

Proposal to the Swiss Pavilion at the Trade Fair

HOSPITALAR 2025

São Paulo, Brazil

May 2025

São Paulo Expo

Organization:

SWISSCAM Swiss-Brazilian Chamber of Commerce
Av. das Nações Unidas, 12.551 | 04578-903
São Paulo - Brazil | Tel. +55 (11) 5641 1230
www.swisscam.com.br

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The Fair: HOSPITALAR is the most complete and specialized health fair in the sector of Brazil and Latin America. It offers a wide platform to all national and international manufacturers and distributors of medtech and health-related equipment and consumption goods, in addition to hospital management personnel, training, education among others.

The goal is to provide information on the latest products, equipment and technologies. As a very traditional fair and the most known, many exhibitors decide to participate in the fair only to be present and to meet partners and clients.

Target: Health Care professionals (physicians, hospital management, suppliers, nursing, rehabilitation, diagnostic centers, laboratories) from Brazil and Latin America.

The Swiss Pavilion: situated in a privileged area of the international sector, it presents an excellent opportunity for companies seeking to be well located within the fair and to showcase themselves under the Swiss umbrella, a symbol of innovation and quality. An opening cocktail event is also organized, providing companies the opportunity to invite their clients and partners.

Numbers: Hospitalar is organized in São Paulo Expo, São Paulo, Brazil, in a total exhibition area of about 100'000 m². More than 90'000 physicians, nurses, Hospital managers, suppliers and other professionals from over 100 different countries visit the fair every year.





Click here for more information about the trade fair:
<https://www.hospitalar.com/en/home..html>



Câmara de Comércio Suíço-Brasileira
Swiss-Brazilian Chamber of Commerce
Schweizerisch-Brasilianische Handelskammer
Chambre de Commerce Suisse-Brésilienne

Included services:

- Rental fee
- Booth layout with Swiss design
- Furniture: counter, support table, and 3 chairs, a trash bin, 2 power outlets of 220V, and simple flooring (to be determined by SWISSCAM)
- Corresponding taxes and fees
- Catering services (including only non-alcoholic beverages)
- Cleaning service
- Night security service
- Project management (preparation, implementation, administration)
- Welcome cocktail for clients and potential business partners
- Support from our bilingual team
- Shared Wi-Fi network for all exhibitors for basic use
- Promotion of exhibitors through our communication channels (Instagram, LinkedIn, Website, and Newsletter)

The following services **are not included** in this proposal and will be provided only upon request:

- Goods transportation costs to the fair
- Wired internet
- Different flooring from what is already offered in the proposal
- Translator or receptionist service
- Additional furniture
- Badge readers
- Audiovisual equipment (television, LED panel, etc.)
- Floral decoration, decorative lighting, and other decorative elements
- Banners, banner stands, preparation and printing of flyers, etc.
- Printing of any materials (banners, brochures, wall graphics, etc.)
- Daytime security
- Any other service not mentioned above

* For additional services, an administrative fee of 15% will be applied to the service cost.

Commercial Terms for the Participation in the Swiss Pavilion

Membership: It is mandatory to be an active member of SWISSCAM, both at present and during the Hospitalar Fair (2025 edition). Annual fees start at BRL 1'150.00 in Brazil and CHF 385.00 in Switzerland (only fixed cost that can be paid in CHF).

SWISSCAM Coordination Fee: BRL 6'000.00

- Includes: Project management (preparation, implementation, booth administration), support of bilingual employees during the fair collectively.

Supplier Costs for Included Services: soon

Payment Conditions: soon

Booth Space Allocation: Priority in choosing the booth location will be given based on the member's category, followed by the date of sending the signed commitment letter formalizing the member's participation in the Swiss Pavilion.

Cancellation Terms: If the minimum commercial area required by the event organizer for the Swiss Pavilion setup is not met, the reservation of space will not be confirmed with the fair organizer, and SWISSCAM will not proceed with the project.

Regulatory Compliance: It is the sole responsibility of the exhibitor to assume business risks, comply with ANVISA regulations, and meet all other legal requirements for the exhibited products. Acceptance to exhibit at the Hospitalar Fair held at the São Paulo Expo (organized by Informa Markets) should not be interpreted as a guarantee that the manufacturer has complied with such laws and regulations.

In case you wish to receive a commercial proposal, please reach us at:

Mariana Badra | mariana.badra@swisscam.com.br