



CleanMed

Changing the climate of healthcare

Europe
2023
ONLINE



SPONSOR & EXHIBITOR
PROSPECTUS

5 - 9 JUNE 2023

WWW.CLEANMEDEUROPE.ORG

CHANGING THE CLIMATE OF HEALTHCARE

Building on the growing momentum of the COP26 Health Programme, this year's conference will bring a special focus on the role of the healthcare sector in delivering net zero emissions in Europe.

The need for action on climate change has never been more urgent. The healthcare sector has a clear opportunity to address its own contribution to climate change and the impact of climate change on public health. Reducing the sector's own emissions to net zero and changing how we deliver care is not only possible, it is imperative.

As well as preparing ourselves for the growing threats that climate change presents, the conference will showcase the links between climate challenges and other public health issues such as AMR (antimicrobial resistance) and toxic chemicals.

It is vital that we tackle these issues to change the climate of healthcare, which will ultimately improve human health.

CleanMed Europe 2023 is uniquely positioned to bring together minds and ideas from different stakeholders across the continent to transform the sector. We invite participants to rally together under this theme and share experiences of the challenges they face, existing solutions, and successes.



**TOGETHER WE CAN BUILD
AN ACTION PLAN TO
TRANSFORM HEALTHCARE
ACROSS EUROPE AND
BECOME LEADERS IN CLIMATE
ACTION.**

ABOUT HEALTH CARE WITHOUT HARM EUROPE



We are Health Care Without Harm Europe. We exist to create a sustainable healthcare sector. One that does no harm to patients or our planet. One that acts as a catalyst, inspiring action right across society to protect human health and the environment. One that drives change in communities, so people can live more healthily on a healthier planet.

The potential for transformation is huge. In Europe alone, the healthcare sector employs more than 21 million people and accounts for

10% of GDP. Right now our health systems are under increasing strain, as populations age and the impacts of climate change and pandemics grow. In this context, we prove that it's possible to deliver the highest quality of care in a way that's sustainable environmentally and financially.

We show how we can transform healthcare and protect people and our planet. Everyone connected to the healthcare sector has a vital role to play. Will you join us?

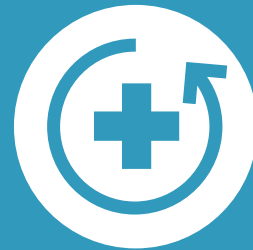


OUR WORK CENTRES ON THREE KEY PROGRAMMATIC GOALS:



CLIMATE-SMART HEALTHCARE

The European healthcare sector is transformed into a low-carbon and climate resilient sector that protects public health from climate change and accelerates the transition to a low-carbon economy.



CIRCULAR HEALTHCARE

European health systems drive markets towards toxic-free products that conserve finite resources, minimise waste and contribute to an ethical supply chain and circular economy.



SAFER PHARMA

Pharmaceutical pollution in the environment and its contribution to the development of antimicrobial resistance (AMR) is minimised.

Sponsoring CleanMed Europe 2023 is your opportunity to be noticed by the sustainable healthcare community in Europe and beyond. Share your latest products and services, gather new ideas, and inspire others. It is also your chance to reach powerful decision-makers and connect with Europe's leaders in sustainable healthcare.



**SPONSORSHIP WILL
DEMONSTRATE YOUR
DEDICATION TO
ENVIRONMENTAL
SUSTAINABILITY IN THE
HEALTH SECTOR, BUILD
YOUR BRAND, AND
DEVELOP YOUR BUSINESS.**



AT CLEANMED EUROPE ONLINE YOU CAN:



Showcase your products and services in a variety of formats



Interact with attendees through live discussions



Host your own session on sustainable healthcare



Set up online meet-ups with attendees



Connect virtually with like-minded, sustainability-focused professionals from around the world

**TO ENQUIRE ABOUT SPONSORSHIP OPPORTUNITIES,
PLEASE CONTACT: DIANA FACCIO OR SAM BISHOP**

DIANA.FACCIO@HCWH.ORG OR SBISHOP@HCWH.ORG

WHO ATTENDS CLEANMED EUROPE?

CleanMed Europe 2023 Online will be attended by senior leaders and decision makers from major European health systems: sustainable healthcare experts and health professionals, as well as business innovators, suppliers, and procurement officers.

The online format:

- Opens the conference to a new, global audience of healthcare stakeholders - over **440 participants** joined us for the conference in 2021.
- Offers unparalleled access to your target audiences - in 2020 sponsors benefited from a total of **142,216 impressions** on our conference platform.
- Allows you to network with a truly unique range of stakeholders and potential clients - over **1,000 people** used the conference app



in 2020, exchanging nearly 2,000 messages, with 2,115 attendee profile views.

- **Track Sponsor ROI** with detailed engagement analytics.



CLEANMED EUROPE 2023 IS THE PERFECT OPPORTUNITY TO BUILD YOUR BRAND AND SHARE THE LATEST PRODUCTS AND SERVICES WITH THE TOP DECISION MAKERS IN YOUR TARGET MARKET.

BREAKDOWN OF ATTENDEES AT PREVIOUS CONFERENCES

Total Attendee registration in 2021	443
Average attendance per session	80 delegates

ATTENDEE BREAKDOWN 2020	%
Hospital/healthcare institution	33
University/academic institution	20
Private company	20
NGO	11
International organisation	4
Governmental organisation	3
Local or regional government/authority	3
Press/media	1
Other	5



AT CLEANMED EUROPE 2021 ONLINE, 93% OF PARTICIPANTS SURVEYED RATED THE CONFERENCE 'EXCELLENT' OR 'GOOD', AND

100%

WOULD RECOMMEND THE CONFERENCE TO OTHERS.



WHAT PREVIOUS ATTENDEES HAVE SAID

“

“The virtual platform made this conference so much more accessible. I wouldn't have been able to attend had it been in-person. It also kept it in line with sustainable principles.”

“

“It is a vital platform for those who are working in the field.”

“

“It was such a fascinating and inspiring conference. I am so glad I signed up.”

“

“Thank you all so much for enabling this virtual conference. It has been inspiring listening to all the wonderful initiatives already implemented and getting the opportunity to network with others across Europe.”


“

“CleanMed Europe exceeded my hopes because not only I've learnt a lot about what can be done but I also learnt about what has already been done and/or is ongoing.”



RECENT SPONSORS/EXHIBITORS





SPONSOR OPPORTUNITIES

PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
€25,000	€15,000	€9,000	€4,500	€1,500

PRE-EVENT PROMOTION

Article on CleanMed Europe website (with preview in CleanMed Europe newsletter - 3,600+ subscribers)	✓				
A mention on GGHH Members newsletter (132+ organisations)	✓	✓			
Logo and profile on CleanMed Europe virtual platform login page	✓				
Social Media acknowledgment (2,500+ followers)	✓	✓	✓		
Logo on CleanMed Europe website	✓	✓	✓	✓	
Logo on CleanMed Europe newsletter (3,600+ subscribers)	✓	✓	✓	✓	

BRANDING

Logo and profile on CleanMed Europe virtual platform sponsor page	✓	✓	✓	✓	✓
Scrolling banner on CleanMed Europe virtual platform home page	✓	✓	✓		
Prominent presence on CleanMed Europe virtual platform sponsor page	✓	✓			
Sponsor video GOLD SPOT played (1 video on 1 day)	✓	✓			
Sponsor video played (1 video on 1 day on an available slot)			✓		
Sponsor a session - Logo and bio on session page plus host acknowledgment	✓	✓	✓		

PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
€25,000	€15,000	€9,000	€4,500	€1,500

ACCESS & NETWORKING

Opening remarks at the conference opening (first come, first served)	✓				
Host your own 'Sustainability session' (content must be relevant and approved by organisers)	✓	✓ *			
Panel participation - a speaking opportunity within a panel session (content must be relevant and approved by organisers)	✓	✓ *			
Participate in the Sponsor solutions session (see detailed packages below for more information)	✓	✓	✓		
Be a table host in one of our scheduled Virtual lounge networking sessions (see detailed packages below for more information)	✓	✓	✓	✓	
Host a virtual booth	✓	✓	✓	✓	✓
Conference access passes	10	8	6	4	2

POST-EVENT PROMOTION

Article on CleanMed Europe website (with preview in CleanMed Europe newsletter - 3,600+ subscribers)	✓	✓			
Logo in post-event thank you email	✓	✓	✓	✓	
Virtual booth analytics	✓	✓	✓	✓	✓

*Only one option available per gold sponsor.

€25,000 (excl. VAT)
TWO AVAILABLE

PLATINUM SPONSOR

PRE-EVENT PROMOTION

- Contribute an Editorial on your company's sustainable approaches and services shared on the CleanMed Europe website, which will be promoted via the CleanMed Europe newsletter (3,600+ subscribers)
- A mention of your support for the conference across in the GGHH Member Newsletter (132+ organisations)
- Company logo and profile included on CleanMed Europe website and CleanMed Europe newsletters (3,600+ subscribers)
- An exclusive banner on the CleanMed Europe virtual event platform login page
- Acknowledgment on social media

BRANDING

- Company logo and profile displayed prominently on virtual conference platform
- Scrolling banner on the virtual conference platform home page
- Sponsor a CleanMed Europe session (logo and bio on session page, plus host acknowledgment)
- Prime slot to showcase a 3min video at the beginning of a day



€25,000 (excl. VAT)
TWO AVAILABLE

PLATINUM SPONSOR

ACCESS & NETWORKING

- Present live welcome remarks at opening session (subject to availability)
- Host your own Sustainability Session - curate topic and speakers for a session to appear in the conference agenda
- A panel participation on an existing session
- Sponsor solutions session - give a 10min presentation in a tailored Sponsor solutions session (subject to availability)
- A virtual booth at the conference where you can share collateral, play videos, and manage leads
- Be a table host in one of our Virtual lounge networking sessions - delegates will break out into roundtable discussions of up to 16 people. Sponsors have access to a branded table and can interact with delegates in any of our scheduled networking sessions.
- Ten conference passes

POST-EVENT PROMOTION

- Acknowledgment in post-event thank you email
- Contribute an article to the CleanMed Europe website (with preview in CleanMed Europe newsletter, with 3,600+ subscribers)
- Virtual booth analytics



€15,000 (excl. VAT)

GOLD SPONSOR

PRE-EVENT PROMOTION

- Company logo and profile prominently displayed on virtual conference platform
- Acknowledgment on social media

BRANDING

- A prominent company logo and profile included on CleanMed Europe virtual platform
- A scrolling banner on the virtual conference platform home page
- Sponsor a CleanMed Europe session (logo and bio on session page, plus host acknowledgment)
- Prime slot to showcase a 3min video at the beginning of a day

ACCESS & NETWORKING

- Sponsor solutions session - give a 10min presentation in a tailored Sponsor solutions session (subject to availability)

- Host your own Sustainability Session - curate topic and speakers for a session to appear in the conference agenda (limited slots available) OR a panel participation on an existing session (*only one option available per gold sponsor)
- A virtual booth at the conference where you can share collateral, play videos, and manage leads
- Be a table host in one of our Virtual lounge networking sessions - delegates will break out into roundtable discussions of up to 16 people. Sponsors have access to a branded table and can interact with delegates in any of our scheduled networking sessions.
- Eight conference passes

POST-EVENT PROMOTION

- Acknowledgment in post-event thank you email
- Contribute an article to the CleanMed Europe website (with preview in CleanMed Europe newsletter, with 3,600+ subscribers)
- Virtual booth analytics

€9,000 (excl. VAT)

SILVER SPONSOR

PRE-EVENT PROMOTION

- Company logo and profile included on CleanMed Europe website and CleanMed Europe newsletters (3,600+ subscribers)
- Acknowledgment on social media

BRANDING

- Company logo and profile included on CleanMed Europe virtual platform
- A scrolling banner on the virtual conference platform home page
- Sponsor a CleanMed Europe session (logo and bio on session page, plus host acknowledgment)
- Opportunity to showcase a 3min video at the end of a lunch break before an afternoon session

ACCESS & NETWORKING

- Sponsor solutions session - give a 10min presentation in a tailored Sponsor solutions session (subject to availability)
- A virtual booth at the conference where you can share collateral, play videos, and manage leads
- Be a table host in one of our Virtual lounge networking sessions - delegates will break out into roundtable discussions of up to 16 people. Sponsors have access to a branded table and can interact with delegates in any of our scheduled networking sessions.
- Six conference passes

POST-EVENT PROMOTION

- Acknowledgment in post-event thank you email
- Virtual booth analytics

€4,500 *(excl. VAT)*

BRONZE SPONSOR

PRE-EVENT PROMOTION

- Company logo and profile included on CleanMed Europe website and CleanMed Europe newsletters (3,600+ subscribers)

BRANDING

- Company logo and profile included on CleanMed Europe virtual platform

ACCESS & NETWORKING

- A virtual booth at the conference where you can share collateral, play videos, and manage leads
- Be a table host in one of our Virtual lounge networking sessions - delegates will break out into roundtable discussions of up to 16 people. Sponsors have access to a branded table and can interact with delegates in any of our scheduled networking sessions.
- Four conference passes

POST-EVENT PROMOTION

- Acknowledgment in post-event thank you email
- Virtual booth analytics



€1,500 *(excl. VAT)*

EXHIBITOR OPPORTUNITIES

SHOWCASE PRODUCTS OR SERVICES AS A VIRTUAL EXHIBITOR

- Company logo and profile included on the CleanMed Europe virtual platform
- A virtual booth at the conference where you can share materials, play videos, and manage leads
- Two conference passes



WE ARE KEEN TO ENCOURAGE PARTICIPATION FROM YOUNGER COMPANIES OFFERING SUSTAINABILITY SOLUTIONS TO THE HEALTHCARE SECTOR AND OFFER A 20% DISCOUNT ON THE RATES ABOVE FOR COMPANIES WITH AN ANNUAL TURNOVER OF LESS THAN €500,000.



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