

Conference

Conference "Healthcare Trends – Challenges and Opportunities"

March 24, 2026

- **Participants:** The conference gathers more than 180 participants, including representatives of the public sector, professional associations, leading industry leaders, and the media, creating a unique platform for the exchange of new trends in healthcare.
- **Objective:** To enhance the discussion on how institutions, in cooperation with the private sector, can contribute to a more efficient healthcare system focused on patient well-being, guided by data, quality, and the latest technologies. Special attention will be given to issues of financial sustainability and ways in which investments in infrastructure and human resources can ensure long-term stability and greater accessibility of healthcare services.
- **Theme:** The future of healthcare is shaped by new technologies and their application in everyday treatment, with particular emphasis on innovative medicines and medical devices that open new possibilities for better and more efficient care. Attention will also be given to the issue of financial sustainability of the healthcare system, focusing on innovative models of cooperation between the public and private sectors that can strengthen its resilience.
- **Speakers:** Speakers at AmCham conferences are key decision-makers, relevant ministers and senior government representatives, as well as distinguished executives of international and domestic companies. The conference program features representatives from both the private and public sectors through speeches, presentations, and panel discussions.
- **Why sponsor the conference?**
 - ❖ **Influence on Policy:** Access to key decision-makers
 - ❖ **Access to Content:** Promote your brand and key messages
 - ❖ **Networking:** Special opportunities to connect with industry representatives
 - ❖ **Visibility:** Brand exposure to a broader audience through integrated event promotion via AmCham's Newsletter, LinkedIn, website, and leading Croatian media outlets.



Informative Table Card

March 25, 2025 [Conference "Healthcare Trends – Challenges and Opportunities"](#)

Conference

	GOLD SPONSOR	SILVER SPONSOR	SPONSOR
Opportunity to participate in the program as a speaker in a presentation or panel discussion (Gold sponsor has priority in selection)	✓	✓	
Video statement of sponsor representative published on AmCham website and LinkedIn	✓		
Option to pre-submit one question to the panel moderator	✓		
Participation in the development of conference program content	✓		
1 seat at the VIP table	✓		
Free participation for 4 people, guests of the sponsor*	✓		
Company logo on web banner on AmCham home page for period of one month	✓		
Logo on information table card placed on tables	✓		
1/1 page ad or article in the next publication (News&Views or Yearbook) **	✓		
Prominent display of logo during the program through PPT visuals	✓		
Distribution of promotional materials at designated exhibition space (optional)	✓	✓	
Company mention in media promoting the event	✓	✓	✓
Company logo on electronic invitations	✓	✓	✓
Company logo on the event page on AmCham web	✓	✓	✓
Company logo in the News&Views magazine and/or Yearbook	✓	✓	✓
Company logo in the introductory video***	✓	✓	✓
Company mention in social media (LinkedIn)	✓	✓	✓
Company mention in welcome speech	✓	✓	✓
Advertisement (banner) in two editions of the Newsletter	✓		
Advertisement (banner) in one edition of the Newsletter		✓	
	8.000 eur + VAT	4.000 eur + VAT	2.000 eur + VAT

* Applies to company's guests who are not company employees or AmCham members.

** In News&Views magazine / Yearbook.

*** Company's logo in the introductory video is used instead of a roll-up banner.

The listed sponsorship amounts apply only to AmCham members. If interested, higher sponsorship categories than those listed are possible. Use of certain sponsorship benefits is subject to predefined deadlines, which AmCham will communicate in a timely manner.