



# Healthcare & Life Sciences



*The Global Healthcare Team: Creating Jobs and Improving Lives with American Exports*

## 2018 US-Brazil Patient Day: Saving Lives Through American Innovation

### What Is US-Brazil Patient Day?

The goal of the US-Brazil Patient Day is for Brazilian government regulators, procurement contacts, and other high-level officials to see the personal impact U.S. medical technology has on their local population. International Patient Day seeks to build the human connection through sharing personal stories of how U.S. technology is improving lives in their country. Anticipated outcomes include increased dialogue between US medical technology companies and foreign regulators on critical issues.

Visit our highlights page (<https://2016.export.gov/industry/health/internationalpatientday/index.asp>) to see the positive results of the 2017 patient day programs around the world!

### Sponsorship Opportunity

The US-Brazil Patient Day will provide marketing partners with valuable exposure to and engagement with foreign government regulators and other critical decision makers. Marketing partners will be responsible for:

- Locate a doctor and/or patient in Brazil who already uses your company's technology and would be willing to speak at the International Patient Day about the benefits they have seen from your technology.
- Attend the US-Brazil Patient Day to discuss new technology or answer questions from attendees. Note US companies' regional representatives/country managers may attend the program as the key representative of the firm.
- Work with the US Commercial Service in Brazil to define your target audience members and coordinate other program logistics.

### Marketing partnership includes:

- ✓ Inclusion of sponsor's logo in all marketing materials as well as on US-Brazil Patient Day printed program materials
- ✓ Sponsor table at US-Brazil Patient Day Program
- ✓ Up to three company attendees may attend the US-Brazil Patient Day program
- ✓ Networking opportunities with all attendees
- ✓ List and contact information of US-Brazil Patient Day program (to be distributed following the event)

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✓ Social Media Promotion

**\*\*Important Notes:**

- **International Patient Day is not a policy platform!** Rather, this is an opportunity to make a soft pitch for US technologies.
- At this time, the program will only include **medical device and Health IT companies**. We will work to include all sector of the healthcare industry moving forward.
- **Offerings may vary according to the needs of different markets.**

## Program Specifics

- **Date:** May 23, 2018, 3:30-6:30pm
- **Location:** Hospitalar trade show (specific location within trade show TBC)
- **Fee:** Sponsorships cost US\$2500 per country
- **Deadline:** Sponsorship space is limited, so register your interest prior to April 20, 2018!

## Questions or Interested in Becoming a Marketing Partner?

- Contact Jefferson Oliveira (US Commercial Service Sao Paulo) at +55-11-3250-5136 or [Jefferson.Oliveira@trade.gov](mailto:Jefferson.Oliveira@trade.gov)

OR

Melissa Grosso (US Commercial Service Connecticut) at [Melissa.Grosso@trade.gov](mailto:Melissa.Grosso@trade.gov) or 860-638-6955.

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