



HTI Health Tourism Industry Conference & Expo during the IMTM 2019, 25th Silver jubilee!

Tel Aviv, 12-13 February 2019

SPONSORSHIP and PARTNERSHIP OPPORTUNITIES

A panoramic view of Tel Aviv, Israel, showing a mix of modern high-rise buildings and older structures, with a beach and palm trees in the foreground. The entire image has a green color overlay.

IMTM 2019
25th INTERNATIONAL MEDITERRANEAN TOURISM MARKET

MEET the HTI and IMTM

Honouring the **25th anniversary of IMTM International Tourism Exhibition**, the **HTI Conference** will be offered in **Tel Aviv on 12-13 February 2019**. The number of participants at HTI Conference is estimated to **200** professionals from **20+** countries, including **50+** top international buyers in search for new suppliers and partners. The IMTM expects 25.000 visitors, exhibitors from 50 countries and 12 official ministry delegations.

HTI Health Tourism Industry is the leading platform for doing health tourism business in Europe, and the organizer of the **HTI Conference series**, leading European events of its kind. It brings together top professionals and thought health tourism industry leaders from private and public sector, which aim to address key challenges and discuss upcoming developments in health tourism industry. HTI enables global stakeholders to stay on top of the trends, to exchange and grow their knowledge, and to establish profound industry network generating new business opportunities.

IMTM is the largest annual professional tourism fair of its kind in the Eastern Mediterranean and like other international tourism fairs, it serves to promote incoming tourism, domestic tourism and outgoing tourism, as well as to strengthen cooperation among tourism bodies in Israel and elsewhere in the world. IMTM gives tourism professionals an opportunity to meet with colleagues, buyers and suppliers. Eco-tourism, wellness or cultural tourism, beach holidays or city breaks, package deals or tailor-made trips... All these options can be seen on-site, and discussed during the conferences, events and presentations that are held in conjunction with the exhibition

The HTI Conference will consist of:

- Attractive interactive panels
- Workshops targeting destinations like EU, China, and CIS countries
- Destination presentations
- Service providers presentations

Besides the booths in IMTM Medical Exhibition Area attractive partnership and sponsorship opportunities are created to enhance your organisation international visibility and to attract new clients. Many of them include exhibitor booths as well.

Official HTI Partners include ETC – European Travel Commission, ITB Berlin, EHMA – European Health Management Association, UEHP - European Union of Private Hospitals, EHTTA - European Historical Thermal Town Association, ESPA - European Spas Association and Termatalia. **HTI** also brings in international partners such as Deloitte, ILHA - International Luxury Hotel Association, MTA - Medical Tourism Association, Cigna, Protecti Global and others.

More information is available at: <http://www.hticonference.com/>

HTI DIAMOND PARTNER *benefits*

HTI Conference – IMTM, Tel Aviv, 12-13 February 2019

SPONSORS VALUE

- Official HTI DIAMOND PARTNER
- Opportunity to appoint a host city for HTI Conference in 2020
- Partnership exclusivity, only one at this level

EXPERT CORNER

- Welcome Note at Conference Opening
- Expert Lecturer or Panellist (up to 15 min)
- Exhibition Space, 18 m2 at IMTM expo

REPUTATION MARKETING

- Verbal acknowledgement at opening speeches
- Acknowledgement of sponsorship in the Conference programme

BRAND AWARENESS

- Gift bags for participants
- Collaterals in Conference bags (size & weight restrictions apply)
- Company profile on USB in Conference bags
- Roll ups near the main stage: 2

BRAND EXPOSURE

- Logo on the screen
- Logo on all participants' Conference Passes
- Logo on HTI folders and paper blocks
- Logo on "photo wall"

VISUAL IMPACT MARKETING

- Video promotion on the screen (max 3 min)

MARKET VISIBILITY

- Announcement in the official press release

HTI LOYALTY CLUB

- VIP dinner: 4
- Hotel rooms, up to 3 nights: 4
- Passes for HTI and IMTM expo
- Unlimited copyrights to all professional photos
- Pre & Post Conference participants' list
- 20% discount for the booth at ITB Berlin Medical Tourism Pavilion

In addition to the aforementioned benefits, you are entitled to:

- Organise a seminar on your own expense
- **FAM trip for 2 pax** (6 nights + day trips)

Digital Marketing

HTI WEBSITE

- PR articles linked to company's page: 5
- Interactive logo

<http://www.hticonference.com/>

<http://www.imtm-telaviv.com>

HTI NEWSLETTER

- Personalized HTI newsletter: 5

HTI FACEBOOK / HTI LINKEDIN

- FB Posts with company's content: 8
- LI Posts with the company's content: 8

HTI News Magazine

- Advertisement, digital & hard copy, two full pages (2/1)
- Logo in HTI News magazine, digital & hard copy
- PR text of company or product/services, digital & hard copy, **ten full pages (10/1)**

<https://www.hticonference.com/magazine-read/>

Payment Details

FULL PRICE *	EUR 60.000
ADDITIONAL REQUESTS	-
TOTAL *	EUR 60.000

OFFER IS VALID UNTIL

* VAT is included

HTI GOLD PARTNER *benefits*

HTI Conference – IMTM, Tel Aviv, 12-13 February 2019

SPONSORS VALUE

- Official HTI GOLD PARTNER
- Partnership exclusivity, only one at this level

EXPERT CORNER

- Welcome Note at the Conference (up to 5 min)
- Expert Lecturer or Panellist (up to 15 min)
- Exhibition Space, 12 m2 at IMTM expo

REPUTATION MARKETING

- Verbal acknowledgement at opening speeches
- Acknowledgement of sponsorship in the Conference programme
- Sponsor of the Conference Registration Desk

BRAND AWARENESS

- Gift bags for participants
- Collaterals in Conference bags (size & weight restrictions apply)
- Company profile on USB in Conference bags
- Roll ups near the main stage: 2

BRAND EXPOSURE

- Logo on the screen
- Logo on all participants' Conference Passes
- Logo on HTI folders and paper blocks
- Logo on "photo wall"

VISUAL IMPACT MARKETING

- Video promotion on the screen (max 3 min)

MARKET VISIBILITY

- Announcement in the official press release

HTI LOYALTY CLUB

- VIP dinner: 4
- Hotel rooms, up to 2 nights: 4
- Passes for HTI and IMTM expo
- Unlimited copyrights to all professional photos
- Pre & Post Conference participants' list
- 20% discount for the booth at ITB Berlin Medical Tourism Pavilion

In addition to the aforementioned benefits, you are entitled to:

- Organise a seminar on your own expense
 - Organise a welcome cocktail at HTI – IMTM on your own expense
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Digital Marketing

HTI WEBSITE

- PR articles linked to company's page: 4
- Interactive logo

<http://www.hticonference.com/>

<http://www.imtm-telaviv.com>

HTI NEWSLETTER

- Personalized HTI newsletter: 3

HTI FACEBOOK / HTI LINKEDIN

- FB Posts with company's content: 4
 - LI Posts with the company's content: 4
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HTI News Magazine

- Advertisement, digital & hard copy, two full pages (2/1)
- Logo in HTI News magazine, digital & hard copy
- PR text of company or product/services, digital & hard copy, **five full pages (5/1)**

<https://www.hticonference.com/magazine-read/>

Payment Details

FULL PRICE *

EUR 35.000

ADDITIONAL REQUESTS

-

TOTAL *

EUR 35.000

OFFER IS VALID UNTIL

* VAT is included

HTI SILVER SPONSOR *benefits*

HTI Conference – IMTM, Tel Aviv, 12-13 February 2019

SPONSORS VALUE

- Official HTI Silver Sponsor

EXPERT CORNER

- Expert Lecturer or Panellist (up to 10 min)
- Exhibition Space, 6 m2 at IMTM expo

REPUTATION MARKETING

- Verbal acknowledgement at opening speeches
- Acknowledgement of sponsorship in the Conference programme

BRAND AWARENESS

- Gift bags for participants
- Collaterals in Conference bags (size & weight restrictions apply)
- Company profile on USB in Conference bags

BRAND EXPOSURE

- Logo on the screen
- Logo on HTI folders and paper blocks
- Logo on “photo wall”

HTI LOYALTY CLUB

- VIP Dinner: 2
- Hotel rooms, up to 2 nights: 2
- Passes for HTI and IMTM expo
- Unlimited copyrights to all professional photos
- Pre & Post Conference participants' list
- 10% discount for the booth at ITB Berlin Medical Tourism Pavilion

In addition to the aforementioned benefits, you are entitled to:

- Organise a tombola gifts on your own expense
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Digital Marketing

HTI WEBSITE

- PR articles linked to company's page: 1
- Interactive logo

<http://www.hticonference.com/>

HTI NEWSLETTER

- Personalized HTI newsletter: 1

HTI FACEBOOK / HTI LINKEDIN

- FB Posts with company's content: 2
 - LI Posts with company's content: 2
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HTI News Magazine

- Interview, digital & hard copy, two full pages (2/1)
- Logo in HTI News magazine, digital & hard copy

<https://www.hticonference.com/magazine-read/>

Payment Details

FULL PRICE *	EUR 15.000
Discount	-
TOTAL *	EUR 15.000

OFFER IS VALID UNTIL

* VAT is included

HTI BRONZE SPONSOR *benefits*

HTI Conference – IMTM, Tel Aviv, 12-13 February 2019

SPONSORS VALUE

- Official HTI Bronze Sponsor

EXPERT CORNER

- Expert Panellist (up to 10 min)
- Exhibition Space, 5 m2 at IMTM expo

REPUTATION MARKETING

- Verbal acknowledgement at opening speeches
- Acknowledgement of sponsorship in the Conference programme

BRAND AWARENESS

- Gift bags for participants
- Collaterals in Conference bags (size & weight restrictions apply)
- Company profile on USB in Conference bags

BRAND EXPOSURE

- Logo on the screen
- Logo on HTI folders and paper blocks
- Logo on “photo wall”

HTI LOYALTY CLUB

- VIP Dinner: 2
- Hotel rooms, up to 2 nights: 1 double
- Passes for HTI and IMTM expo
- Unlimited copyrights to all professional photos
- Pre & Post Conference participants' list
- 10% discount for the booth at ITB Berlin Medical Tourism Pavilion

In addition to the aforementioned benefits, you are entitled to:

- Organise a tombola gifts on your own expense
-

Digital Marketing

HTI WEBSITE

- PR articles linked to company's page: 1
- Interactive logo

<http://www.hticonference.com/>

HTI NEWSLETTER

- Personalized HTI newsletter: 1

HTI FACEBOOK / HTI LINKEDIN

- FB Posts with company's content: 1
 - LI Posts with company's content: 1
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HTI News Magazine

- Advert, digital & hard copy, one full page (1/1)
- Logo in HTI News magazine, digital & hard copy

<https://www.hticonference.com/magazine-read/>

Payment Details

FULL PRICE *

EUR 8.000

TOTAL *

EUR 8.000

OFFER IS VALID UNTIL

* VAT is included

HTI VIP DINNER SPONSOR *benefits*

HTI Conference – IMTM, Tel Aviv, 12-13 February 2019

SPONSORS VALUE

- Official HTI VIP DINNER SPONSOR
- Sponsorship exclusivity, only one at this level

EXPERT CORNER

- Presentation during VIP Dinner (up to 15 min)

REPUTATION MARKETING

- Acknowledgement of sponsorship in the Conference programme

BRAND AWARENESS

- Collaterals in Conference bags (size & weight restrictions apply)

BRAND EXPOSURE

- Logo on the screen
- Logo on HTI folders and paper blocks
- Logo on “photo wall”

HTI LOYALTY CLUB

- Passes for HTI and IMTM expo
- Unlimited copyrights to all professional photos
- Pre & Post Conference participants' list
- 10% discount for the booth at ITB Berlin Medical Tourism Pavilion

In addition to the aforementioned benefits, you are entitled to:

- Add additional F&B offer for coffee breaks
-

Digital Marketing

HTI WEBSITE

- PR article linked to company's page: 1
- Interactive logo

<http://www.hticonference.com/>

<http://www.imtm-telaviv.com>

HTI NEWSLETTER

- Personalized HTI newsletter: 1

HTI FACEBOOK / HTI LINKEDIN

- FB Posts with company's content: 1
 - LI Posts with company's content: 1
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HTI News Magazine

- Advertisement, digital & hard copy, one full page (1/1)
- Logo in HTI News magazine, digital & hard copy

<https://www.hticonference.com/magazine-read/>

Payment Details

FULL PRICE *	EUR 4.000
ADDITIONAL REQUESTS	-
TOTAL *	EUR 4.000

OFFER IS VALID UNTIL

* VAT is included

HTI COFFEE BREAK SPONSOR *benefits*

HTI Conference – IMTM, Tel Aviv, 12-13 February 2019

SPONSORS VALUE

- Official HTI COFFEE BREAK SPONSOR
- Sponsorship exclusivity, only one at this level, 4 four coffee breaks

REPUTATION MARKETING

- Acknowledgement of sponsorship in the Conference programme

BRAND AWARENESS

- Collaterals in Conference bags (size & weight restrictions apply)

BRAND EXPOSURE

- Logo on the screen
- Logo on HTI folders and paper blocks
- Logo on “photo wall”

HTI LOYALTY CLUB

- Passes for HTI and IMTM expo
- Unlimited copyrights to all professional photos
- Pre & Post Conference participants' list
- 10% discount for the booth at ITB Berlin Medical Tourism Pavilion

In addition to the aforementioned benefits, you are entitled to:

- Add additional F&B offer for coffee breaks
-

Digital Marketing

HTI WEBSITE

- PR articles linked to company's page: 1
- Interactive logo

<http://www.hticonference.com/>

<http://www.imtm-telaviv.com>

HTI NEWSLETTER

- Personalized HTI newsletter: 1

HTI FACEBOOK / HTI LINKEDIN

- FB Posts with company's content: 1
 - LI Posts with company's content: 1
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HTI News Magazine

- Advertisement, digital & hard copy, one full page (1/1)
- Logo in HTI News magazine, digital & hard copy

<https://www.hticonference.com/magazine-read/>

Payment Details

FULL PRICE *	EUR 4.000
ADDITIONAL REQUESTS	-
TOTAL *	EUR 4.000

OFFER IS VALID UNTIL

* VAT is included

HTI PRESENTATION PARTNER *benefits*

HTI Conference – IMTM, Tel Aviv, 12-13 February 2019

SPONSORS VALUE

- Official HTI Presentation partner

EXPERT CORNER

- Workshop presentation, 13 February (up to 10min, max. no. of slides 15)

REPUTATION MARKETING

- Acknowledgement of sponsorship in the Conference programme

BRAND AWARENESS

- Gift bags for workshop participants
- Collaterals in Conference bags (size & weight restrictions apply)

BRAND EXPOSURE

- Logo on the screen
- Logo on HTI folders and paper blocks
- Logo on “photo wall”

HTI LOYALTY CLUB

- Passes for HTI and IMTM expo
- Unlimited copyrights to all professional photos
- Pre & Post Conference participants' list
- 10% discount for the booth at ITB Berlin Medical Tourism Pavilion

In addition to the aforementioned benefits, you are entitled to:

- Organise a tombola gifts on your own expense
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Digital Marketing

HTI WEBSITE

- PR articles linked to company's page: 1
- Interactive logo

<http://www.hticonference.com/>

<http://www.imtm-telaviv.com>

HTI NEWSLETTER

- Personalized HTI newsletter: 1

HTI FACEBOOK / HTI LINKEDIN

- FB Posts with company's content: 1
 - LI Posts with company's content: 1
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HTI News Magazine

- Advertisement, digital & hard copy, one half page (1/1)
- Logo in HTI News magazine, digital & hard copy

<https://www.hticonference.com/magazine-read/>

Payment Details

FULL PRICE *

EUR 2.900

Discount

-

TOTAL *

EUR 2.900

OFFER IS VALID UNTIL

* VAT is included

HTI FAM VISITS *benefits*

HTI Conference – IMTM, Tel Aviv, 12-13 February 2019

SPONSORS VALUE

- Official HTI partner

EXPERT CORNER

- On-site FAM visit, 13 February (up to 45 min, up to 20 people)

REPUTATION MARKETING

- Acknowledgement of partnership in the Conference programme

BRAND AWARENESS

- Gift bags for FAM visit participants
- Collaterals in Conference bags (size & weight restrictions apply)

BRAND EXPOSURE

- Logo on the screen
- Logo on HTI folders and paper blocks
- Logo on “photo wall”

HTI LOYALTY CLUB

- Passes HTI Conference and IMTM expo
- Unlimited copyrights to all professional photos
- Pre & Post Conference participants' list

In addition to the aforementioned benefits, you are entitled to:

- Organise a cocktail on your own expense during the HTI Conference and/or FAM visit
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Digital Marketing

HTI WEBSITE

- PR articles linked to company's page: 1
- Interactive logo

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<http://www.imtm-telaviv.com>

HTI NEWSLETTER

- Personalized HTI newsletter: 1

HTI FACEBOOK / HTI LINKEDIN

- FB Posts with company's content: 1
 - LI Posts with company's content: 1
-

HTI News Magazine

- Advertisement, digital & hard copy, one half page (1/1)
- Logo in HTI News magazine, digital & hard copy

<https://www.hticonference.com/magazine-read/>

Payment Details

FULL PRICE *

EUR 2.900

Discount

-

TOTAL *

EUR 2.900

OFFER IS VALID UNTIL

* VAT is included