SNOMED CT Expo 2021
Lisbon, Portugal and online

SNOMED CT Expo is an annual event where a diverse range of global stakeholders gather to learn and share experiences with how SNOMED CT enables data driven health systems and improved patient outcomes.

In 2021 SNOMED International is celebrating 10 years of hosting SNOMED CT-focused events. This year’s event will build on our previous successes with both in person and online/virtual events.

50+ Countries Represented

1700+ delegates

Attendees at SNOMED CT Expo 2020 (held virtually)

15+ Sponsors/Exhibitors
Our Venue

A former marquis’ palace, the Pestana Palace Hotel is an awe-inspiring venue for the Expo. The venue’s many indoor and outdoor spaces will encourage delegates to experience Portuguese history and its pleasant climate.

Lisbon, Portugal

SNOMED CT Expo returns to Europe

Discover Lisbon, a city full of authenticity where old customs and ancient history intermix with cultural entertainment and hi-tech innovation.

Come to Lisbon and experience renowned Portuguese hospitality.

Learn more at visitlisboa.com
Our Strategic Partner
SPMS welcomes Expo delegates

Shared Services of the Ministry of Health (SPMS), advances the Portuguese digital health agenda. SPMS functions as the National Release Centre for SNOMED CT in Portugal and strategic partner for this year’s Expo.

In October 2021 Portugal will be fresh from their European Union presidency term. SPMS is eager to welcome the international SNOMED CT community and show off how SNOMED CT is used in Portugal.
A New Delivery Model

For the first time ever, SNOMED International is planning for both online and in person participation at the Expo: a true hybrid event.

Online Participation

Extends the reach of the event and provides the opportunity for even more people to participate, learn and interact in whatever mode best suits them.

New Connections

Enables exhibitors and sponsors to connect with a broader universe of current and potential customers.

We’re applying all the lessons we have learned from a decade of hosting successful SNOMED CT events to ensure that 2021 continues to strive for event excellence.
Why should market leaders and innovators participate?

Showcase
Showcase your products and services to an in person and virtual audience.

Connect
Connect and network with a growing number of current and potential customers from around the globe.

Demonstrate
Demonstrate and promote your industry leadership.

Benefit
Experience lasting benefits from our promotional activities before, during and after the conference.

Learn
Learn from implementers and users how SNOMED CT is being adopted and used in their local environment.
A Truly Global Event

The annual SNOMED CT Expo takes place in a different region/Member country each year.

Explore past expos at snomedexpo.og
Every year the SNOMED CT Expo draws a mix of local, regional and international delegates from a variety of backgrounds and organizations.

Who Attends?

Employment Setting

- Government Institution / Not-for-profit
- Software or Product & Services Vendor
- Research/ Academic Institution
- Standards Development Organization
- Individual Hospital
- General Practice/ Family Practice
- Healthcare Group

Professional Expertise

- 17% Terminology Content Development
- 15% Analytics, Research or Knowledge Management
- 14% Terminology Service Delivery
- 14% Application Development
- 12% Clinical Practice
- 10% System Architecture/ Design
- 8% Education/ Training/ Change Mgmt
- 7% Policy/ Administration
- 4% Business Development/ Sales
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<tr>
<td><strong>Investment (USD)</strong></td>
<td>$3000</td>
<td>$3000</td>
<td>$2500</td>
<td>$2000</td>
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<tr>
<td><strong>Exclusive opportunity</strong></td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y (per stream)</td>
<td></td>
<td>Y</td>
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<tr>
<td><strong>Opportunities to showcase your brand</strong></td>
<td>Onsite signage, verbal mention of sponsorship</td>
<td>Onsite signage, verbal mention of sponsorship</td>
<td>Onsite signage</td>
<td>Banner ad</td>
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<td>Onsite signage</td>
<td>Onsite signage</td>
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<tr>
<td><strong>Speaking opportunities</strong></td>
<td>Give welcome remarks</td>
<td>Give welcome remarks</td>
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<tr>
<td><strong>Social media ads to promote your participation</strong></td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
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</tr>
<tr>
<td><strong>Full access Expo to registrations</strong></td>
<td>2</td>
<td>2</td>
<td>2</td>
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Opening Keynote Session

$3000 exclusive opportunity

This highly attended plenary session kicks off the conference and features inspiring international speakers.

Sponsorship benefits:

- Representative from your organization will provide welcome remarks prior to the keynote speaker(s)
- Sponsor logo featured on onsite signage during opening keynote session as well as the Expo registration area
- Verbal acknowledgement/thank you for your sponsorship during opening remarks
- Recognition of your sponsorship on the Expo website, conference app and onsite signage
- Two social media ads promoting your sponsorship
- Two Expo registrations; unlimited discounted conference registrations
James Read Memorial Lecture

$3000 exclusive opportunity

This highly attended plenary session features a speaker who has implemented and used SNOMED CT in a meaningful way.

Sponsorship benefits:

- Representative from your organization will provide welcome remarks prior to the James Read Memorial lecturer
- Sponsor logo featured on onsite signage during James Read Memorial Lecture as well as the Expo registration area
- Verbal acknowledgement/thank you for your sponsorship during opening remarks
- Recognition of your sponsorship on the Expo website, conference app and onsite signage
- Two social media ads promoting your sponsorship
- Two Expo registrations; unlimited discounted Expo registrations
Sustainability

$2500

exclusive opportunity

Demonstrate your environmental stewardship by helping to offset the event’s carbon footprint and environmental impact.

Sponsorship benefits:

- Recognition of your sponsorship on the Expo website, conference app and onsite signage
- Two social media ads promoting your sponsorship
- Two Expo registrations, unlimited discounted Expo registrations
**Conference App**

$2000 exclusive opportunity

The conference app is an essential tool for both in person and virtual Expo delegates to get information about the event and access content.

**Sponsorship benefits:**

- Your banner ad will appear on key pages of the conference app for the duration of the Expo.
- Recognition of your sponsorship on the Expo website, conference app and onsite signage.
- One social media ad promoting your sponsorship.
- Two Expo registrations, unlimited discounted Expo registrations.
Program Stream
$1500
one sponsorship available per stream

Planned conference program streams include: Demonstrating Implementation Excellence, Enhancing Clinical Practice and Terminology Leading Practices.

Sponsorship benefits:

- Sponsor logo featured on signage in concurrent session presentation areas (physical and online)
- Verbal acknowledgement onsite for the appropriate stream (program stream sponsorship only)
- Recognition of your sponsorship on the Expo website, conference app and onsite signage
- One social media ad promoting your sponsorship
- One Expo registration, unlimited discounted Expo registrations
ePoster Presentations

$1500 exclusive opportunity

Interactive ePosters will be displayed electronically on screens in high-traffic areas both at the physical event and on the virtual event platform.

Sponsorship benefits:

- Sponsor logo featured on onsite signage in ePoster presentation areas (physical and online)
- Logo on ePoster template
- Recognition of your sponsorship on the Expo website, conference app and onsite signage
- One social media ad promoting your sponsorship
- One Expo registration, unlimited discounted Expo registrations
Expo Networking Reception

$1500

The Expo Networking Reception is an event for onsite attendees held after the conclusion of the sessions on October 28. Reimagined for 2021, the Expo networking reception is located on/around the exhibit floor.

Sponsorship benefits:

- Sponsor logo featured on onsite signage promoting the reception
- Recognition of your sponsorship on the Expo website, conference app and onsite signage
- One social media ad promoting your sponsorship
- One Expo registration, unlimited discounted Expo registrations
- Multiple sponsorships available
Onsite Charging Stations

$1000

Secure charging stations will be placed at locations around the event, so delegates never run short on power.

Sponsorship benefits:
- Sponsor logo featured on charging stations
- Recognition of your sponsorship on the Expo website, conference app and onsite signage
- One social media ad promoting your sponsorship
- One Expo registration, unlimited discounted Expo registrations
Exhibition Booth

$1000

limited number available

In 2021 we are offering a fixed-price option to make it easier for organizations of all sizes to participate.

Exhibition booths include:

- 2x2m space
- Basic booth set up (basic graphics, shell scheme structure and branded header sign and counter)
- An online booth presence in the virtual event platform
- Recognition of your sponsorship on the Expo website and conference app
- One social media ad promoting your sponsorship
- One complimentary Expo registration, unlimited discounted registrations
The layout of the exhibition area will take advantage of the venue’s unique indoor and outdoor spaces. The floorplan will also take into account any local public health guidelines in place at the time of the event.
Schedule at a Glance

Conference tracks

1. Demonstrating Implementation Excellence
2. Enhancing Clinical Practice
3. Terminology Leading Practices
4. SNOMED International Education Tutorials

OCT 28
- Opening Keynote Session
- 25+ concurrent sessions and education tutorials
- Exhibitor networking reception
- Exhibits and e-Poster open, including 3+ dedicated “exhibition-only” hours

OCT 29
- James Read Memorial Lecture
- 18+ concurrent sessions and education tutorials
- Exhibits and e-Posters open, including 2+ dedicated “exhibition only” hours

Bonus Session(s): Oct 27 - Preconference workshop(s)
Learn more at snomedexpo.org

For more information or to confirm your participation contact events@snomed.org