BRUSSELS
BELGIUM
HTAi 2027 ANNUAL MEETING

HTA IN A TIME OF TRANSFORMATION



Bringing together the global HTA community to explore how health technology assessment can support evidence-informed decision-making in an era of rapid innovation, changing health system priorities, increasing use of real-world data, and growing demands for sustainable healthcare.

Where the global HTA community comes together

1,018
Attendees at the Most Recent European Annual Meeting

64
Countries Represented

6
Continents Represented

Hosted in Partnership with
KCE, RIZIV/INAMI and BCCH

Why Sponsor HTAi 2027?

The HTAi Annual Meeting is the premier international gathering for professionals involved in health technology assessment and evidence-informed healthcare decision-making. Each year, researchers, policymakers, HTA agencies, government officials, industry leaders, patient representatives, clinicians, and health system interest holders come together to exchange knowledge, discuss emerging challenges, and shape the future of healthcare.

Sponsorship provides a unique opportunity to engage directly with a highly specialized international audience, increase brand visibility, demonstrate thought leadership, and support the advancement of equitable, sustainable, and evidence-based healthcare worldwide.

About the Theme: HTA in a Time of Transformation

Healthcare systems around the world are undergoing profound change. Advances in technology, increasing demands on healthcare services, evolving patient expectations, and growing pressure to ensure the long-term sustainability of health systems are reshaping the environment in which decisions are made.

The HTAi 2027 Annual Meeting will explore how health technology assessment is evolving to respond to these challenges. Discussions will focus on technological innovation, the growing importance of high-quality data, evolving evidence requirements, and the role of HTA in supporting resilient, sustainable, and patient-centred healthcare systems.

Bringing together leading experts and decision-makers from across the global HTA community, the meeting will provide a platform to share research, exchange experiences, strengthen partnerships, and explore how HTA can continue to support effective and equitable healthcare decision-making in a rapidly changing world.

Why Brussels?

Brussels sits at the heart of European health policy, regulation, and international collaboration, making it a uniquely relevant setting for discussions on the future of health technology assessment.

As health systems face increasing pressure to balance innovation, affordability, sustainability, and patient access, Brussels remains at the centre of many of the policy and regulatory developments influencing healthcare decision-making globally. The city provides an ideal environment for dialogue on how HTA can evolve to meet the needs of modern health systems.

The 2027 Annual Meeting is hosted in partnership with the Belgium Health Care Knowledge Centre (KCE) and the National Institute for Health and Disability Insurance (RIZIV/INAMI), with support from the Brussels Center for Collaboration in Health (BCCH), bringing together local expertise and international perspectives at a pivotal time for HTA.

About HTAi and the Annual Meeting

Health Technology Assessment international (HTAi) is the global professional society for Health Technology Assessment (HTA). Through international collaboration, knowledge exchange, and capacity building, HTAi advances the science and practice of HTA and supports stronger, more sustainable health systems worldwide.

As HTAi's flagship event, the Annual Meeting is the premier international forum for advancing the science, practice, and impact of HTA. Each year, it brings together researchers, policymakers, healthcare leaders, HTA agencies, industry representatives, patients, and other interest holders from around the world to share knowledge, explore emerging challenges, and foster collaborations that help shape the future of healthcare decision-making.

For-Profit Sponsorship Packages

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

[1] Maximum 2 FP Platinum Packages available
[2] Maximum of 9 FP Diamond Packages available
[3] HTAi reserves the right to schedule other activities at the same time, with the exception of other SYMPOSIA and PANEL sessions.

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 (2 FP Platinum and 9 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.
- **NETWORKING & CONNECTIONS PARTNER** – Support opportunities for delegates to intentionally connect, exchange ideas, build professional relationships, and foster collaboration through organized networking experiences and community engagement activities throughout the Annual Meeting.

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 | htai2027.org | #HTAi2027Brussels
10655 Jasper Avenue, 14th Floor, Edmonton, Alberta T5J 3S9

NEW PARTNERSHIP OPPORTUNITIES* at the 2027 ANNUAL MEETING

Extend engagement beyond the meeting, support innovation and strengthen connections across the global HTA community.

CONTINUE THE CONVERSATION

Thought Leadership Extensions

HTAi-hosted educational content **before or after** the Annual Meeting.

- 20–30 minute Executive Interview OR Educational Webinar with sponsor-nominated expert(s)
- ISPC topic and speaker review
- Hosting, recording and selected-channel distribution

BENEFIT: YEAR-ROUND REACH & THOUGHT LEADERSHIP

OPPORTUNITY IN DEVELOPMENT

AI Hub

An interactive connection point for practical applications of AI in HTA and evidence-informed decision-making.

- Dialogue, demonstrations and hands-on exploration
- Evidence generation, real-world data and health economics
- Emerging methodologies and decision support
- Sponsor interest will help inform the final model

BENEFIT: INNOVATION, LEARNING & FUTURE FOCUS

SUPPORT MEANINGFUL CONNECTION

Networking & Connections Partner

A designed networking experience powered by Braindate and an onsite Networking Lounge.

- One-to-one and small-group intentional networking
- Featured community discussion
- Supported participant outreach
- Aggregated, anonymized community insight report

BENEFIT: COMMUNITY, CONNECTION & KNOWLEDGE EXCHANGE

*** NEW PARTNERSHIP OPPORTUNITIES ARE CUSTOM OPPORTUNITIES:** Not included in standard packages. Available upon request. Subject to capacity and priced separately.

LET'S START THE CONVERSATION

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