


www.htai2011.org

Exhibition and Sponsorship




8th annual meeting
Rio de Janeiro 2011

Pre-Conference
June 25th-26th, 2011

Conference
June 27th-29th, 2011

Intercontinental Rio Hotel
Rio de Janeiro - Brazil



HTAi

Message

Dear Sir/Madam,

We take pleasure in announcing that for the first time in its history, the international society Health Technology Assessment International – HTAi – will hold its annual meeting in a Latin American country, specifically in the city of Rio de Janeiro, Brazil, on June 27-29, 2011.

The 8th edition of the HTAi meeting will provide an excellent opportunity to expand the Health Technology Assessment (HTA) community and to interact with leading countries in this field, in addition to providing an important forum for health researchers, professionals, and managers to share experiences and knowledge on best practices in HTA for the health decision-making process.

The Pre-Conference will be held on June 25 and 26 and the Conference itself on June 27 to 29, 2011, at the InterContinental Hotel in Rio de Janeiro, Brazil.

The event, which is technological and scientific in nature, aims to support the worldwide development, use, and dissemination of HTA as a way of promoting the introduction of innovations and effectiveness in the use of healthcare technologies.

The proposed support for the event, described in detail in the following pages, meets the requirements set by Health Technology Assessment International (HTAi), described in detail in the Annual HTAi Conference Guidelines.

Don't miss this prime opportunity to publicize your institution or company in this world-class event.

We look forward to your participation!

Cordially,

Local Organizing Committee, HTAi 2011



HTAi

HTAi is an international non-profit association that seeks to support the development, communication, and use of health technology assessment around the world, promoting the introduction of innovations and improvements in the effectiveness of healthcare resources. As part of these activities, HTAi organizes the HTAi Annual Conference.

Local Organizing Committee

In 2008, the Brazilian Ministry of Health, through its Secretariat of Science, Technology, and Strategic Inputs, submitted a proposal for Brazil to host the HTAi Annual Conference in 2011, in Rio de Janeiro, with the theme HTAi for Health Systems Sustainability. A meeting in 2009 in Singapore confirmed Brazil as the host country for the HTAi Annual Conference in 2011 and the Brazilian Ministry of Health to head the Local Organizing Committee.

Since 2006, the Brazilian Ministry of Health has been a member of the INAHTA (International Network of Agencies for Health Technology). The following are the Ministry of Health's partners in the Local Organizing Committee for the 8th HTAi Conference:

- Oswaldo Cruz Foundation (Fiocruz)
- National Health Surveillance Agency (ANVISA)
- National Supplementary Healthcare Agency (ANS)
- Cochrane Centre, Brazil
- Member institutions of the Brazilian Network for Health Technology Assessment (REBRATS)
- Pan-American Health Organization (PAHO/WHO)



Venue for the 8th HTAi Conference

Intercontinental Rio Hotel in the city of Rio de Janeiro

The Intercontinental Hotel is located in magnificent surroundings, in front of São Conrado Beach, next to the Pedra da Gávea Mountain. The hotel has its own convention center with the capacity to serve up to 3,000 conference participants and a fully equipped business center.



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HTAi

Why be a sponsor or exhibiter at HTAi 2011?

- Maximize your institution's exposure and visibility in a high-level international scientific event, specific to the healthfield;
- Communicate the message that your company cares and has a real interest in the HTA field;
- Benefit from direct meetings with your target market, promoting your institution with a specialized international audience;
- Reach the world of HTA through your presence in the Conference, with its publicity materials, on the event's website, and through other opportunities;
- Consolidate existing partnerships and build new partnerships with clients.



Sponsorship quotas

Master Quota

US\$ 130,000.00

- Priority in the choice of your stand (3m x 2m);
- A 9m² area for setting up a lounge;
- 8 registrations in the Conference;
- 6 invitations to the Conference dinner;
- Company name and logotype as MASTER sponsor in the publicity materials;
- Company name and logotype as MASTER sponsor in all the publicity spaces of the Conference;
- Name and logotype as MASTER sponsor on the
- HTAi 2011 website, with a hyperlink to the sponsor's site;
- Advertisement in the event's final program: 2 full color pages;
- Advertisement in the Conference Proceedings Book: 2 pages with premium quality color.

Sponsorship quotas

Senior Quota

US\$ 80,000.00

- Priority in the choice of your stand (3m x 2m), following MASTER sponsors;
- A 6m² area for setting up a lounge;
- 5 registrations in the Conference;
- 5 invitations to the Conference dinner;
- Company name and logotype as SENIOR sponsor in the publicity materials;
- Company name and logotype as SENIOR sponsor in all the publicity spaces of the Conference;
- Name and logotype as SENIOR sponsor in the HTAi 2011 website, with a hyperlink to the sponsor's site;
- Advertisement in the event's final program: 1-½ color pages;
- Advertisement in the Conference Proceedings Book: 1-½ premium quality color pages.



Sponsorship quotas

Platinum Quota

US\$ 40,000.00

- Priority in the choice of your stand (3m x2m), following SENIOR sponsors;
- 2 registrations in Conference;
- 4 invitations to the Conference dinner;
- Company name and logotype as PLATINUM sponsor in the publicity materials;
- Company name and logotype as PLATINUM sponsor in all the publicity spaces of the Conference;
- Name and logotype as PLATINUM sponsor in the HTAi 2011 website, with a hyperlink to the sponsor's site;
- Advertisement in the event's final program: one full color page;
- Advertisement in the Conference Proceedings Book: one premium quality color page.

Sponsorship quotas

Diamond Quota

US\$ 25,000.00

- Stand: 3 x 2 m;
- 2 registrations in the Conference;
- Company name and logotype as DIAMOND sponsor in the publicity materials;
- Company name and logotype as DIAMOND sponsor in all the publicity spaces of the Conference;
- Name and logotype as DIAMOND sponsor in the HTAi 2011 website, with a hyperlink to the sponsor's site;
- Advertisement in the event's final program: one-half color page;
- Advertisement in the Conference Proceedings Book: one regular color page.

Sponsorship quotas

Gold Quota

US\$ 20,000.00

- Stand: 3m x 2m;
- 1 registration in the Conference;
- Company name and logotype as GOLD sponsor in the publicity materials;
- Company name and logotype as GOLD sponsor in all the publicity spaces of the Conference;
- Name and logotype as GOLD sponsor in the HTAi 2011 website, with a hyperlink to the sponsor's site;
- Advertisement in the Conference Proceedings Book: one regular color page.

Single sponsorship quotas

Quotas for separate sponsorships

Welcome Reception	US\$ 15,000.00
Satellite Session for the industry during the Pre-Conference ^(*)	US\$ 30,000.00
Conference Dinner – June 28, 2011	US\$ 15,000.00
Cyber-café	US\$ 10,000.00
Pre-Conference Workshop ^{(*)(**)}	US\$ 15,000.00

() lasting up to 4 hours*

*(**) there are 5 rooms available with a capacity of more than 100 persons each, with the possibility of offering simultaneous translation*

OBSERVATION

The Workshops and Pre-Conference Satellite Sessions should be oriented towards: the proposal's scientific quality; relevance of the topic for the HTAi goals (this information can be found at www.htai.org); and the speakers' appropriate qualifications for presenting and discussing the proposed theme.

All the proposals for Workshops and Pre-Conference Satellite Sessions must be approved by the International Scientific Program Committee (ISPC).

Final Program

Back cover (color)	US\$ 5,000.00
Inside front cover (color)	US\$ 4,500.00
One full color page (body)	US\$ 2,500.00



Opportunity for exhibitors

Investment

Until December 30, 2010

US\$ 5,000.00

After December 30, 2010

US\$ 6,500.00

Benefits for exhibitors:

- Stand: 3 x 2 m (6m²)
- 1 additional Conference registration
- 1 Conference folder
- Company promotion inside the Conference program and hyperlink in the event's website

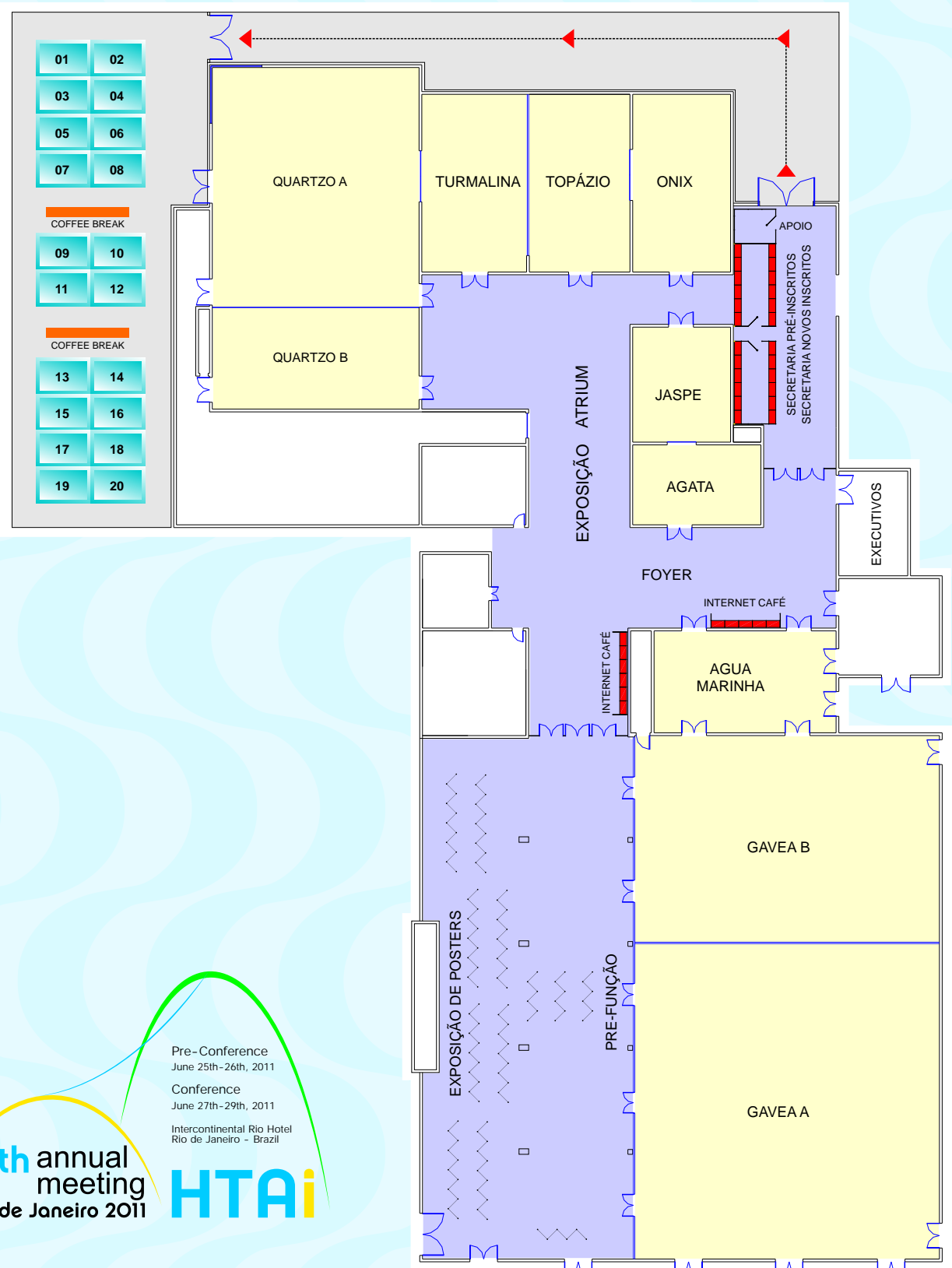
Note: Exhibitors that are members of the HTAi Society will receive a 20% discount on the stands' registration fees.



General Conditions

- All proposals for Workshops and Satellite Sessions will be analyzed in advance for approval by the International Scientific Program Committee (ISPC)
- The organizers of the event reserve the right to analyze and decide on the proposed sponsorships.

Exhibition Floor (Temporary File)



Pre-Conference
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Intercontinental Rio Hotel
Rio de Janeiro - Brazil



Company Name

Taxpayer identification number:

Street address:

District

City

State

Postal code

Area Code

Telephone

Fax

E-mail

Name of person in charge

Position

Name of contact person

Area Code

Telephone/Mobile phone

Signature

OPTIONS OF SPONSORING

"X"	SPONSORSHIP OPTIONS	U\$	"X"	SINGLE QUOTAS	U\$
<input type="checkbox"/>	MASTER Quota	130,000	<input type="checkbox"/>	Welcome reception	15,000
<input type="checkbox"/>	SENIOR Quota	80,000	<input type="checkbox"/>	Conference Dinner (28/06)	15,000
<input type="checkbox"/>	PLATINUM Quota	40,000	<input type="checkbox"/>	Satellite Session for the industry during the Pre-Conference	30,000
<input type="checkbox"/>	DIAMOND Quota	25,000	<input type="checkbox"/>	Cyber-café	10,000
<input type="checkbox"/>	GOLD Quota	20,000	<input type="checkbox"/>	Pre-Conference Workshop	15,000
"X"	FINAL PROGRAM	U\$	Total value: US\$		
<input type="checkbox"/>	Back cover (color)	SOLD OUT			
<input type="checkbox"/>	Inside front cover (color)	4,500			
<input type="checkbox"/>	Full page (body), color	2,500			

RESERVATION OF STANDS

1st choice:
Stand - No M²

2nd choice:
Stand - No M²

3rd choice:
Stand - No M²

Total amount for selected items:

US\$

(.....)

.....

.....)

FORM OF PAYMENT

Installment plan (number):
..... installments paid up
by May 23, 2011.

"X"	EXHIBITERS	US\$
<input type="checkbox"/>	Dec. 30, 2010	5,000
<input type="checkbox"/>	After Dec. 30, 2010	6,500

GENERAL OBSERVATIONS:

Preference in the choice of stands will be based on the order of arrival of this form. Your participation will be confirmed by the Secretariat after we receive this form. We will contact you if your choice of stand has already been sold to another company. Reservations by telephone will not be accepted. Sponsor workshops, exhibitors, workshops, and satellite sessions will be confirmed by mail and according to the instructions in this document.

AFTER COMPLETING THIS FORM, PLEASE SEND IT TO THE EXECUTIVE SECRETARIAT

GAP CONGRESSOS

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