



SWISS HEALTHCARE EVENTS

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.

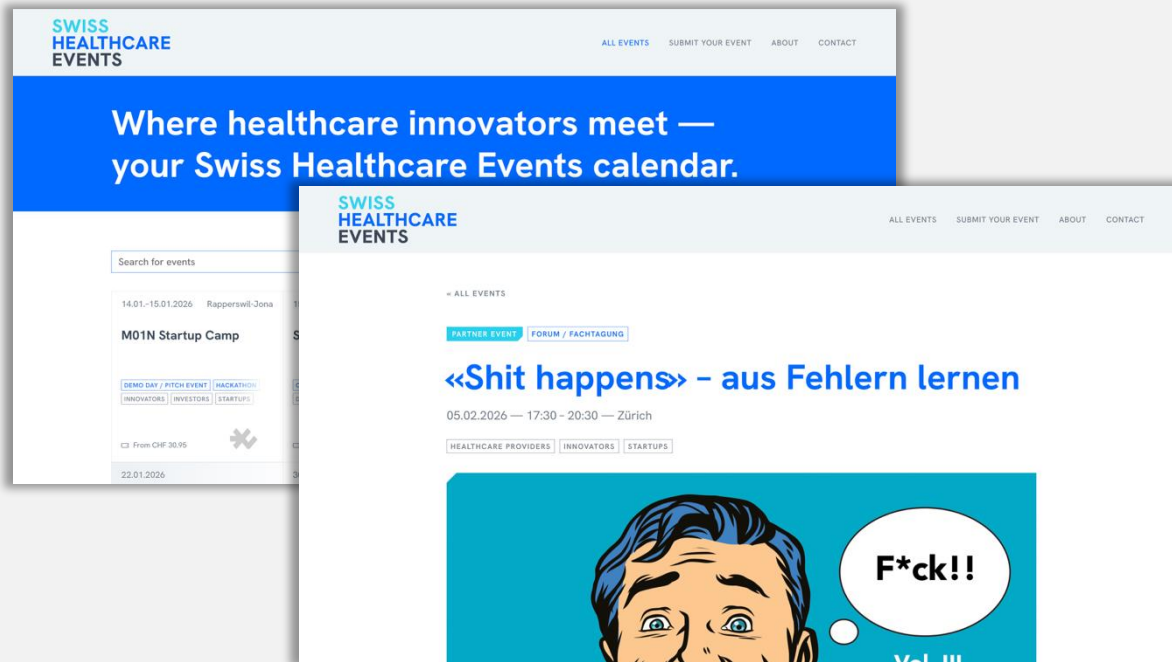
Initial situation

- **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

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.



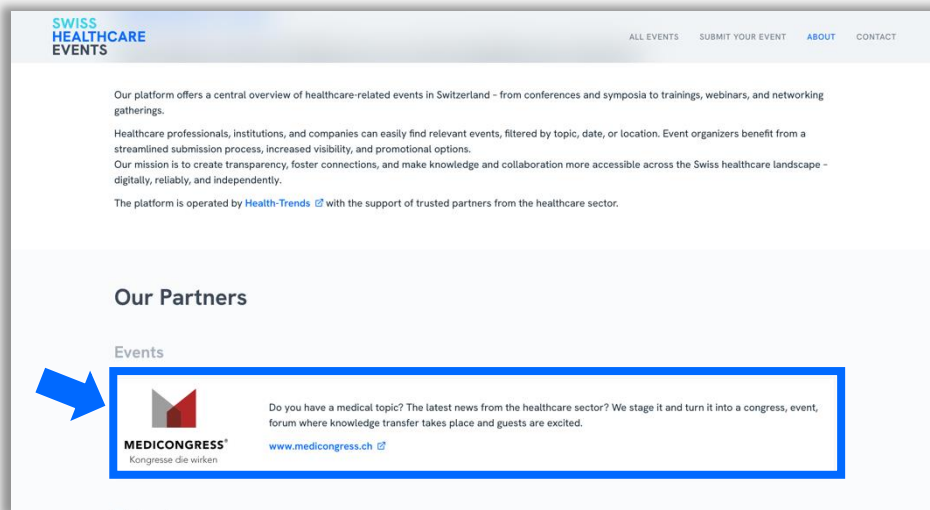
Event-Sponsoring

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 under “About” during agreed term
- One-time mention of partnership in communications via social media (i.e., LinkedIn) and special newsletter

BOLD

CHF 1'500 / 4 Years
excl. VAT.

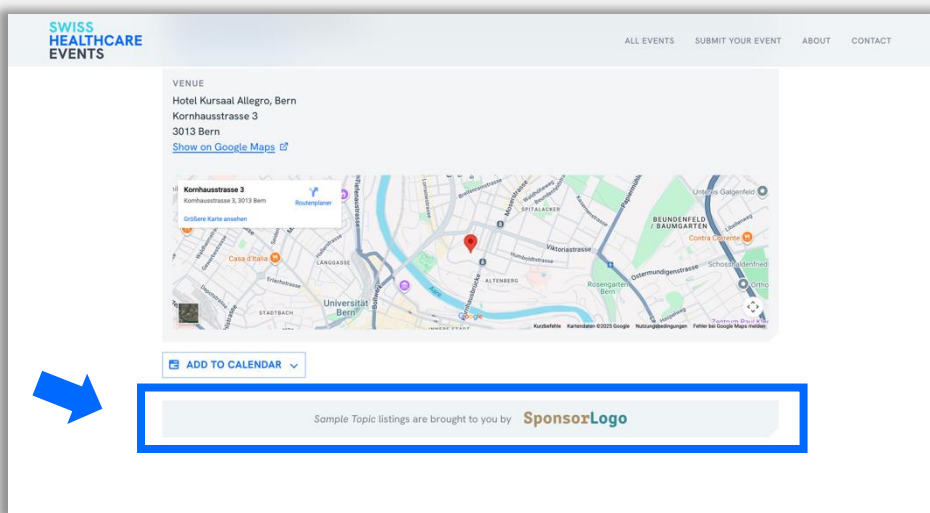
- One-time investment
- Partner's logo will be displayed on the platform for 4 years (i.e., 1 year of the BASIC package free of charge)
- 1x annual communication via social media (i.e., LinkedIn) and special newsletter

* 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

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

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

* 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.)

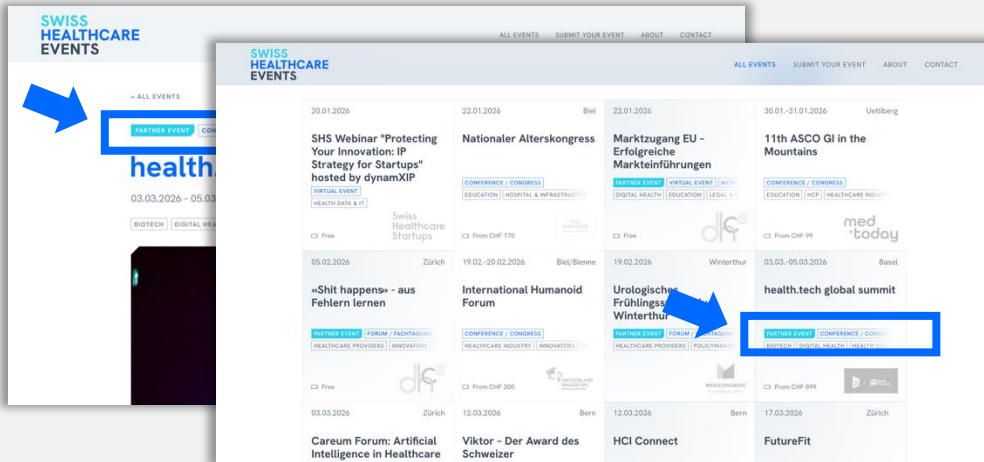
Target Group Hashtags

- **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
- Labelling of event as “Partner Event”
- Inclusion of logo in topic-specific newsletters
- 1 post on social media before or after the event

MEDIUM

CHF 500 / Year
excl. VAT.

- Sponsorship of 2 events
- Labelling of events as “Partner Event”
- Inclusion of logo in topic-specific newsletters
- 2 posts on social media before or after the events

BOLD

CHF 1'000 / Year
excl. VAT.

- Sponsorship of 3 or more events
- Labelling of events as “Partner Event”
- Inclusion of logo in topic-specific newsletters
- 3 posts on social media before or after the events

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.

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