



Hospitalar

By Informa Markets

May 17th to 20th, 2022

11 am – 8 pm – São Paulo – Brazil

Post Show
REPORT

Hospitalar Numbers 2022

It's been **29 years** of history, connecting professionals and fostering business in the health sector.

In 2022, we returned to on-site meetings in a new venue – The São Paulo Expo Center.
The new floorplan enabled exhibitors to do even more business during the 4-day event.



+1,000

Exhibiting Brands



+75,000

Professional Visits



+50,000

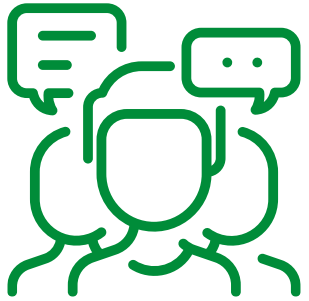
Single Visits



+40

Countries

Hospitalar Numbers 2022



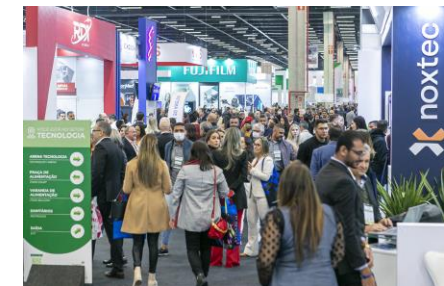
+6,200

General audience at
congresses and
content arenas



+3,200

In content arenas





Hospitalar congresses bring to visitors many themes and discussions about the main tendencies, innovations and technologies in the sector, gathering stakeholders from important companies and initiatives in the health area in Latin America.

Throughout Hospitalar 2022 thousands of congress attendees experienced great events that happened simultaneously, in cooperation with partner institutions:



30

Simultaneous
events



450

Local and
international speakers



3,000

Congress
attendees



300

Hours of content

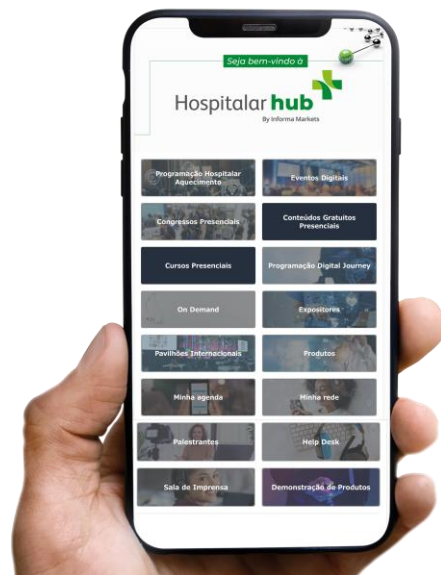
HIMSS@Hospitalar
CISS
Facilities Congresses
Home Care

Congress Partners
Supplementary Health Courses,
Corporate health and DHA
7 arenas of free content



Media Outreach

Digital



Hospitalar HUB:

Active users: +20,000

Views in exhibitor pages: +154,000

Views in product pages: +62,000

**data from 01/3/22 to 30/05/22*



Facebook
+ 19,000 fans



LinkedIn
+ 17,000 followers



Instagram
+ 15,000 followers



Site:

Sessions: 184,000 average/month

Single users : 110,000 average/month

**data from 01/3/22 to 30/05/22*

Media Outreach

Digital



Newsletter

300,000 contacts approximately

Area segmentation

C-level

Hospitals

Distributors

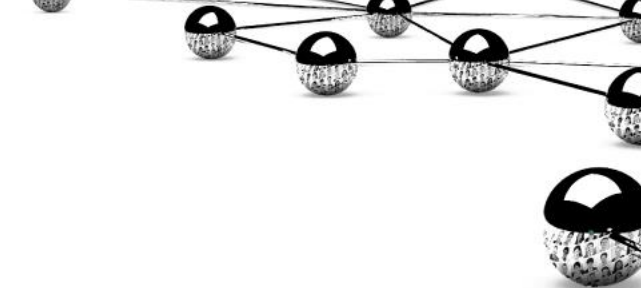
Education

Private Practice

Laboratories

Architecture

Facilities



Positions/Roles

25%

Administrator/Purchase

11%

Clinical Staff

8%

Engineering

3%

Diagnostic & Laboratories

3%

IT

2%

Research and Development

1%

Production



Positions

24%

Director, Manager, Head of Department

13%

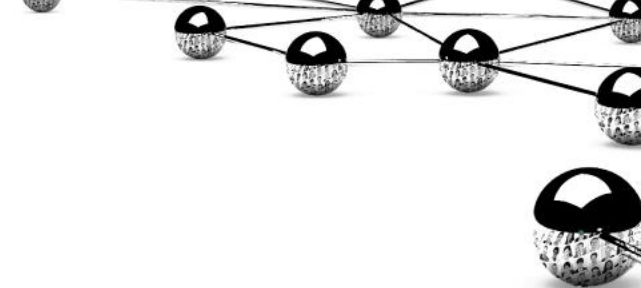
Coordinator and Supervisor

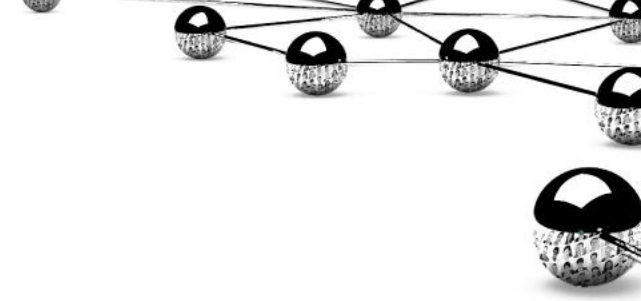
21%

C-Level, President, Vice-President

8%

Technician





Company Segments

26%

Hospital / Clinic

33%

Distributor

8%

Medical Supply Store

3%

Laboratory / Clinical Analysis /
Imaging Diagnosis Laboratory

3%

IT / Software / Hardware

2%

Home Care

2%

Government / Regulatory Agency

2%

Health Operator/
Supplementary Health

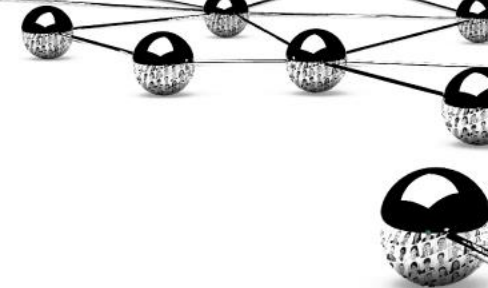
Participating Countries

Angola
Algeria
Argentina
Austria
Belgium
Belize
Bolivia
Brazil
Brunei
Cameroon
Canada
Chile
China
Colombia
Costa Rica

Denmark
Dominican Republic
Egypt
El Salvador
Ecuador
France
Germany
Guatemala
Guiana
Hungry
India
Ireland
Israel
Italy
Japan

Lebanon
Libya
Malaysia
Mexico
Mozambique
Netherlands
New Zealand
Nicaragua
Panama
Pakistan
Paraguay
Peru
Philippines
Portugal
Singapore

South Africa
South Korea
Spain
Sweden
Switzerland
Taiwan
Turkey
United Kingdom
United States
Uruguay
Venezuela



Visitation per country – except Latin America:



31%

United States



7%

Malaysia



7%

Dominican Republic



6%

United Kingdom



5%

China



5%

Italy



5%

Germany



4%

Portugal



4%

France



3%

Spain



2%

Canada

Visitation per country– Latin America:



22%

Argentina



21%

Bolivia



16%

Peru



12%

Chile



10%

Paraguay



7%

Uruguay



4%

Colombia



3%

Mexico



2%

Ecuador



2%

Venezuela



2%

Panama



1%

Costa Rica

Over 1,000 articles in the country's main media outlets:

Folha de SP -2 times
Estadão
Correio Brasiliense
Diário de
Pernambuco
Folha de Folha de
Pernambuco
SBT interior
O Povo
A Tribuna de Vitória
Rádio CBN
Rádio Band News
R7
UOL
TV Band

TV Record
Veja
Exame
Época Negócios
Isto É
Isto É Dinheiro
Valor (it was a client)
Globo Rural
Medicina SA
Hospitais Brasil
Propmark
Info Channel
Panorama
Farmacêutico
Visão Hospitalar

Laes Haes
Mais saúde
Boas Práticas
Interação
diagnóstica
News Lab
Visão Hospitalar
Medicina e saúde
Gehosp
Feira Brasil
Portal Radar
Feira Brasil
Revista dos Eventos

Press Office



Institutional Support



Official Support



Official Media



Institutional Support



Media Partners





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