



# SWISS HEALTHCARE EVENTS

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## OVERVIEW & OPPORTUNITIES FOR COOPERATION

January 2026

# Our Ambition.



With the Swiss Healthcare Event Report, Health-Trends has created a platform that offers a unique overview of events in the healthcare sector throughout Switzerland.

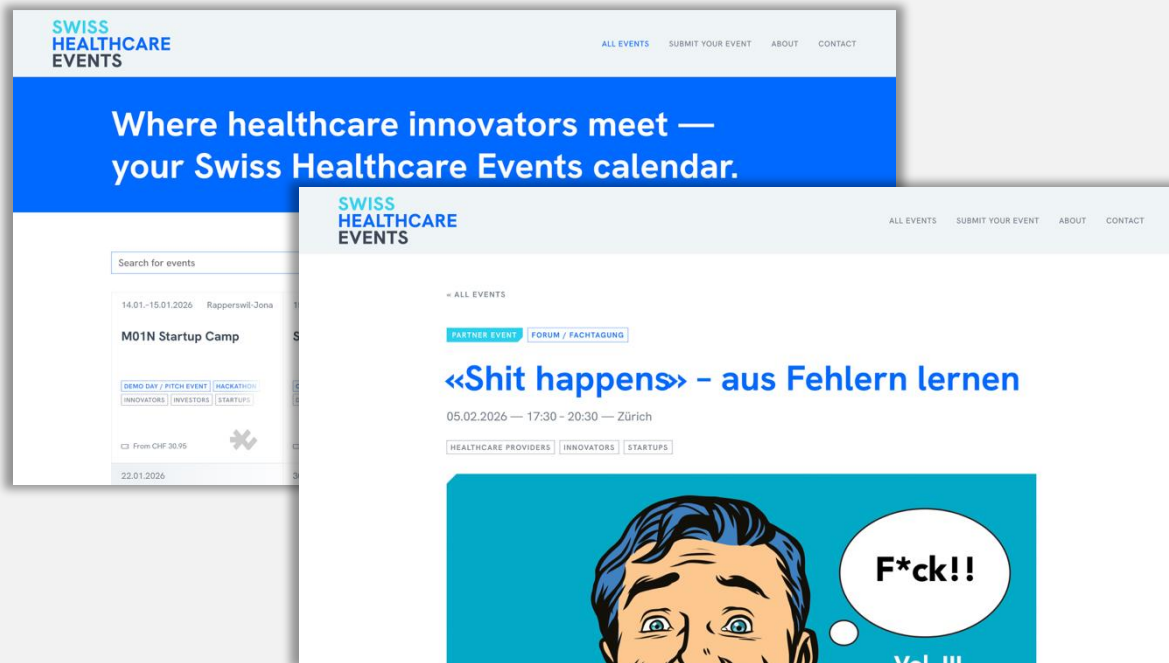
## Initial situation

- **Information about events**, webinars, and continuing education in the Swiss healthcare sector is **highly fragmented**.
- There is **no central**, cross-thematic **platform that provides guidance**.
- The existing **Healthcare Event Report** is **not scalable** and is time-consuming to maintain.

## Our ambition

- We want to become the **central point of contact for all events**, webinars, and training courses in the **Swiss healthcare sector**.
- We aim to achieve this by setting up the **digital platform SWISS HEALTHCARE EVENTS**.
- The **platform has been live** since January 1, 2026, see here: [www.swisshealthcareevents.ch](http://www.swisshealthcareevents.ch)

# The Plattform.



- Event overview in tiles and interactive calendar display
- Filter options by topic, location, format, date, and target group
- Premium events highlighted in color with additional information (e.g., videos, images)
- Integrated sponsorship and advertising
- Topic-specific newsletter function with customizable preferences
- Wide reach in the Swiss market thanks to collaboration with Health Trends

Swiss-wide, comprehensive in scope, user-friendly, and modularly expandable

# Support Options.



## Platform-Sponsoring

Support us as a strategic, long-term sponsor in realizing our ambition and invest in the development of the SWISS HEALTHCARE EVENTS platform.



## Content-Sponsoring

Position your company on topics that are relevant to you or with relevant target groups by means of topic-specific sponsorship on event pages.



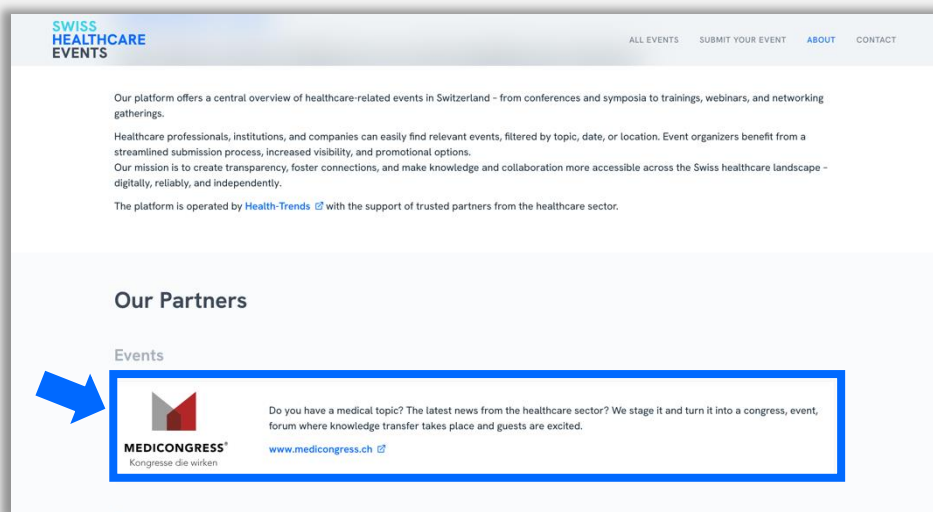
## Event-Sponsoring

Increase the visibility and reach of your event in the Swiss healthcare sector on our platform through targeted event sponsorship.



# Plattform Sponsoring.

Display of the partner logo on the platform under “About” including a description of the partner itself, specification of the URL, and linking of the logo (see below):



## BASIC

CHF 500 / 1 Year  
excl. VAT.

- Partner's logo displayed on platform during agreed term
- One-time mention of partnership in communications during platform launch via social media (i.e., LinkedIn) and special newsletter
- One annual communication via the same channels at the beginning of the year/term
- Package renewable annually

## BOLD

CHF 1'500 / 4 Years  
excl. VAT.

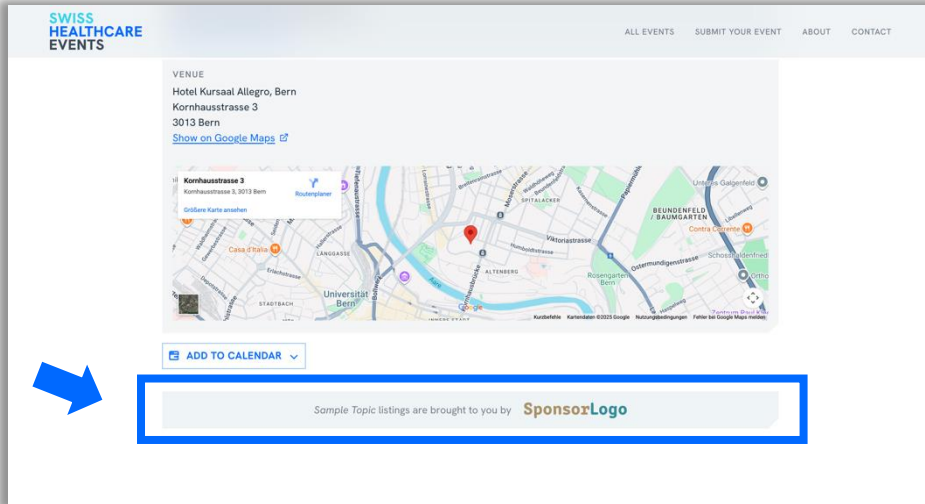
- One-time investment
- Partner's logo will be displayed on the platform for 4 years (i.e., 1 year of the BASIC package free of charge)
- One-time mention of the partnership in communications during the platform launch via social media (i.e., LinkedIn) and special newsletter\*
- 1x annual communication via the same channels at the beginning of the year

\* In general, communication takes place via Health Trends channels. Here, we have a strong reach in the Swiss market, with 3,500 LinkedIn followers and 1,500 newsletter subscribers. A special newsletter will be sent out at the beginning of the year for the launch and annually thereafter. This differs from topic-specific newsletters (e.g., Medtech Event Newsletter), which are sent to specific interested parties (after registration via the platform) (see next page).



# Content Sponsoring.

Display of the partner logo on individual event pages  
with specific topic and/or target group hashtags\*,  
including a link to the logo (see below):



## BASIC

CHF 500 / Year  
excl. VAT.

- Sponsorship of 1 topic or target group hashtag\*
- Non-exclusive, max. 2 sponsors per hashtag
- Inclusion of logo in topic-specific newsletters
- Package renewable annually

## MEDIUM

CHF 1'500 / Year  
excl. VAT.

- Sponsorship of 1 topic or target group hashtag\*
- Exclusivity guaranteed, i.e., max. 1 sponsor per hashtag
- Inclusion of logo in topic-specific newsletters
- Package renewable annually

## BOLD

CHF 3'500 / Year  
excl. VAT.

- Sponsorship of 3 topic or target group hashtags\*
- Exclusivity guaranteed, i.e., max. 1 sponsor per hashtag
- Inclusion of logo in topic-specific newsletters
- Package renewable annually

\* The individual event pages are marked with corresponding topic and target group hashtags, which make user-based filtering and searching easy. The logo of a sponsor who financially supports a specific topic and/or target group hashtag is therefore visible on every event page linked to this hashtag, as shown above. An overview of planned hashtags can be found on the next page.



# Content Sponsoring: Hashtags.

## Topic Hashtags

- **Digital Health** (e.g. telemedicine, health apps, AI, etc.)
- **Hospital** (e.g. admin, financial topics, construction, processes, etc.)
- **Medical Care** (e.g. quality of care, care management, staff shortages, long-term care, etc.)
- **Medtech** (e.g. robotics, devices, diagnostics, interface solutions, etc.)
- **Biotech**
- **Pharma**
- **Lifescience**
- **Health Data & IT** (e.g. data protection, data infrastructure, interoperability, big data, etc.)
- **Public Health** (e.g. population medicine, vaccination strategies, mental health, etc.)
- **Hospital & Infrastructure** (e.g. hospital planning, process optimization, outpatient care, etc.)
- **Science & Research** (e.g. translational research, study management, university medicine, etc.)
- **Procurement & Logistics** (e.g. general supply, supply chain, green hospitals, sustainable procurement, etc.)
- **Legal & Regulation** (e.g. medical law)
- **Education** (e.g. training formats, specialist conferences, etc.)

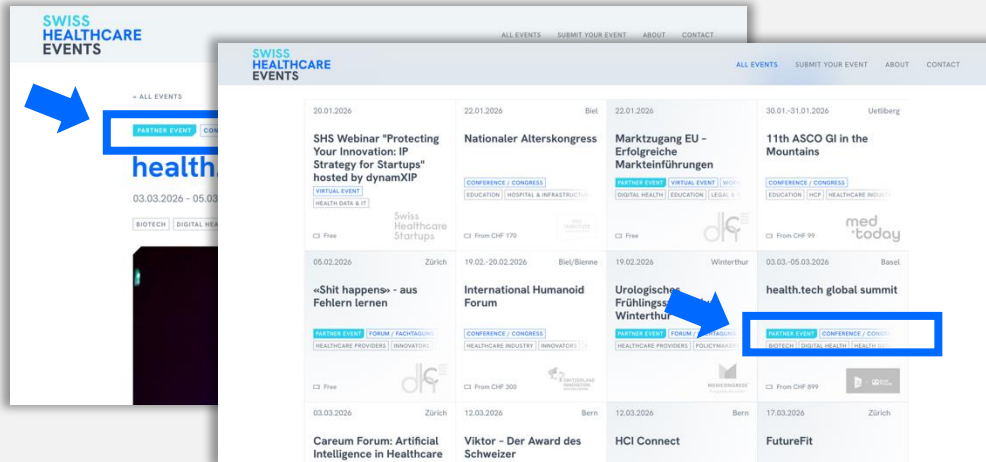
## Target Group Hashtags

- **Hospital** (e.g. admin, financial topics, construction, processes, etc.)
- **Medical Care** (e.g. quality of care, care management, staff shortages, long-term care, etc.)
- **Medical Specialist**
- **Startup**
- **Investor**
- **Insurance**
- **Pharma**
- **Medtech**
- **Biotech**
- **Lifescience**
- **Government** (e.g. Federal Office of Public Health, etc.)
- **Association** (e.g. prioswiss, H+, etc.)
- **Consulting**
- **Research** (e.g. Universities, research institutes)
- **IT Provider**



# Event-Sponsoring.

Highlighting event sponsorship using the “Partner Events” tag on the overview page and on the detail pages of the events (see below):



## BASIC

CHF 250 / Year  
excl. VAT.

- Sponsorship of 1 event
- Inclusion of logo in topic-specific newsletters
- 1 post on social media before or after the event
- Package renewable annually

## MEDIUM

CHF 500 / Year  
excl. VAT.

- Sponsorship of 2 events
- Inclusion of logo in topic-specific newsletters
- 2 posts on social media before or after the events
- Package renewable annually

## BOLD

CHF 1'000 / Year  
excl. VAT.

- Sponsorship of 3 or more events
- Inclusion of logo in topic-specific newsletters
- 3 posts on social media before or after the events
- Package renewable annually



# Added Value of Cooperation.



- **Targeted visibility** – Reach the community that is relevant to your offering through topic-specific positioning.
- **Branding & thought leadership** – Presence in a high-quality, professional environment with unique branding opportunities.
- **Scalability** – Simple logo placement or sponsorship of individual tags and entire topic clusters is possible and can be customized.
- **Credibility & reach** – As a platform operator, Health-Trends has high credibility and strong reach in the Swiss market.
- **Long-term** – The platform will be operated by Health-Trends in the long term, which guarantees stability and cooperation with a strong brand.

# CONTACT US

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