

# ISPOR 2024

May 5-8, 2024

Georgia World Congress Center  
Atlanta, GA, USA



## **Are you ready to propel your organization to the forefront of healthcare innovation and impact?**

ISPOR – The Professional Society for Health Economics and Outcomes Research invites you to join global healthcare leaders as they convene at ISPOR 2024, the leading global conference for health economics and outcomes research (HEOR) on May 5-8 for discussion and dissemination of the latest trends in healthcare.

As we prepare to host ISPOR 2024, we invite you to unlock unparalleled opportunities. This prospectus includes information on how your organization can become a prominent part of this exceptional gathering of the most influential HEOR professionals.



## Why Exhibit and Sponsor at ISPOR 2024?

Investing with ISPOR offers a unique opportunity to connect with the global HEOR community, while positioning your organization as a leader.

- **Contribute to a conference** that directly influences healthcare decision-making
- **Reach a diverse network** of experts, decision makers, and thought leaders
- **Strengthen your brand** by aligning with the reputable ISPOR society
- **Forge meaningful connections** with the global healthcare community
- **Showcase your solutions**, products, and technologies to an engaged audience

Select from our range of exhibit and sponsorship offerings, tailored to your organization's specific goals and budget.

Exhibit Space	Full Registration	Exhibit Hall Only*	Price
10x10 Inline		2	\$7500
10x20 Inline	2	2	\$15,000
10x20 Premium ( <i>Limited</i> )	2	2	\$17,000
20x20 Island	4	4	\$30,000
20x30 Island	4	6	\$40,000

**Exhibitor insurance from RainProtection is included** with the purchase of exhibit space. Each exhibitor will receive commercial liability insurance with a combined single limit of at least \$1,000,000/\$2,000,000 aggregate each occurrence for bodily injury and property damage.

\*Exhibitors are eligible to purchase 1 Exhibit Hall-only registration per 10x10 space at a 50% discount.

### Exhibit Hall Hours\*:

Monday, May 6 | 9:30am – 6:45pm

Tuesday, May 7 | 9:30am – 6:45pm

Wednesday, May 8 | 8:30am – 11:30am

*\*Subject to change*

[Purchase Exhibit Space](#)

[View Floor Plan](#)

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## Thought Leadership Opportunities

Demonstrate your scientific expertise to key stakeholders and decision makers in health economics and outcomes research (HEOR).

Live presentations including Educational Symposia and Exhibit Hall Theaters are attended annually by thousands of qualified, healthcare leaders. Take advantage of ISPOR's unique and invaluable opportunities to influence your target audience.

### **Educational Symposia** – Starting at \$28,000 (*Limited Availability*)

A staple at ISPOR global conferences and summits, educational symposia are 1-hour high-level scientific presentations on relevant HEOR topics. Lead thoughtful and collaborative scientific discussions, and build professional relationships within the global HEOR community.

Educational symposia provide an elevated platform for you to demonstrate your company's ability to advance the field of HEOR.



**In the past 5 years, ISPOR's educational symposia sessions have attracted more than 10,000 conference attendees.**

### **Exhibit Hall Theater Presentations** – Starting at \$16,000 (*Limited Availability*)

ISPOR's newest offering, the Exhibit Hall Theaters are designed to be 30-minute insightful and informative presentations with a focus on your company's products and services.



**In 2023, Theater presentations attracted over 100 attendees per session.**

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## Conference Sponsorship & Advertising

ISPOR conferences help to maximize your brand awareness and position you as a leader in HEOR. Our sponsorships and advertising opportunities put you in front of a highly targeted, multistakeholder audience. Gain industry credibility by supporting ISPOR's mission to promote HEOR excellence to improve decision making for health globally.

### Benefits of Sponsorship:

- ✓ Recognition at the beginning of all plenary sessions
- ✓ Two complimentary registrations
- ✓ Company logo on event webpages, communication, and onsite signage
- ✓ Logo displayed in high traffic area
- ✓ One complimentary attendee badge scan license

Sponsorship	Price
Professional Headshot Studio	\$32,000
Registration and Lanyards	\$32,000
Conference Bags	\$30,000
Monday Evening Exhibitor Reception	\$30,000
Tuesday Evening Exhibitor Reception	\$28,000
Exhibit Hall Coffee Lounge	\$30,000
Exhibit Hall Lounge	\$22,000
Student Networking Reception	\$20,000

## Top 5 work environments present at ISPOR conferences

- Biotech/  
Pharmaceutical
- Academia
- Consulting
- Student
- Government

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To discuss your unique needs, please contact [exhibit@ispor.org](mailto:exhibit@ispor.org).

## ISPOR's Multistakeholder Audience

As a global resource of unbiased information and as a catalyst for innovation in the HEOR field, the Society's conference attendance includes researchers and academicians, assessors and regulators, payers and policy makers, the life sciences industry, healthcare providers, and patient engagement organizations. For more than 25 years, ISPOR has been connecting and collaborating with international stakeholders who share a common goal: to improve healthcare decisions.



**Purchase Exhibit Space**