This year Health Care Without Harm Europe is taking CleanMed Europe online to responsibly respond to the risks posed by the COVID-19 pandemic; thereby also reducing the carbon footprint of the event. CleanMed Europe 2020 ONLINE represents a unique platform for healthcare leaders to gather, innovate, and collaborate in order to develop new standards, practices, and products in sustainable healthcare.

CleanMed Europe 2020 ONLINE will connect you with those at the forefront of healthcare’s sustainability challenges and will explore how hospitals and health systems can partner with communities to build physical, social, and economic conditions that support justice, health, and wellbeing. As the interconnections between the COVID-19 pandemic and environmental crises are revealed, the public health impacts of environmental degradation have never been more stark. Now more than ever, the healthcare sector has the opportunity to play a leading role in responding to key environmental challenges such as climate change, single-use plastics, and pharmaceuticals in the environment.

We plan to 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.
Sponsoring CleanMed Europe 2020 ONLINE is an opportunity to reach and be noticed by the healthcare community in Europe and beyond. We offer you the opportunity to share your latest products and services, 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 Europe’s 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/EXHIBITOR OPPORTUNITIES, PLEASE CONTACT:

Victoria Lyon Dean or Diana Faccio

victoria.lyondean@hcwh.org - diana.faccio@hcwh.org
We expect CleanMed Europe 2020 ONLINE to attract participation from those who have traditionally attended the conference in the past including senior leaders from hospitals and large health systems, health professionals, health service providers and business innovators. The conference will also attract a new, global audience of healthcare stakeholders through the format’s greater accessibility.

CleanMed Europe 2020 ONLINE 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 together over 265 participants from 23 countries and five continents together to discuss and plan strategies around sustainable healthcare.

**CleanMed Europe 2018 participants survey**

- **98%** Overall satisfaction rate
- **95%** Would recommend to a friend/colleague
- **85%** Learned something new
# Sponsorship Packages

## At a Glance

<table>
<thead>
<tr>
<th>Recognition</th>
<th>PLATINUM*</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition on conference website</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Logo on all CME 2020 ONLINE communications</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Acknowledgement in conference registration materials</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Recognition on social media</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Logo shown during all online sessions</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Promotion</th>
<th>PLATINUM*</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner advert/link to company content on conference registration page during plenaries</td>
<td>✔</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on conference website homepage/app splash page</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company name, logo, and website hyperlinked on conference website/app</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Dedicated page on conference website with 250-word sponsor profile and logo</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Engagement</th>
<th>PLATINUM*</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contribution to conference opening or closing session</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hosting live chat/Q&amp;A session during the online conference</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contribute an article to CleanMed Europe newsletter</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contribute service, product information, or offers to virtual promo bags for participants</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Present products/services during the Market Lounge</td>
<td>✔</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Virtual exhibitor stand to showcase products/services</td>
<td>✔</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meeting with HCWH Europe board and leadership team</td>
<td>✔</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*One available*
PLATINUM SPONSOR
€25,000 (excl. VAT)

RECOGNITION
• Prominent recognition as Platinum Sponsor on conference website and all promotional materials
• Highlighted as Platinum Sponsor with logo in all CleanMed Europe 2020 ONLINE communications
• Gratefully acknowledged as Platinum Sponsor in conference registration materials
• Prominent recognition as Platinum Sponsor on social media
• Highlighted as Platinum Sponsor with logo during all sessions

PROMOTION
• Banner advert/link to company content on conference registration page
• Exclusive integration of company logo on conference website homepage/app splash page
• Company name, logo and website hyperlinked on the conference website/app
• Dedicated page on conference website with 250-word sponsor profile and logo

ENGAGEMENT OPPORTUNITIES
• Contribute to conference opening or closing session
• Host live chat/Q&A session during the conference
• Contribute an article to CleanMed Europe newsletter
• Contribute service, product information, or offers to virtual promo bags distributed to participants
• Present products/services during the Market Lounge
• Virtual exhibitor stand to showcase products/services
• Meeting with HCWH Europe board and leadership team
GOLD SPONSOR
€15,000 (excl. VAT)

RECOGNITION

- Prominent recognition as Gold Sponsor on conference website and all promotional materials
- Highlighted as Gold Sponsor with logo in all CleanMed Europe 2020 ONLINE communications
- Gratefully acknowledged as Gold Sponsor in conference registration materials
- Prominent recognition as Gold Sponsor on social media
- Highlighted as Gold Sponsor with logo during all online sessions

PROMOTION

- Banner advert/link to company content on conference registration page
- Company name, logo and website hyperlinked on the conference website/app
- Dedicated page on conference website with 250-word sponsor profile and logo

ENGAGEMENT OPPORTUNITIES

- Contribute service, product information, or offers to virtual promo bags distributed to all participants
- Present products/services during the Market Lounge
- Virtual exhibitor stand to showcase products/services
- Meeting with HCWH Europe board and leadership team
SILVER SPONSOR
€7,500 (excl. VAT)

RECOGNITION

- Prominent recognition as Silver Sponsor on conference website and all promotional materials
- Highlighted as Silver Sponsor with logo in all CleanMed Europe ONLINE communications
- Gratefully acknowledged as Silver Sponsor in conference registration materials
- Highlighted as Silver Sponsor with logo during all online sessions

PROMOTION

- Company name, logo and website hyperlinked on the conference website/app

ENGAGEMENT OPPORTUNITIES

- Contribute service, product information, or offers to virtual promo bags distributed to all participants
- Present products/services during the Market Lounge

WHAT IS CLEANMED EUROPE?
SPONSORSHIP & EXHIBITOR OPPORTUNITIES
FAST FACTS: WHO ATTENDS CLEANMED EUROPE?
RECENT SPONSORS/EXHIBITORS
SPONSORSHIP PACKAGES
FURTHER ENGAGEMENT OPPORTUNITIES
**BRONZE SPONSOR**
€3,500 (excl. VAT)

**RECOGNITION**
- Prominent recognition as **Bronze Sponsor** on conference website and all promotional materials
- Highlighted as **Bronze Sponsor** with logo in all CleanMed Europe 2020 ONLINE communications
- Gratefully acknowledged as **Bronze Sponsor** in conference registration materials
- Highlighted as **Bronze Sponsor** with logo during all online sessions

**PROMOTION**
- Company name, logo and website hyperlinked on the conference website/app

**ENGAGEMENT OPPORTUNITIES**
- Contribute service, product information, or offers to virtual promo bags distributed to all participants

**WHAT IS CLEANMED EUROPE?**

**SPONSORSHIP & EXHIBITOR OPPORTUNITIES**

**FAST FACTS: WHO ATTENDS CLEANMED EUROPE?**

**RECENT SPONSORS/EXHIBITORS**

**SPONSORSHIP PACKAGES**

**FURTHER ENGAGEMENT OPPORTUNITIES**
The following opportunities can be purchased as stand alone items or incorporated into the sponsorship packages.

**Host a session (45 mins) - €7,500 (excl. VAT)**
- Design and host your own sustainability themed session alongside the main programme
- Invites shared with all participants
- Company name, logo and website included on conference website/app, including a description of your organisation
- Contribute service, product information or offers to virtual promo bags distributed to all participants

**Host an ‘ask the expert’ session (45 mins) - €7,500 (excl. VAT)**
- Present your products or services and explain how they enhance sustainability in healthcare
- Interact directly via survey and polling tools and answer questions from participants directly
- Company name, logo and website included on conference website/app, including a description of your organisation
- Contribute service, product information, or offers to virtual promo bags distributed to all participants
The following opportunities can be purchased as stand alone items or incorporated into the sponsorship packages.

**Showcase products or services during the Market Lounge - €1,500 (excl. VAT)**
- Five minute showcase of a particular product/service that addresses a key sustainability challenge, followed by Q&A
- Interact directly with participants via survey and polling tools and answer their questions
- Company name, logo and website included in conference website/app, including a description of your organisation
- Contribute service, product information, or offers to virtual promo bags distributed to all participants

**Showcase products or services as a virtual exhibitor - €1,500 (excl. VAT)**
- Host a virtual exhibition stand to showcase your products and/or services
- Interact directly with participants visiting your stand
- Company name, logo and website included in conference website/app, including a description of your organisation
- Contribute service, product information, or offers to virtual promo bags distributed to all participants
We invite participation from organisations whose products and services closely align with our programme areas and 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.

- **Safer Pharma**: Pharmaceutical pollution in the environment and its contribution to the development of antimicrobial resistance (AMR) is minimised.

- **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.

- **Sustainable Food**: The European healthcare sector contributes to a food system that is environmentally sustainable, socially equitable, and actively promotes and enhances health and wellbeing.
There are a host of additional single-event sponsorship opportunities available to those who wish to participate and gain exposure from CleanMed Europe 2020 ONLINE.

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 Europe 2020 ONLINE.

We are keen to encourage participation from younger companies offering sustainability solutions to the healthcare sector and offer a 10% discount on all sponsorship packages detailed above for companies with an annual turnover of less that €500,000.
FOR MORE SPONSORSHIP AND EXHIBITOR INFORMATION, PLEASE CONTACT:

Victoria Lyon Dean,
Fundraising and Development Manager - HCWH Europe

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

www.cleanmedeurope.org