

# NextGen Evidence: Diversifying and Advancing HTA to Meet Global Demands

**BUENOS  
AIRES**

**HTAi 2025  
ANNUAL  
MEETING  
ARGENTINA**

June 14-18, 2025  
htai2025.org  
#HTAi2025



## Sponsorship Opportunities for For-Profit Organizations

Each year, global leaders in the Health Technology Assessment (HTA) field gather at the HTAi Annual Meeting to collaborate, participate and share information to advance healthcare around the world. This influential community of researchers, policy makers, industry, academia, health service providers, agencies and patients make up HTAi's membership. The Annual Meeting is a unique opportunity to be involved in the development of the future of HTA around the world.

## About HTAi

HTAi is the only global Society championing equitable, responsive, and cutting-edge health technology assessment for everyone who produces, uses, or encounters Health Technology Assessment (HTA). With members from over 68 countries, HTAi is a thriving international network of multidisciplinary advisors, academics, professionals, public & private organizations, students, patients, and citizen members. HTAi's mission is to accelerate the growth of health technology assessment across the world, and make health systems more accessible, more equitable, and more impactful for patients. HTAi's main global membership event is the HTAi Annual Meeting. Each year in June, the Annual Meeting is a key international gathering for sharing latest research, advancing discussion in policy and methods, and building global networks. Everything we do is dedicated to better health for all people and the future of HTA worldwide.

## 2025 Annual Meeting

HTAi invites you to join the conversation on **"NextGen Evidence: Diversifying and Advancing HTA to Meet Global Demands"**

The healthcare sector faces a growing demand for timely, high-quality evidence, driven by diverse data sources such as healthcare transactions, wearables, and environmental trends. Health Technology Assessment (HTA) can innovate and collaborate to address both technological and non-technological changes in healthcare.

Next Generation (NextGen) Evidence represents a shift in generating and using evidence in HTA, embracing a range of solutions from high-tech to low-tech. This evidence expands HTA's scope, including innovative trial designs, non-traditional data, equity considerations, environmental factors, AI tools, and adaptive methods. NextGen Evidence focuses on emerging questions, stakeholder engagement, and faster HTA report turnaround, considering equity and environmental impacts. It addresses global health risks, climate change, and ensures relevance to evolving global health systems.

By leveraging AI and digital technologies, HTA can efficiently process diverse real-world data, providing richer evidence for decision-making. Adaptive HTA adjusts for data availability and analytical time, enhancing its responsiveness and utility across various contexts.

NextGen Evidence emphasizes inclusivity and diversity, capturing a wide range of perspectives and ensuring trust through transparent methods. As HTA advances, it aims to support fairer healthcare decisions globally. The 2025 Annual Meeting in Buenos Aires will explore these topics, fostering collaboration and driving HTA's advancement.

## Sponsorship Opportunities

Sponsors are a vital part of HTAi. They ensure we can continue to have international discussions, like the Annual Meeting, around the use of technologies and resources in healthcare. As a sponsor of the Annual Meeting, you'll hold a prominent position in front of the foremost global leaders in HTA. This provides an opportunity to make valuable connections with the variety of groups that attend the meeting. Your contributions will be recognized in a number of high value locations, creating visibility for your organization among key stakeholders. You'll also have exclusive access and opportunities to interact with delegates one-on-one, collaborate directly with leaders in the field and participate in the discussion around the past, current and future state of HTA around the world. The HTAi Annual Meeting is an intimate gathering that puts your organization directly in front of those changing healthcare on a global scale. HTAi strives to build unique and mutually beneficial relationships with each supporter and partner, ensuring they find value in the support they provide. We look forward to discussing the ways our relationship can be of value to you as a sponsor of the 2025 Annual Meeting.

# For-Profit Sponsorship Packages

	Platinum Sponsorship <sup>1</sup> \$63,000USD	Diamond Sponsorship <sup>2</sup> \$42,000USD	Gold Sponsorship \$26,500USD	Silver Sponsorship \$16,000USD	Bronze Sponsorship \$6,000 USD	Exhibitor Sponsorship \$3,500USD	Project Intro Sponsorship \$2,000USD
<b>Symposium Session</b>	Yes; Exclusive timeslot, no parallel PANEL or SYMPOSIA sessions <sup>3</sup>	Yes; Premium timeslot, with minimal parallel sessions					
<b>Registration</b>	8	6	4	2	1	1 Exhibitor Only	
<b>Welcome Reception</b>	8	6	4	2	1		
<b>Sponsors Reception</b>	6	4	2	1	1		
<b>Conference Dinner</b>	4	3	2	1			
<b>Exhibit Space</b>	Yes	Yes	Yes	Yes	Yes	Yes	Project Introduction Space <sup>4</sup>
<b>Logo Identity</b>	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>Recognition Signage</b>	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>Programme Advertisement</b>	Full Page	Full Page	Half Page	Quarter Page	Quarter Page		
<b>Promotional Handout</b>	Yes	Yes	Yes	Yes	Yes		
<b>Web Links</b>	Yes	Yes	Yes	Yes	Yes	Yes	Yes

<sup>1</sup>Maximum 3 FP Platinum Packages available

<sup>2</sup>Maximum of 8 FP Diamond Packages available

<sup>3</sup>HTAi reserves the right to schedule other activities at the same time, with the exception of other SYMPOSIA and PANEL sessions.

<sup>4</sup>Dedicated **Exhibition Wall Space** (no booth, chairs or tables) to introduce project/program details, brochure stands can be booked at additional fee.

## Symposia

Host an engaging session that focuses on a particular subject, question or issue with a collection of insights from different speakers and contributors. These sessions are open to all Annual Meeting delegates and provide the opportunity to show thought leadership and engage with Annual Meeting delegates through discussions and questions. Symposia have a length of 60 minutes. Platinum Symposia will be scheduled to ensure that there are no other Symposia or Panel sessions. Diamond Symposia will be scheduled to ensure minimal parallel sessions. Space is limited for each of the Symposia options (3 FP Platinum and 8 FP Diamond) and subject to availability.

## Delegate Engagement Support

- **PATIENT LOUNGE** – Support a dedicated lounge and recovery space facilitating a patient-friendly conference environment improving the overall experience of the delegates. The space would be for participants to rest and refresh, containing a number of accommodations specific to patient needs.
- **PARTICIPATION GRANTS/PCIG PASS GRANTS** – Facilitate Participation Grants or the PCIG Pass Program, offering financial support to HTA stakeholders who would otherwise not be able to attend the HTAi Annual Meeting for the purpose of contributing their expertise, presenting their work or otherwise benefitting from participation in the global HTA community.
- **BRAINDATES** – Support an HTA Networking Lounge, allowing delegates with similar interests and challenges to connect and book 'networking time' at the Annual Meeting. With this initiative, HTAi is aiming to empower people to learn and connect through intentional conversations and foster knowledge-sharing conversations among people at our events.

## Pre-Conference Sessions and Presentation Opportunities

- **PRE/POST CONFERENCE WEBINAR** – Leverage the HTAi global network by presenting your content and speakers to the HTAi community. This live webinar format will provide a learning opportunity pre and/or post event.
- **PRIVATE MEETING ROOM** – Gain access to a dedicated room to host delegates and guests and dive deeper into the various discussions surrounding the HTAi Annual Meeting. Meeting rooms are available for half day, single day, and full conference duration.

## Promotion and Brand Awareness Opportunities

- **MOBILE APP SPONSORSHIP** – See your company logo on our official meeting app, which is the platform used by delegates to view program details, view meeting attendees, and stay informed on conference updates.
- **WI-FI SPONSORSHIP** – Provide the connection for the Annual Meeting and every delegate will be made aware that your organization is keeping them online.
- **MOBILE CHARGING STATIONS** – Brand the mobile device, laptop and tablet charging station and help meeting attendees stay powered up and connected.
- **WORDLY TRANSCRIPTION AND TRANSLATION SERVICE** – Increase inclusiveness and accessibility of the Annual Meeting by supporting the live transcription and translation of sessions into over 50 languages.
- **MORNING/NETWORKING COFFEE** – Kickstart every attendees' conference day with a fresh cup of coffee or tea, facilitating informal conversations and exchange.
- **OTHER SPONSORSHIP OPPORTUNITIES** – We are always looking to expand our sponsorship offerings and are committed to working with our partners to find the right fit for their organization. If you have additional ideas on how your organization can support the Annual Meeting, please contact us to discuss how we can help.

For more information and to discuss custom sponsorship opportunities please contact:

HTAi | [annualmeeting@htai.org](mailto:annualmeeting@htai.org) | [htai.org](http://htai.org) | [#HTAi2025](https://twitter.com/HTAi2025)

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