help you scale your business.

Bespoke design - tailor your exhibition package to suit your budget needs and meet your business objectives.

Accelerate sales - engage with potential new customers, and generate leads. Our high percentage of c-suite attendees have purchasing authority. Demonstrate products and services to over an entire Giant Health Global Audience with The European Health Tech Week 2021.

Benefits of showcasing your company at GIANT's Virtual platform:

- Detailed Exhibitor Profile
- Upload sales fliers; easily downloadable by attendees
- Virtual exhibition stand - showcase your products and services, with either pre-recorded videos or a live video stream session in the booth
- Scheduled product demo
- This calendar promoted actively before the show
- Direct one-to-one video conversations with attendees
- Electronic calendar invitations sent out
- Pre-show networking: Book meetings in advance
- Booths have a customizable lead generation feature built-in for capturing attendee interest
- Expo Zones: i.e. Virtual Reality in healthcare zone, Diabetes Zone, etc
- small, medium, and large booths, in the Expo area, similar to floor space at a trade show.

TESTIMONIALS



"We loved the event and from visiting in 2018 I thought it was even bigger and even better this year. Lots of connections made and some great keynotes and showcases on technology in the sector." *Barclays Bank*

"very well done and very busy in all areas with a clearly engaged audience. I was impressed at the number and breadth of exhibitors." S. Mornington. *Mayfield Merger Strategies*



"Hospify was back at GIANT this year for the third year in a row, and once again it proved an excellent event. The conference tends to attract people who are keen to make change happen rather than just wait for it to happen to them, and we had a load of good investor conversations too. Exhibiting at GIANT is always time and money well spent!"



EXHIBITION PACKAGES

Showcase your solutions, talent and ideas through GIANT's Exhibition packages. Hybrid Exhibition packages are available for each of the 5 participating cities (**Paris, Berlin, Stockholm, Barcelona and Liverpool**); and are valid for **1 day in 1 chosen city**.

SMALL HYBRID EXHIBITION PACKAGE (£1100 + 20% VAT)

All hybrid packages comprise of exhibition space in our live & virtual platform

Live exhibition

- An exhibition table and 2 chairs; option to have shell scheme, 1m²
- 2 free complimentary tickets to the event
- Company mention and logo in Event magazine - distributed to all event attendees!
- We will post your sales literature to the VIP and Full price delegates as part of the GIANT deluxe goody bag



Virtual exhibition

- A small virtual stand and access to GIANT's virtual exhibition platform
- Customise how the stand looks, to meet the needs and specifications of your brand (brand logos and colours)
- Contribute to the virtual goody bag that delegates receive with your company's sales literature
- 2 virtual meeting rooms for one-on-one conversations



STANDARD HYBRID EXHIBITION PACKAGE (£2000+ 20% VAT)

All hybrid packages comprise of exhibition space in our live & virtual platform

Live exhibition

- Standard exhibition stand; (4m²) shell scheme, including a table with 2 chairs & fascia with your brand name
- 4 free delegate tickets
- Company mention and logo in Event magazine distributed to all event attendees!
- We will post your sales literature to the VIP and Full price delegates as part of the GIANT deluxe goody bag



Virtual exhibition

- A standard virtual stand and access to GIANT's virtual exhibition platform
- Customise how the stand looks, to meet the needs and specifications of your brand (brand logos and colours)
- Contribute to the virtual goody bag that delegates receive with your company's sales literature
- 4 virtual meeting rooms for one-on-one conversations



Interested in expanding company visibility in multiple locations? Contact Hannah@GIANT.health for more information on tailored package deals.

*In case of restrictions due to COVID-19, the event will take place entirely virtually

Sponsorship at European Health-Tech Innovation Week 2021

Starting price from £3000 + 20% vat

The European Health Tech Week 2021 solves the problem of cost-effectively discovering and meeting the most important partners you need to achieve business success.

An engaged, European business community of health-tech innovators, investors, doctors, hospital leaders... from the world's largest pharma companies; to the newest start-ups; to 100,000+ in between.

- The GIANT Health community: nearly 200,000 contacts worldwide
- Attracting, engaging, connecting everyone whose business is health
- Weekly email newsletter: <https://www.giant.health/newsletter-archive>
- Weekly live TV show: <https://www.giant.health/giants-healthy-innovators-live-tv>
- GIANT Thinking Podcast: <https://pod.link/1527306925>



Position your brand and powerfully activate your latest initiatives at the heart of the international health-tech community with a customized sponsorship package for The European Health Tech Week 2021. We can support your campaigns and deliver your brand message to a highly engaged health-tech and innovation audience.

GIANT has a proven track record of providing successful business matchmaking with key health-tech decision makers and delivering tailored sponsorship packages that meet your business goals and budgets, as well as delivering maximum impact, exposure and ROI for your brand and the sales of your products and services.

Reach your goals at The European Health Tech Week 2021; The global Virtual+Live health tech event.

Networking | speed dating | one-to-one meetings | meeting new customers | brand exposure | entertaining current clients | discovering new partners | developing new business | recruiting | activating new product and service launches | maintaining a 'front row seat' in the greatest health-tech innovation show

Here is a small sample of typical GIANT partners:

