



**HTAi 2023  
ANNUAL MEETING  
ADELAIDE AUSTRALIA**



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**JUNE 2023**

**FOR-PROFIT  
SPONSORSHIP PROSPECTUS**

[www.htai.org](http://www.htai.org)



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# About HTAi

Health Technology Assessment international (HTAi) is an open platform for global collaboration that leverages our shared and collective intelligence to improve health outcomes worldwide. An international network of those working to advance and promote health technology assessment, HTAi represents 67 organizations and over 900 individual members from 65 countries around the world.

In health systems around the world, HTA plays an essential role in decision making and informing policy on the efficient use of resources in health care. This includes pharmaceuticals, medical devices, diagnostics, procedures and other clinical, public health and organizational interventions.

HTAi was founded in 2003, in Canada, and has since contributed to the global health ecosystem and HTA learning through our international Annual Meetings, Policy Forums, special Interest Groups, journal publications and more. HTAi is governed by an elected Board of Directors that, much like our membership, hail from across the globe. The Board is, in turn, supported by an Executive Committee, Finance and Audit Committee, Advisory Committees, and numerous Working Groups, each linked to our core vision and committed to supporting and expanding our ability to convene the global HTA community. The HTAi Secretariat manages all of HTAi's operations and is based in Edmonton, Canada.

In our quest for better health decision making through HTA, we know that we are smarter together. Establishing new ways to promote learning within the HTA community is integral to both growing our membership base as well as improving our stakeholder relations. In the upcoming years, we will continue to seek out opportunities to extend our reach to new stakeholders and nascent HTA sectors. Collaborating with emerging parties interested in developing and delivering educational content around HTA will provide more opportunities to expand HTA learning globally.

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# The Annual Meeting

The Society's Annual Meeting is HTAi's largest and most prominent event and represents a key opportunity for global HTA information sharing and collaboration. These events provide a platform through which the community can leverage its collective intelligence to elevate global health decision making. It is an open and collaborative space for all those working to advance and promote HTA worldwide.



The Annual Meeting is typically held the third week of June in international destinations such as Utrecht, Manchester, Beijing, Cologne, Vancouver, Rome, Tokyo, Oslo, and Washington. These events bring together key global HTA stakeholders with diverse backgrounds, including researchers, policy makers, industry, academia, health service providers, agencies and patients/consumers. The Annual Meeting provides an arena for these groups to share information, from cutting edge technologies to process improvement and health system development, all in a sustained effort to advance

global healthcare. By bringing together diverse, like-minded and experienced colleagues to share best practices, the Annual Meeting creates space for a balance of ideas and provides a uniquely inclusive platform.

Held over the course of five days, the Annual Meeting features an overarching theme chosen by the International Scientific Program Committee. With three main plenary sessions, keynote speakers and hundreds of panels, poster and oral presentations, attendees are immersed in thought provoking and engaging discussions throughout the meeting. Social events offer additional unique opportunities to network in a relaxed, informal setting.

Partner organizations and attendees benefit from the close knit and collegial Annual Meeting dialog. Each year, HTAi focuses particular attention on our relationship with key partners, working collaboratively to expand the depth of our exploration, and to seek out new opportunities to provide value for attendees and sponsors alike.

# ANNUAL MEETING DEMOGRAPHICS

Our Annual Meetings attract a variety of different stakeholders within the global HTA community. We have attendees from over 58 countries each year, making each meeting a truly international event. This ensures that the Annual Meeting is a platform for regional and international perspectives on current and trending HTA topics, an unbiased space for sharing research and innovation, and encourages discussions and collaborations between delegates. It is a place to build connections with some of the brightest HTA minds to improve healthcare around the world.

## ANNUAL MEETING STATISTICS

**2023:** ADELAIDE, AUSTRALIA

**2022:** UTRECHT, NETHERLANDS – 900 ATTENDEES

**2021:** VIRTUAL (ORIGINALLY PLANNED FOR MANCHESTER, UK) – 950 ATTENDEES

**2020:** VIRTUAL (ORIGINALLY PLANNED FOR BEIJING, CHINA)

**2019:** COLOGNE, GERMANY – 1200 ATTENDEES

**2018:** VANCOUVER, CANADA – 900 ATTENDEES

**2017:** ROME, ITALY – 1200 ATTENDEES

**2016:** TOKYO, JAPAN – 850 ATTENDEES

**2015:** OSLO, NORWAY – 850 ATTENDEES

**2014:** WASHINGTON, USA – 800 ATTENDEES

### BREAKDOWN OF ATTENDEES

- Academic, Researcher - 25%
- HTA Agency Representative, Hospital-Based HTA, HTA Methodologist - 20%
- Industry Representative - 19%
- Clinician, Healthcare Provider, Patient, Patient Representative - 10%
- Student, New to HTA - 8%
- Decision Maker, Government Official, Payer, Regulator - 6%
- Other - 12%

### PROFESSIONS OF ATTENDEES

- Professor, Associate Professor, Researcher - 19%
- SVP, VP, Deputy General, Deputy Director, Director, Managing Director - 19%
- Manager, Lead, Head, Project Manager, Program Manager - 15%
- Consultant, Analyst, Administrator, Advisor - 15%
- Clinician, Patient, Patient Representative - 4%
- Student - 4%
- C-Level Executive, President, Deputy General, Minister, Assistant Deputy Minister - 3%
- Other - 21%

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# Annual Meeting Demographics

Reasons for attending:

As part of our continuous improvement cycle, we engage with our membership and have them qualify the value they receive from each aspect of the Annual Meeting. The below list provides insights into the factors which drive Annual Meeting attendance. Based on this feedback, sponsors have the opportunity to then tailor their engagement with delegates

NETWORKING **61%**



PERSONAL GROWTH & DEVELOPMENT **54%**



SCIENTIFIC CONTENT **46%**



PROMOTING MY WORK/CAUSE **42%**



MEETING SPECIFIC EXPERTS/SPEAKERS **41%**



## Organizations that have supported HTAi Annual Meetings:

- Abbott Vascular International BVBA
- AEMPS – Agencia Española de Medicamentos y Productos Sanitarios (Spain)
- AETSA – Andalusian Agency for Health Technology Assessment (Spain)
- Agenas – The National Agency for Regional Health Services (Italy)
- Agenzia Sanitaria e Sociale Regionale (Regione Emilia-Romagna) (Italy)
- AHRQ – Agency for Healthcare Research and Quality (USA)
- AHS – Alberta Health Services (Canada)
- AIFA – Italian Medicines Agency (Italy)
- ALTEMS – Alta Scuola Di Economia E Management Dei Sistemi Sanitari (Italy)
- AMGEN (Europe) GmbH
- Analysis Group, Inc (USA)
- Angelini
- AQUAS - Agència de qualitat i avaluació sanitàries de Catalunya (Spain)
- AstraZeneca (UK) Ltd
- Avalia-t – Galician Agency for Health Technology Assessment (Spain)
- Bayer Pharma AG
- BCBSA – BlueCrossBlueShield Association (USA)
- Biogen
- Boehringer Ingelheim International
- Boston Scientific
- Brazilian Ministry of Health
- Bristol-Myers Squibb
- CADTH – Canadian Agency for Drugs and Technologies in Health (Canada)
- Changi General Hospital (Singapore)
- CmeRC – Charlotte Maxeke Research Cluster (South Africa)
- CMTP – Center for Medical Technology Policy (USA)
- CNHDRC – China National Health Development and Research Center
- Cochrane
- Connect HEOR
- CONITEC – National Committee for Technology Incorporation (Brazil)
- CUP – Cambridge University Press

- Danish Health Authority (Denmark)
- Decision Resources Group
- ECRI Institute
- Edwards Lifesciences
- Effective Basic Services (Cameroon)
- efpia – European Federation of Pharmaceutical Industries and Associations
- Eli Lilly and Company
- EuroScan
- Evidence Partners
- F. Hoffmann-La Roche AG
- Finnish Coordinating Center for Health Technology Assessment (FinCCHTA)
- Galbraith Wight
- GlaxoSmithKline
- HAS – French National Authority for Health (France)
- Health Technology Assessment Association (Moscow)
- Health Technology Wales (UK)
- Healthcare Improvement Scotland (UK)
- HQO – Health Quality Ontario (Canada)
- ICER – Institute for Clinical & Economic Review (USA)
- IHE – Institute of Health Economics (Canada)
- INAHTA
- Innomar Strategies
- Innovative Medicines Canada
- Intuitive Surgical, Inc
- IQVIA Commercial GmbH & Co OHG
- IQWiG – Institute for Quality and Efficiency in Health Care (Germany)
- ISPOR - The Professional Society for Health Economics and Outcomes Research
- ISQua
- ISS – Istituto Superiore di Santità
- Johnson & Johnson
- Kaiser Permanente (USA)
- Kantar
- LSE – London School of Economics (UK)
- MA Provider
- Malaysia Ministry of Health
- Medlior
- Medtronic
- Merck & Co
- Merck KGaA
- Mundipharma International Limited
- NECA – National Evidence-based Healthcare Collaborating Agency (South Korea)
- NICE – National Institute for Health and Care Excellence (UK)
- NIHR Innovation Observatory, Newcastle University (UK)
- NIPHNO – Norwegian Institute of Public Health Norway (Norway)
- Norwegian Centre for E-Health (Norway)
- Novartis Pharma AG
- NPS MedicineWise (Australia)
- OSTEBA – Basque Office for Health Technology Assessment (Spain)
- PBAC&MSAC Australia Government, Department of Health and Ageing (Australia)
- PCORI – Patient-Centered Outcomes Research Institute (USA)
- Pfizer Limited
- PhRMA - The Pharmaceutical Research and Manufacturers of America (USA)
- Pharmerit
- Radboud University Medical Centre (Netherlands)
- Royal Australasian College of Surgeons
- Sanofi
- SBU - Swedish Council on HTA (Sweden)
- Siemens
- SIHTA - Società Italiana di Health Technology Assessment (Italy)
- Swedish Dental and Pharmaceutical Benefits Agency (Sweden)
- Swiss Office of Public Health (Switzerland)
- SynergusRWE
- Takeda Pharmaceutical Company Limited
- University of Adelaide
- University of Glasgow (UK)
- Vifor Pharma Group
- World Health Organisation (WHO)
- ZINL – National Health Care Institute (Netherlands)
- ZonMw (Netherlands)



# For-Profit Partnership Opportunities

Platinum, Diamond and Exhibitor sponsorship spaces are limited and on a first-come-first-serve basis.

	<b>PLATINUM</b> \$63,000USD	<b>DIAMOND</b> \$42,000USD	<b>GOLD</b> \$26,500USD	<b>SILVER</b> \$16,000USD	<b>EXHIBITOR</b> \$3,500USD
<b>Symposia Session</b>	Yes; Exclusive program timeslot with no parallel sessions	Yes; Premium program timeslot with minimal parallel sessions			
<b>Registrations</b>	8	6	4	2	1
<b>Sponsors Reception</b>	8	4	2	1	-
<b>Conference Dinner</b>	4	2	1	-	-
<b>Exhibit Space</b>	Yes	Yes	Yes	Yes	Yes
<b>Logo Identity on website and app</b>	Yes	Yes	Yes	Yes	Yes
<b>Description on HTAi website</b>	125 words	75 words	50 words	-	-
<b>Program Advertisement</b>	Full Page	Full Page	Half Page	Quarter Page	-
<b>Sponsorship Recognition Signage</b>	Yes	Yes	Yes	Yes	Yes
<b>Promotional Handout (2 pages)</b>	Yes	Yes	Yes	Yes	-
<b>Weblinks</b>	Yes	Yes	Yes	Yes	Yes
<b>Inclusion in event related communications (email, social media, etc.)</b>	Yes	Yes	Yes	-	-
<b>Discount on Additional Sponsorship Opportunities</b>	20%	10%	-	-	-

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# Additional Sponsorship Opportunities

To ensure HTAi continues to be the global leader in HTA collaboration between stakeholder groups we have developed a number of additional sponsor opportunities. These additional sponsorship offerings allow your organization, no matter the size, to be included in the discussion. Please contact HTAi for details on pricing.

## Pre-Conference/Sponsored Sessions and Presentation Opportunities

**SYMPOSIA** – Host an engaging session that focuses on a particular subject, question or issue with a collection of insights from different speakers and contributors. These sessions are open to all Annual Meeting delegates and provide the opportunity to show thought leadership and engage with Annual Meeting delegates through discussions and questions. Platinum Symposia will be scheduled to ensure that there are no other competing program sessions with the goal of promoting increased attendance and will accommodate up to 400 delegates. Diamond Symposia will be scheduled to ensure minimal parallel sessions and accommodate approximately 100 to 150 delegates. All other Symposia will be scheduled in parallel with other conference sessions and may be able to accommodate up to 100 delegates. Space is limited for each of the Symposia options and subject to availability. Room sizes and the number of delegates that can attend each session will be confirmed closer to the Annual Meeting.

**PRE/POST CONFERENCE WEBINAR** – Leverage the HTAi global network by presenting your content and speakers to the HTAi community. This live webinar format will provide a learning opportunity pre and/or post event.

**EXHIBITOR SHOW-CASE** – Provide a short product or service demo during the exhibition hours and have a chance to interact with delegates in a live Q&A.

**PRIVATE MEETING ROOM** – Gain access to a dedicated room to host delegates and guests and dive deeper into the various discussions surrounding the HTAi Annual Meeting. Meeting rooms are available for half day, single day, and full conference durations.

## Promotion and Brand Awareness Opportunities

**MOBILE APP SPONSORSHIP** – See your company logo on our official meeting app, which is the platform used by delegates to view program details, view meeting attendees, and stay informed on conference updates.

**WI-FI SPONSORSHIP** – Provide the connection for the Annual Meeting and every delegate will be made aware that your organization is keeping them online.

**MOBILE CHARGING STATIONS** – Brand the mobile device, laptop and tablet charging station and help meeting attendees stay powered up and connected.

## Social Program Opportunities

The social program is made up of a number of events that require sponsorship support to make the event successful. By sponsoring a social event your brand will be promoted front and center at the networking events that Annual Meeting delegates consistently note as one of the biggest reasons for attending.

## Other Sponsorship Opportunities

We are always looking to expand our sponsorship offerings and are committed to working with our partners to find the right fit for their organization. If you have additional ideas on how your organization can support the Annual Meeting, please contact us to discuss how we can help.



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# Worldwide collaboration to benefit worldwide health.

Sponsors are a vital part of HTAi. They ensure we can continue to have international discussions — like the Annual Meeting — around the use of technologies and resources in healthcare.

As a sponsor of the Annual Meeting, you'll hold a prominent position in front of the foremost global leaders in HTA. This provides an opportunity to make valuable connections with the variety of different groups that attend our Annual Meetings. As a sponsor, your contributions will be recognized in a number of high value locations, creating visibility for your organization among key stakeholders.

HTAi strives to build unique and mutually beneficial relationships with each supporter and partner, ensuring they find value in the support they provide. We look forward to discussing the ways our relationship can be of value to you as a sponsor of the 2023 Annual Meeting in Adelaide..



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