

Digital Outreach Programs

The Americas



Powered by:



Introduction

At the time of accelerating disruption and technological innovation in healthcare around the world, Informa Markets is your essential partner in developing a smarter and more profitable business.

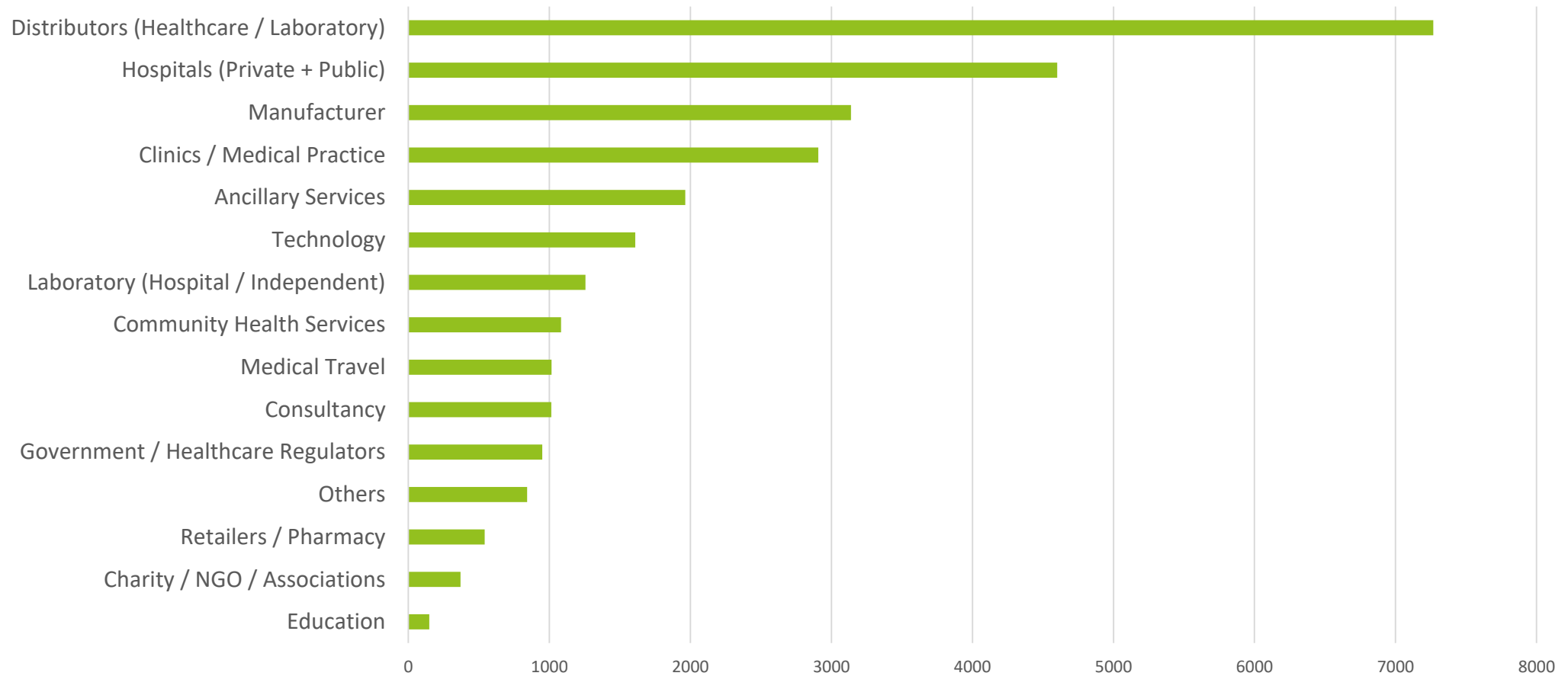
With 15 large-scale events in key global markets, a digital content platform and online healthcare marketplace, we engage with over 2,5 million health professionals worldwide every year. Our state-of-the-art digital solutions make this audience available to you.

Powered by Omnia Health, our digital services enable you to address core objectives:

- Achieve brand awareness
- Generate sales leads
- Establish thought leadership

We created three packages to address these needs and help your business remain at the top of the game. Bespoke solutions or audience extensions are available upon request.

Audience Demographics – Americas*



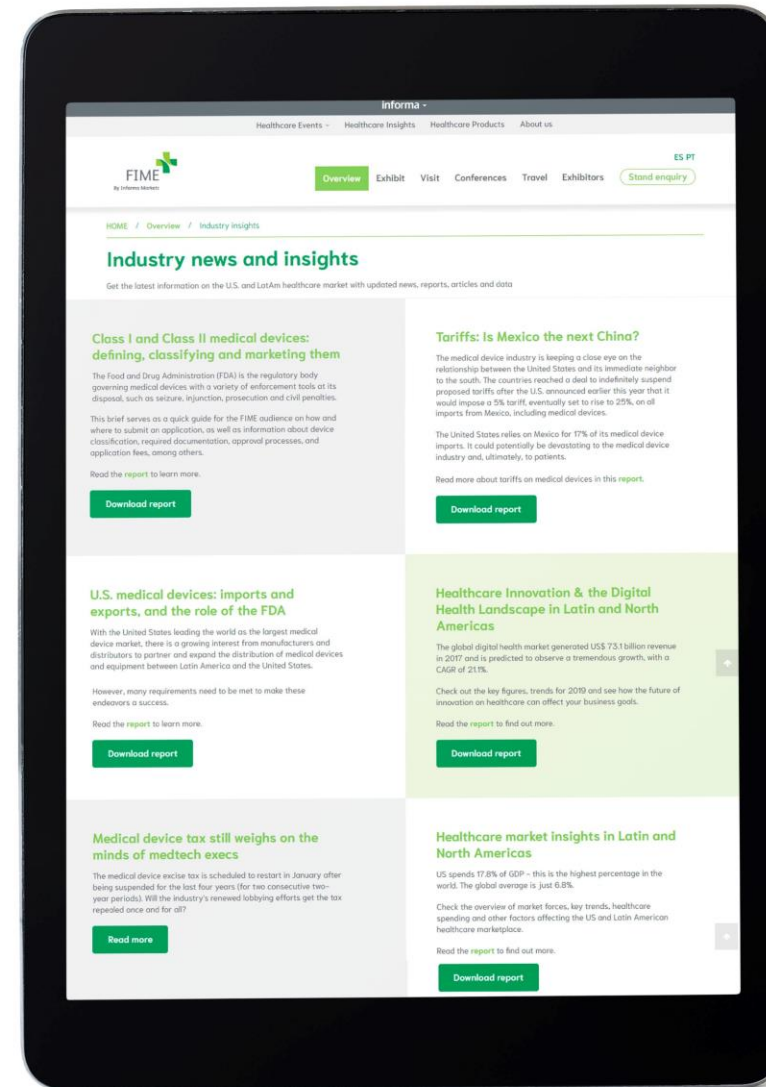
Note: this data profile has been created using engaged audience for the given region over 24 months period.
 Digital reach services can be extended far beyond this profile if required

Reach

Promote your company, products and services:

- 1x sponsored editorial – written by Omnia Health team (dedicated healthcare content platform)
- Article promotion via 3x social media posts from Omnia Health
- 3x social media posts from FIME, Hospitalar and Expo Med media accounts
- Display advertising – guaranteed 100,000 impressions of your banner creative to FIME, Hospitalar and Expo Med audiences

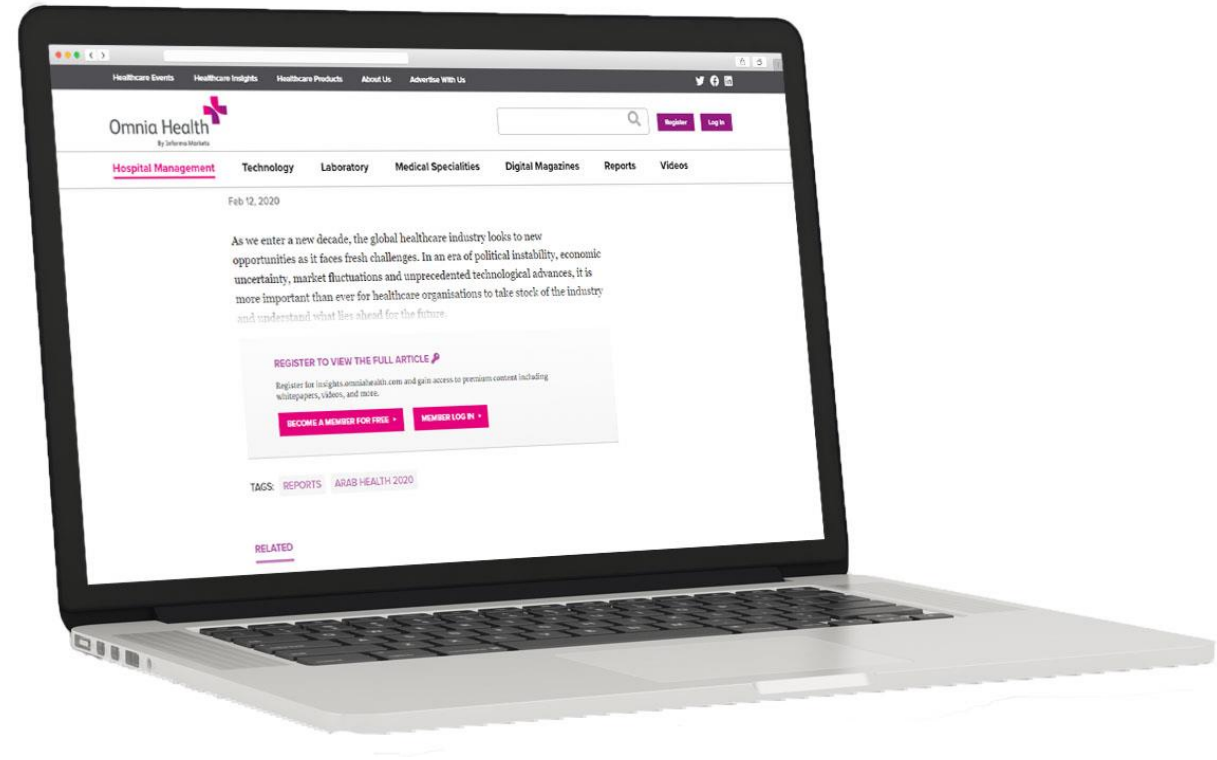
USD\$3,500



Leads

Generate engaged leads through gated content:

- Your white paper / eBook hosted on Omnia Health Insights content platform
- 1x dedicated email sent to targeted database list
- Promoted through weekly newsletter – 80,000+ reach
- Promoted by 5x social media posts from FIME, Hospitalar and Expo Med
- Promoted by 5x social media posts from Omnia Health
- Leads sent to you on ongoing basis for 3 months



USD\$5,500

Keynote

Virtual thought leadership with lead generation:

- 1x 45-minute webinar plus 15-minute live Q&A session
- Editorial guidance from Omnia Health team
- Dedicated marketing campaign to generate webinar registrations, including targeted emails, newsletter features, social media, and display advertising
- Registration leads sent to you following your webinar
- Webinar on-demand to be hosted on Omnia Health Insights; ongoing leads to be sent to you for **6 months**

USD\$8,500

