



CleanMed
Creating Healing Environments

Europe
2020

1-3 December 2020 | BluePoint Conference Centre, Brussels

SPONSOR & EXHIBITOR

PROSPECTUS



WHAT IS CLEANMED EUROPE?



Health Care Without Harm (HCWH) Europe is thrilled to invite you to **CleanMed Europe 2020 at BluePoint Conference Centre, Brussels from 1-3 December 2020.**

CleanMed Europe is Europe's leading conference on sustainable healthcare. It is a unique platform for healthcare leaders to gather, innovate, and collaborate in order to develop new standards, practices, and products in sustainable healthcare. It is the only Europe-wide conference that will connect you with those at the forefront of healthcare's sustainability challenges and implementers of the latest innovations. CleanMed also explores how hospitals and health systems can partner with communities to build physical, social, and economic conditions that support justice, health, and wellbeing.

The theme for this year's conference is **Leadership**. As the public health impacts of environmental issues such as climate change, single-use plastics, and pharmaceuticals in the environment become increasingly clearer the healthcare sector has the opportunity to play a leading role in responding to these challenges.

The conference will explore the leadership role that healthcare professionals, policy-makers, sustainability practitioners, and healthcare leaders can play in transforming the healthcare sector so that it not only reduces its own environmental footprint, but also uses its social and economic influence to drive wider policy and market changes to reduce environmental harm and support human health and wellbeing.

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SPONSORSHIP & EXHIBITOR OPPORTUNITIES

Sponsoring CleanMed Europe is an opportunity to reach and be noticed by the European healthcare community. The conference offers the perfect opportunity to share your latest products and services, to gather new ideas and inspire others. It is also your chance to reach powerful decision makers with your company name and brand, and connect with over 300 leaders in sustainable healthcare. Your sponsorship will demonstrate your dedication to environmental sustainability in the health sector, build your brand, and develop your business.

TO ENQUIRE ABOUT SPONSORSHIP OR EXHIBITOR OPPORTUNITIES,
PLEASE CONTACT:

Victoria Lyon Dean
Fundraising and Development Manager - HCWH Europe

Phone: +32 2503 0481 • Email: victoria.lyondean@hcwh.org

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Europe attendees will include clinicians, health professionals, and senior leaders from hospitals and health systems, as well as service providers and business innovators from across Europe and around the world. It is an opportunity to build your brand and share the latest products and services with the top decision makers in your target market.

The last CleanMed Europe conference, held in 2018 at Radboud University Medical Centre, in Europe's 2018 Green Capital, Nijmegen, Netherlands brought over 265 participants from 23 countries and five continents together to discuss and plan strategies around sustainable healthcare.

CLEANMED EUROPE 2018 PARTICIPANTS

98%

Overall satisfaction rate*

95%

Would recommend to a friend/colleague*

85%

Learned something new*

*Based on survey responses

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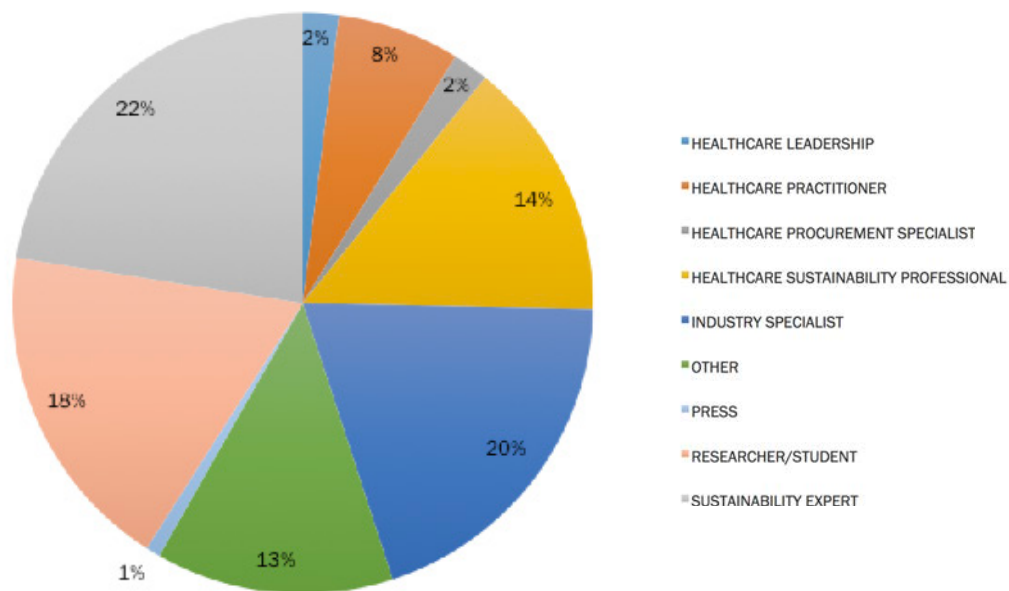
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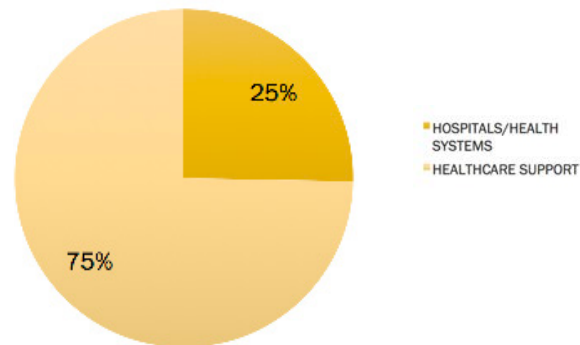
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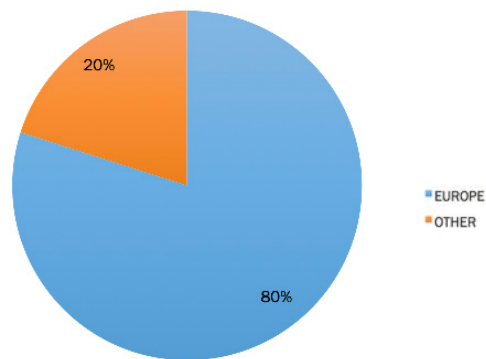
CLEANMED EUROPE 2018 PARTICIPANTS BY ROLE



HEALTHCARE PROVIDERS



PARTICIPANTS BY COUNTRY



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SPONSORSHIP PACKAGES AT A GLANCE

	PLATINUM (one available)	GOLD (multiple available)	SILVER (multiple available)	BRONZE (multiple available)
Logo on CleanMed Europe email footer	✓			
Sponsor profile page on CleanMed Europe website	✓			
Full page advert in conference programme/app	✓			
Link to company content on conference registration page	✓			
Half-page advert in conference programme/app	✓	✓		
Banner advert on conference registration page	✓	✓		
Pre-planned meeting with HCWH Europe Board and leadership	✓	✓		
Verbal recognition during plenaries	✓	✓		
Prominent signage at conference	✓	✓		
Exhibitor stand	✓	✓		
Social media promotion	✓	✓	✓	
Logo on all CleanMed Europe promotional materials	✓	✓	✓	✓
Logo on CleanMed Europe registration site	✓	✓	✓	✓
Logo and website listed on CleanMed Europe website	✓	✓	✓	✓
Listing in conference programme/app	✓	✓	✓	✓
Conference passes	8	4	2	1

PLATINUM SPONSOR

€50,000 (excl. VAT)



RECOGNITION

- Prominent recognition as Platinum Sponsor on conference promotional material, website and signage
- Highlighted as Platinum Sponsor with logo in all CleanMed Europe communications to hospitals, exhibitors, speakers, as well as on invitations to prospective attendees
- Gratefully acknowledged as Platinum Sponsor in conference registration materials, with option to include an organisational description

PROMOTION

- Banner advert/mandatory link to company content on conference registration page
- Full-page colour advert in conference programme/app

- Company name, logo and website in the conference programme/app, including an extended description of your organisation in the official listing
- Company name, logo and website hyperlinked on the CleanMed Europe website
- Dedicated page on CleanMed Europe website including 250-word sponsor profile and logo

ACCESS

- Opportunity to invite 8 delegates to conference
- Verbal mention during conference plenaries
- Pre-planned meeting with HCWH Europe Board and leadership
- 2m x 2m Exhibitor space in prominent location

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GOLD SPONSOR

€30,000 (excl. VAT)



RECOGNITION

- Prominent recognition as Gold Sponsor on conference promotional material, website and signage
- Highlighted as Gold Sponsor with logo in all CleanMed Europe communications to hospitals, exhibitors, speakers, as well as on invitations to prospective attendees
- Gratefully acknowledged as Gold Sponsor in conference registration materials, with option to include an organisational description

PROMOTION

- Banner advert on conference registration page
- Half-page colour advert in conference programme/app
- Company name, logo and website in the conference

programme/app, including an extended description of your organisation in the official listing

- Company name, logo and website hyperlinked on the CleanMed Europe website

ACCESS

- Opportunity to invite 4 delegates to conference
- Verbal mention during 1 conference plenary
- Pre-planned meeting with HCWH Board and leadership
- 2m x 2m Exhibitor space in prominent location

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SILVER SPONSOR

€15,000 (excl. VAT)



RECOGNITION

- Prominent recognition as Silver Sponsor in conference promotional materials, website and signage
- Highlighted as Silver Sponsor with logo in all CleanMed Europe communications to hospitals, exhibitors, and speakers, as well as on invitations to prospective attendees
- Gratefully acknowledged as Silver Sponsor in conference registration materials

PROMOTION

- Company name, logo and website in the conference programme/app, including a description of your organisation
- Company name, logo and website hyperlinked on the CleanMed Europe website

ACCESS

- Opportunity to invite 2 delegates to conference
- Verbal mention during conference

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BRONZE SPONSOR

€7,000 (excl. VAT)



RECOGNITION

- Prominent recognition as Bronze Sponsor in conference promotional materials, website and signage
- Gratefully acknowledged as Bronze Sponsor in conference registration materials

PROMOTION

- Company name, logo and website in the conference programme/app, including a description of your organisation
- Company name, logo and website hyperlinked on the CleanMed Europe website

ACCESS

- Opportunity to invite 1 delegate to conference
- Verbal mention during conference

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PRE-EVENT WORKSHOP SPONSOR

€20,000 (excl. VAT)



- Design and host your own sustainability themed session before or after the main programme
- Invites shared with all conference participants
- Company name, logo and website included in conference programme/app, including a description of your organisation
- Company name, logo and website hyperlinked on the CleanMed Europe website
- Recognition at the lunches during CleanMed Europe
- Opportunity to invite 2 delegates to conference

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LUNCH SPONSOR

€15,000 (excl. VAT)



- Company name, logo and website included in conference programme/app, including a description of your organisation
- Company name, logo and website hyperlinked on the CleanMed Europe website
- Verbal recognition during the conference
- Opportunity to invite 2 delegates to conference

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ADDITIONAL SPONSORSHIP OPPORTUNITIES

There are a host of additional single-event sponsorship opportunities available to those who wish to participate and gain exposure from CleanMed Europe 2020.

Please contact us for more information about these very exciting possibilities and to discuss how we can customise opportunities to meet your exposure and branding desires at CleanMed 2020.

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Exhibiting at CleanMed Europe offers great opportunities for large and small businesses to connect and interact with the healthcare customers. We provide:

- Dedicated time in the programme for delegates spend with exhibitors
- Your company name listed in the conference programme/app provided to all participants
- Your company name listed on CleanMed Europe website with a link to your homepage
- Opportunity to attend and take part in conference plenaries and sessions

Exhibitors are required to demonstrate how their products or services advance HCWH Europe's mission to transform the healthcare sector so that it reduces its environmental footprint, becomes a community anchor for sustainability and a leader in the global movement for environmental health and justice.

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We invite exhibitors whose products and services closely align with our 5 programme areas and support their goals:

-  **Safer Chemicals:** Reduce chemical pollution by the European healthcare sector
-  **Climate-Smart Healthcare:** Decarbonise the European healthcare sector, increase sector resilience to climate change and increase climate advocacy by healthcare leaders
-  **Safer Pharmaceuticals:** Reduce the presence of pharmaceuticals in the environment
-  **Sustainable Procurement:** Reduce negative environmental, social and/or health impacts through European healthcare procurement
-  **Sustainable Food:** Increase the sustainability of food production and consumption in European healthcare

CLEANMED EUROPE 2020 EXHIBITOR FEE: €2,500 (excl. VAT) (2m x 2m space)

*All stands are equipped with basic furniture and electricity points.
Additional equipment (screens, stands etc) are available at additional cost on request.*

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www.cleanmedeurope.org

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