



Giant

global innovation
and new technology
health event



December, 2020
LONDON, ENGLAND



GIANT.HEALTH

Established for 6 years, **GIANT Health** is a vibrant, engaged global health-tech business community of over 176,000 contacts. We run "Europe's largest and most valuable international festival of health-tech innovation", that facilitates successful business between innovators from around the world.

Innovate / Collaborate / Accelerate

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

GSP

The Global Strategic Partnership programme

Significant sales, marketing and business development opportunities at GIANT Health 2020. December, 2020. London, England

GIANT Health – An engaged, global 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.

- Over 177,000 contacts worldwide
- Attracting, engaging, connecting everyone “who’s business is health”
- www.GIANT.health Europe’s leading annual “festival of health-tech innovation” showcasing leading technologies, accelerating innovation and business success in a uniquely inspirational and creative environment.
- Weekly email newsletter. <https://www.giant.health/newsletter-archive>
- Fortnightly live TV show. http://bit.ly/GIANTs_Healthy_Innovators_live_TV



About the GSP - GIANT’s “Global Strategic Partnership” programme.

GSP partners build an entire module or show within the annual GIANT Health Event. For example a ½ day, or 1 day conference; a product demo stage; a hackathon; a thematic exhibition village; hosted dinner; a training workshop; etc.

GIANT finances, manages, and delivers to you (at no cost), a large high-profile successful international event in a prestigious venue. You source £50,000+ in sponsorship and exhibition revenue. GIANT provides you with a substantial sponsorship benefits package + commission income (if of interest).

Benefits

1. Activate, and amplify, your brand, your business, positioned in the centre of the leading, large successful high-profile health-tech innovation show.
 - a. Entertain your clients at Europe’s most impactful “WOW factor” health-tech innovation show.
2. GIANT as a platform and toolkit to engage with all important stakeholders in your community. Customers, sales leads, int’l media
 - a. i.e. run your own conference, seminar, workshop... without paying £350,000 to rent a stadium!
3. A ‘reason’ to contact hottest sales leads
4. A ‘thank you’ to your suppliers and stakeholders
5. Powerful platform to activate your most important, newest product or service launches, communication initiatives.
 - a. Cost-effectively get your message in front of many 1000s of influencers.



GIANT delivers to its GSP partners a famous international health-tech platform: on top of which you build your show



GIANT provides:

- Now in year 6: Europe's largest and most valuable annual "festival of health-tech innovation"
- All operations and logistics to deliver a very high profile, international business event
 - Provision of high-profile large international venue, insurance, electricity, heating, security, cleaning.
- All visitor services
 - entrance management, toilets, catering, cloakroom, help-desk, name badge supply.
- All stages, sound systems, lighting, AV technicians, podiums, tables, chairs, VIP lounges, speaker services.
- Support for Partner's sales, marketing, and business development goals
 - Direct sales activities targeting your customers and sales leads. Visitor recruitment. Ticket sales.
- £35,000 sponsorship package to Partner, including extensive promotion of partner's company on GIANT website, email newsletter, via social media for several months in the run-up to the event and at the event itself, in the GIANT health annual magazine: the glossy A4 magazine that is printed and provided to all event delegates, participation in GIANT's "Healthy Innovators live TV".
- "At the event"
 - Exhibition stand (worth £9,000)
- 100 free tickets to attend GIANT 2020 (face value £89,500)
- Complete access to all photographs and video material relating to the conference generated by GIANT and its media partners. Partner allowed to make its own film of the conference.

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!"

GSP Partner provides:

Leadership and overall management of a 'module'. This 'module' can be a 1-day or ½ day conference, structured networking programme, sponsored lunch or dinner, drinks reception, technology demonstration showcase, technology village, training seminar...

Partner takes the leadership role (with the support of GIANT Health) in securing cash paying sponsors and exhibitors; minimum £50,000 (25% paid back to GSP partner).
Deadline 30 May 2020.

- If running a conference:
 - sourcing "blockbuster" speakers; minimum 50% from overseas, 1/3 very senior leaders from large organisations, 50% women / diversity
 - selecting, appointing, managing, coordinating speakers.
 - As curator you will have overall editorial control.
 - You will manage conference track scheduling, title, date, time, duration, topic.
- Sales and marketing support of GIANT
 - take an active role promoting the GIANT Health Event to your clients and your broader community. Assisting specifically to drive sales of delegate tickets, exhibition, and sponsorship packages by way of Email and social media campaigns, word of mouth marketing.

