

The logo for Giant Health, featuring the word "Giant" in a stylized, handwritten-style font.

global innovation  
and new technology  
health event

# Members of The Journal of mHealth

Partnership opportunities at

## European Health-Tech Innovation Week™ 2021

Created by Giant Health

“Europe’s largest most valuable health tech, innovation event”

Financial Times



global innovation  
and new technology  
health event

# About GIANT Health

Introduction

## OUR VISION

- To improve the health and well-being of people around the world, by promoting and facilitating innovation in healthcare, and supporting health-tech entrepreneurs

## HOW WE DO IT? We:

**Innovate** – GIANT Health is a global community of everyone whose business is healthcare innovation

**Collaborate** - We successfully bring together innovators, investors, global corporates, established SME, doctors, hospital managers, government health officials

**Accelerate** – we spark productive business collaboration. This accelerates better health outcomes



- "Europe's largest and most valuable international festival of health-tech innovation" Financial Times
- Established for 7 years
- A vibrant, engaged global health-tech business community
- International community of nearly 200,000 contacts
- "Healthy Innovators" live TV
- Weekly email newsletter
- Successful innovations in 2021
  - Weekly podcast programme: "GIANT thinking" <https://tinyurl.com/giantthinking>
  - [www.GIANT.health](http://www.GIANT.health) "The" global virtual event

# Giant

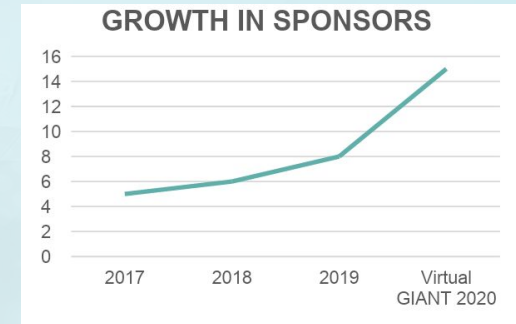
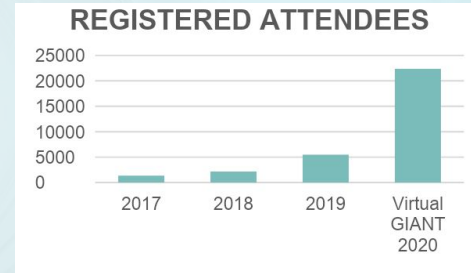
global innovation  
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health event

## About GIANT Health

Introduction

Substantial historical performance. Annual event attendance: 400% yearly growth featuring senior decision-makers.

- 22,300+ registered attendees (2020)
- 75% of GIANT attendees are in senior-most positions within their organisations. C-suite, Company Director, Head of Innovation...
- Numerous countries participate from around the world.
- 20% are research and innovators: academics, scientists, technologists and digital transformation.
- Sponsorship growth: over 50% \*for 2020
- Exhibition growth: over 250% \*for 2019
- *Over 1,600 speakers over the years*
- 10+ conference stages every year, running simultaneously each day, creating over 950 hours of engaging, CPD-certified content over the years.

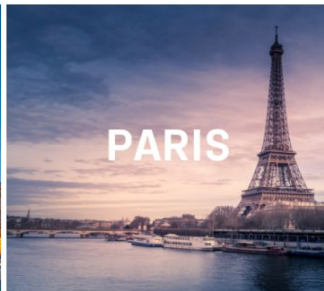




# European Health-Tech Innovation Week™, 17 - 21 May, 2021



- Five 1-day hybrid conferences and exhibitions across Europe's leading healthcare innovation regions
- Successfully driving business collaboration by showcasing & championing the best health-tech innovations
- Each 1-day festival is both a physical and virtual format, providing
  - valuable face-to-face and virtual networking and promotional opportunities,
  - learning, and
  - collaboration for the entire European health-tech community including businesses, investors, government agencies, scientists, and academics.
- The virtual / fully digital elements of the event enable robust collaboration and engagement for businesses around the world.



# What European Health-Tech Innovation Week™, 2021 will include?



- These are invaluable, cost-effective hybrid events - both a face-to-face conference and exhibition, + entire virtual event (to address the Covid pandemic)
  - Delivering new, improved services to exhibitors, sponsors, and strategic partners - more valuable than just a face-to-face event.
  - More engagement. Directly connect with buyers, investors, customers, from around the world.
- Structured Networking. Pre-arranged 1-to-1 meetings.
- Inbound Trade Mission. <https://www.giant.health/inbound-trade-mission>
  - Supporting 100s of established health-tech SMEs from around the globe to engage with the healthcare and government ecosystem and access the five European health systems.
- ***“The GIANTS of healthcare”***
  - International Awards programme

\* If, due to Covid related restrictions, the “face-to-face” elements of the event are not permitted, the event will be run entirely virtual. As GIANT Health did very successfully in 2020. For example: <https://www.giant.health/-giant-2020> .



# Attendees

## **Could you share with us some of the types of company names that you're hoping to attract?**

Every year, a wide variety of companies have partnered with GIANT Health, from many of the world's largest businesses in healthcare tech, hardware, software, and Pharma, to 1000s of medium size health-tech companies, examples include: Amazon, McKinsey, IBM, Google, Microsoft, Novartis, Ascensia, RB (Reckitt Benckiser), Tech Data, Deloitte, EIT, IQVIA, Bayer, Astrazeneca..

## **Could you share with us any information on previous delegates to your other events?**

Our main audience (75%) of GIANT attendees are in senior-most positions within their organisations. "c-suite", Company Director, Head of Innovation... 25% audience is business professionals working in Healthcare technology, but also Surgeons, clinicians, IP lawyers, Entrepreneurs, Engineers, Academics, Journalists, government representatives..

# Attendees

**Could you share with us the scope of where these companies are from – how many national/international, and which countries? Plus sectors and size of company.**

Predominantly companies have been from UK and Europe with about 5% from Asia & Africa. We have built connections in some US states like California, New Mexico and Utah in relation to the ITM. We attract companies of all sizes: startups, to SME's to the bigger players like Pharma and Medtech companies. We forecast that the participants in our entire event will be 50-60% from continental Europe, and 35% from American continent.

We are in discussion with the DIT and the equivalent, foreign trade offices in the US, Germany, Spain, France, Sweden, Denmark

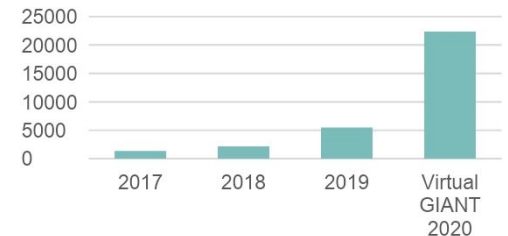
**Will we get access to the attendees prior to the event to attract them to event meetings and/or after event for follow-up?**

Yes absolutely.

Substantial historical performance. Annual event attendance: 400% yearly growth featuring senior decision-makers.

- 22,300+ registered attendees (2020)

## REGISTERED ATTENDEES

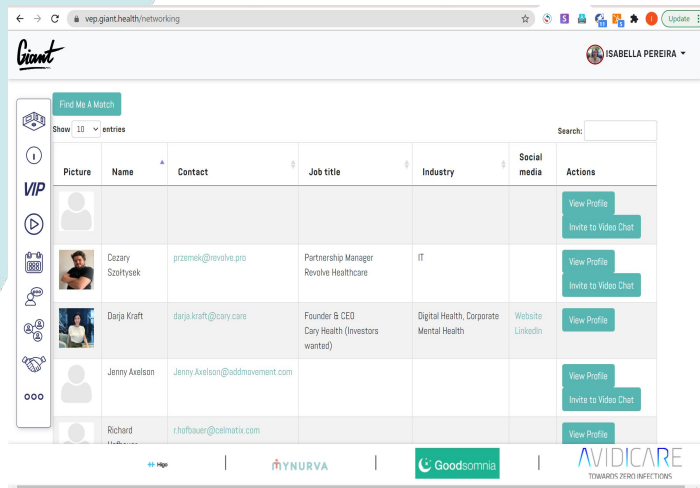


# Event

What is the platform that will be used for the event & how does this work?

We will be using Giant Health's own Virtual Event technology platform (GIANT's VEP) that was designed and built in house by our tech team and used for the very successful and highly acclaimed "GIANT Health Virtual Event 2020". We built our own virtual event technology platform to offer superior functionality, services, and benefits for all of our stakeholders above and beyond all of the other platforms out on the market.

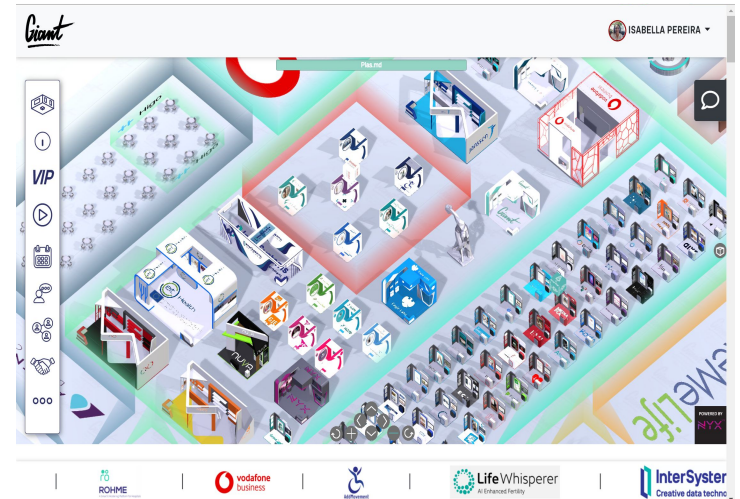
Screenshots of the VEP can be found below and on the following slide.



The screenshot shows a web browser interface for the Giant VEP network. The URL is [vep.giant.health/networking](http://vep.giant.health/networking). The page features a search bar and a table of contacts. The table has columns for Picture, Name, Contact, Job title, Industry, Social media, and Actions. The actions column includes buttons for 'View Profile' and 'Invite to Video Chat'.

Picture	Name	Contact	Job title	Industry	Social media	Actions
	Casary Szostysak	<a href="mailto:grzemok@rovalve.pro">grzemok@rovalve.pro</a>	Partnership Manager Revolve Healthcare	IT		<a href="#">View Profile</a> <a href="#">Invite to Video Chat</a>
	Danja Kraft	<a href="mailto:danja.kraft@ Cary.care">danja.kraft@ Cary.care</a>	Founder & CEO Cary Health (Investors wanted)	Digital Health, Corporate Mental Health	Website LinkedIn	<a href="#">View Profile</a>
	Jenny Axelsson	<a href="mailto:Jenny.Axelsson@addmovement.com">Jenny.Axelsson@addmovement.com</a>				<a href="#">View Profile</a> <a href="#">Invite to Video Chat</a>
	Richard	<a href="mailto:r.hofbauer@calmatix.com">r.hofbauer@calmatix.com</a>				<a href="#">View Profile</a>

At the bottom of the page, there are logos for sponsors: MYNURVA, Goodsonmia, and AVIDICARE (TOWARDS ZERO INFECTIONS).



The screenshot shows a 3D virtual event interface. The top left corner has the Giant logo and the user name ISABELLA PEREIRA. The main area is a 3D environment with various booths and displays. A sidebar on the left contains navigation icons for VIP, play, and other functions. The bottom of the page features logos for sponsors: ROHME, Vodafone Business, LifeWhisperer, and InterSystem (Creative data techn).



vep.giant.health/conference-room-5

**Giant** ISABELLA PEREIRA

Giant Health Event - Conference Room 5, Day 2

# Learning to sleep in a world turned up to 11

Curated by **thrive WEARABLES**

*Giant*  
global innovation and new technology health event

Dr Lizzie Hill  
University of Oxford

Rachel Wingfield  
Loop.ph

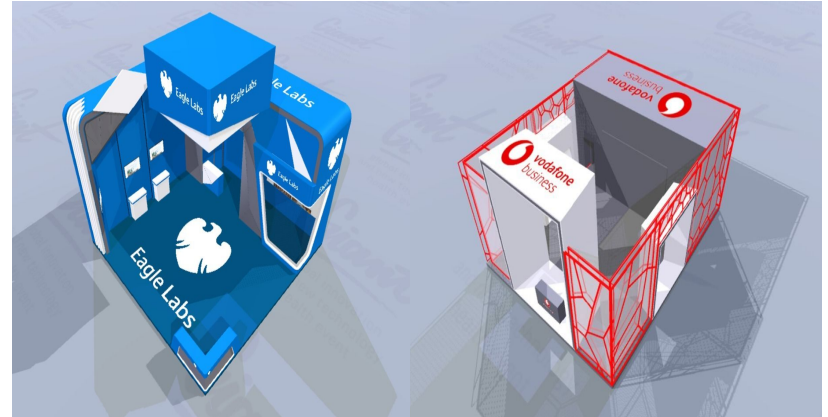
Michael Larson  
Sleep Shepherd

Jacob Skinner  
Thrive Wearables

Steve Davis  
Mark Chavez Azari  
Maureen Picoppa  
Joe Williams  
Sara Selby  
Naj Ratharam  
Urois Murray  
Helena Patis  
Andrew Connell

Chat Participants Questions Polls

happify HEALTH



vep.giant.health/conference-room-1

**Giant** ISABELLA PEREIRA

IP

Shahrazad Marodi  
Hi everyone, don't forget to ask your questions too

Isabella Lubowski  
Hello everyone

Joseph Lerner  
Hi everyone! We are r/a/a Enterprises and we provide advanced virtual meeting & remote collaboration software. Please visit our giant health Enterprises), Investors & Innovation & Healthcare professionals please get in touch! www.venmerenterprises.com

Jon Wilks  
Hi Danyra, I'm here!

Verica Stouder  
Good morning from Camden, NJ, USA

Say something...

Chat Participants Questions Polls

Healthcare  
Wearables  
Wearables  
Wearables

vep.giant.health/dashboard

**Giant** ISABELLA PEREIRA

ISABELLA PEREIRA

**Basic Information**

**First name:** Isabella **Location:** Fremantle, Western Australia

**Last name:** Pereira

**Position:** Marketing Manager

**Company:** GIANT Health

**Industry:**

**Expertise:**

**Contact information**

**Phone:**

**Address:**

**Email:** isabella.giant.health@gmail.com

**Website:** https://www.giant.health/

**Tags**

#Healthcare  
#NewTechnologies

Healthcare  
Wearables  
Wearables  
Wearables

# Marketing

Will there be a marketing campaign & will this be led by Giant Health?

Yes, we will use all our channels to drive awareness to each one day event, which will be supported by our sponsors brand. Done through Giants socials (twitter, FB, LinkedIn and Instagram), and the weekly email newsletter.

Any content you would like us to market will be displayed on the VEP, Giant website, weekly email newsletter, all of Giant's socials, and the Giant magazine.

- Invitation to healthtech leader chosen by sponsor to join Barry in a discussion on the GIANT Healthy Innovators Live TV show



Hello !

This week we have for you health-tech and innovation news and announcing details of GIANT Health's "European Health Innovation" week.

We wish you and yours a positive new year!

GIANT Health is a global community of nearly 200,000 people working passionately to improve the health and well-being of people around the world. We would love for you to join us.

Barry Shirer, Founder, GIANT Health  
@Barry\_HealthTec  
+44 7776 132 517

**GIANT Health Event**  
11.3K Tweets

17 May - 21 May 2021

European Health-Tech Innovation Week  
"sponsored by GIANT Health"

GIANT Health Event  
@gianthealthevnt  
3,400 Following 5,546 Followers

Over 22,300 registrations last year: come to European #HealthTech #Innovation Week - sponsored by GIANT Health  
17-21 May 2021 | 5 Shows | 5 Days | 5 Cities  
London, England | [giant.health](#) | Joined March 2016

Followed by YA Li, Taylor Lewis, and 130 others you follow

GIANT Health Event @gianthealthevnt - 11h  
Check Episode 5 | Season 3 of Health Innovators Live TV on our #YouTube channel  
youtube.com/watch?v=xa31Ms...  
Host:  
@Barry\_HealthTec  
Guests:  
@anoizec, Chief International Officer, @SCNHealthHub  
@tsurina, Director, Business Development "Innovations Cleveland Clinic"

LinkedIn profile for GIANT Health Event. The profile shows a banner for "European Health-Tech Innovation Week" sponsored by GIANT Health, dated 17 May - 21 May 2021. The bio states: "GIANT Health Event Live: 22,300 registrations last year: come to European #HealthTech #Innovation Week - sponsored by GIANT Health 17-21 May Health, Wellness & Fitness - London, England - 3,043 followers". It also mentions "We're 12 other connections work here - 68 employees". The profile has 3,043 followers. A recent post is visible, titled "Live NOW! Check Episode 5 | Season 3 of Health Innovators Live TV on our #YouTube channel", with a video thumbnail showing a live broadcast with the Giant Health logo.

# Marketing

## What's the ask of us in relation to this?

1. To provide us with all the content you would like us to use including desired logo, initiatives and desired wording
2. Support our social media activities by promoting the European Health Tech Innovation Week event on your socials
3. If agreeable we can provide substantial discounts on tickets and exhibition packages to share with your partners
4. Provide Healthtech leaders to join Barry for a focused discussion on the Healthy Innovators live TV show

**GIANT Health Event**

GIANT - Global Innovation and New Technology Health Event.  
Over 22,300 registrations last year, come to European #HealthTech #Innovation Week - sponsored by GIANT Health  
17-21 May 2021, a hybrid event  
| 5 Shows | 5 Days | 5 Cities |

We invite you to The GIANT (Global Innovation And New Technology) Health Event, Europe's greatest festival of HealthTech innovation.  
GIANT's vision... [See more](#)

9,413 people like this, including 15 of your friends

9,474 people follow this

<https://www.giant.health/>

+44 7454 041740

Send message

Medical company

**PHOTOS** See all

**Pin Post**

**GIANT Health Event**  
3 December 2020

A HUGE Thank YOU to all our curators, speakers, sponsors, partners & attendees at #GIANT2020

We are looking forward for the NEXT GIANT Health Event  
#healthtech #healthcare #digitalhealth #Innovation... [See more](#)

**Prof Shafi Ahmed PhD FRCS**

13.1K Tweets

**VACCINE ROLLOUT**  
We'll discuss Newcastle, Manchester and Birmingham  
CARDIFF 8% | PLYMOUTH 9% | LONDON 8% | NEWS | GOOD MORNING

Following

**Prof Shafi Ahmed PhD FRCS**  
@ShafiAhmed5 Follows you

Surgeon. NHS Assembly. Advisor Abu Dhabi Govt. Vodafone UK Ambassador. Faculty at Harvard and Singularity Univ. CMO @medrealities Insta:virtualsurgeon

London, England [surgeon.ai](#) Joined January 2012

5,297 Following 17.2K Followers

Followed by YA Li, Taylor Lewis, and 107 others you follow

**Pin Tweet**

**Prof Shafi Ahmed PhD FRCS** @ShafiAhmed5 · Jun 11, 2020

I am absolutely thrilled to be working with @VodafoneUKBiz as the Connected Health Ambassador. A brilliant and forward thinking company that is at the forefront of helping to reimagine and reinvent health and care by the power of connectivity. @VodafoneUK @NHSBartsHealth @RCSNews



## ITM Opportunities for The Journal of mHealth Members 1/2

**Can you tell us a little more about the Inbound Trade Mission? How are international businesses pulled in to this?**

GIANT Health's "Inbound Trade Mission" programme is a high-quality, cost-effective package enabling international health-tech companies to sell and expand into five European countries. Generating exposure for upcoming businesses and entrepreneurs.

How does Giant make this happen?

- Virtual & live (in-person) exhibition space at the European Health-Tech Innovation Week 2021 where you can meet a large number of new customers one at a time. \*only valid for one country of choice\*
- Opportunity to demonstrate products and services on stage in front of an entire audience of health-tech leaders, investors etc.
- Structured one-to-one meetings with healthcare providers as well as with local accountants, lawyers & consultants. E.g. if you buy an ITM package for UK & Germany, before the event GIANT will help you to connect with relevant contacts and at the event also. There will be a 1-to-1 meeting service so you can book meeting appointments in advance.

# ITM Opportunities for The Journal of mHealth Members 2/2

- Participate in the conference track “how to sell into European healthcare markets” curated by expert leaders within your selected country.
- Introductions to Europe's healthcare focused companies and other important intermediaries.
- Dedicated sales and marketing support. Services from the entire GIANT Health promoting your business across all social media platforms, further digital marketing promotions, and direct networking support

Sample of expert speakers who spoke at the ITM module at GIANT Health Virtual Event 2020

- Jim Lindley | Commercial Counselor | U.S. Commercial Service, Embassy of the United States
- Jennifer Estherby | Eagle Labs Health Tech Lead, Vice President | Barclays Ventures
- Dominykas Broga | Programme Manager for International Trade | techUK
- Hassan Chaudhury | Digital Health Specialist | Department for International Trade
- Dr Linda Magee | OBE | Department for International Trade
- Chris McNamara | Head of Procurement | St Helens & Knowsley Teaching Hospitals
- Elaine Evans BSc PhD MBA DipM | Life Sciences Specialist | Northern Powerhouse Investment Hub | UK Regions | Department for International Trade
- Graham Armitage, Innovation Manager and UK Partnership Lead for EIT Health UK-Ireland.

Watch the live stream of How to sell into the UK Market from GIANT Health 2020 here - <https://www.youtube.com/watch?v=kocbKdERyvY&t=15639s>



# High impact opportunities for Sponsors with GIANT Health

GIANT offers:

- Event participation; direct impact - Opportunity to participate on stage; share powerful messages to a highly engaged & expert audience
- Opportunity for involvement in the International Awards Programme at the event
- Introductions & networking with GIANT's nearly 200,000 health-tech contacts & leading healthcare scale-up companies. These include large global corporates & pharma: i.e. Ascencia, Bayer G4A, Vodafone, Barclays, Health Education England, Alder Hey Children's NHS Foundation Trust etc.
- Promotion of Sponsor's initiatives, digital content (i.e. articles) and its business across GIANT Health's communications channels including the weekly newsletter, website and social media pages. + via Barry Shrier's LinkedIn community (24,000+) <https://www.linkedin.com/in/barryshrier/> and GIANT Health's Chairman Professor Shafi Ahmed (100,000 via LinkedIn, Twitter, FB) <https://www.linkedin.com/in/professor-shafi-ahmed-7114a260/>
- Promotional activities, press releases, participation of Sponsors in GIANT's Healthy Innovators Live TV show & GIANT's podcast discussing topics of Sponsors choice
- Connecting Sponsor with key health-tech leaders & fostering collaboration between its members & GIANT's network. Included of free all-access event tickets for its members
- Opportunity to participate on stage in Pitching to investors conference track.

## Overview of benefits & opportunities from the partnership

- GIANT has a proven track record of providing successful business matchmaking with key health-tech decision makers and delivering tailored sponsorship packages as well as delivering maximum impact, exposure and ROI for your initiatives.
- Enhance and strengthen Sponsors deliverables; share content with a network of established members & participate in invaluable, cost-effective networking
- Meet the leading health-tech innovation leaders in multiple locations in Europe & worldwide
- Engage directly with decision makers of health-tech businesses
- Introductions & empowering your potential clients

### **Conclusion:**

- Powerfully driving Sponsor's latest initiatives at the heart of the international health-tech community with a customised partnership package for GIANT 2021. We can support deliver your message to a highly engaged health-tech and innovation audience within reach of 5M people throughout the year.



# Pitching to Investors

Who is it for?

This module will be a showcase for any healthcare technology company anywhere in the world looking to raise money, whether that be the very first amount of money you raise for your business or a larger amount of money for more established businesses.

How the module will be structured?

The module will be split into two sections, comprising of different levels of fundraising rounds. The first aimed at startups and the second round for SMEs. Companies will be given the opportunity to pitch their business to a panel of Investors.

During the panel discussions the investors and entrepreneurs on the panel will share specific investments they've made in the past, lessons they've learned and offer guidance to angel investors in the audience, as well as giving tips & tricks to healthtech startups.

GIANT 2020 Pitching to Investors conference <https://www.youtube.com/watch?v=A1eVue2ir4o>



# 25% Discounted Packages available for The Journal of mHealth recommended members

For all businesses interested in being involved as a potential exhibitor AND/OR Sponsors or enter our ITM partner program, please contact [manuel@giant.health](mailto:manuel@giant.health)

Some of the benefits include:

- Sponsorship Acknowledgement Globally
- Exhibition in multiple countries (Live + Virtual)
- Share Content on stages. I.e. Speaking opportunities, Panel discussion, Private Discussions
- Send questions to all attendees.
- Direct one-to-one video conversations with attendees.
- AdHoc Pre-show networking: Book meetings in advance.
- Booths have a customizable lead generation feature built-in for capturing attendee interest.

# Giant

global innovation  
and new technology  
health event

## SPONSORSHIP AT GIANT 2021

Here is a small sample of GIANT's previous  
partners



EIT Health is supported by the EIT,  
a body of the European Union.





# Contact Information



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## The Journal of mHealth:

- Matthew Driver, Managing Editor - [matthew@simedics.org](mailto:matthew@simedics.org)