

# PARTNERSHIP OPPORTUNITIES



[wish.org.qa](http://wish.org.qa)



# WHAT IS THE WORLD INNOVATION SUMMIT FOR HEALTH (WISH)?

WISH is a global healthcare community dedicated to capturing and disseminating the best evidence-based ideas and practices. An initiative of Qatar Foundation (QF), under the patronage of Her Highness Sheikha Moza bint Nasser, QF's Chairperson, the inaugural summit convened in Doha in 2013. WISH 2022 will be the 6th summit to harness the power of innovation to overcome urgent healthcare challenges and inspire other stakeholders to action.



“A healthier world through global collaboration”



# 2022 HEALING THE FUTURE



## Where?

Multaqa, at the heart of  
Qatar Foundation's Education  
City

## When?

4 – 6 October 2022



## What?

**1,400**

in-person delegates

**25,000**

delegates online

200+ speakers

20+ innovators showcased

Panel discussions

Interactive exhibition

Expert talks

Community engagement

Networking

Broadcast-quality hybrid presentations



# WISH TRACKS



## Wellbeing

The healthcare ecosystem affects wellbeing in myriad ways. This track examines how policies aimed at addressing climate change - covering the range from food labelling to patient empowerment - can lead to positive change.



## Disability

Despite much progress, people with disabilities continue to face barriers in all aspects of society. This track explores how we can promote inclusivity to improve health and wellbeing for this population.



## Sports and Health

With the 2022 FIFA World Cup in mind, this track explores the link between sport and health - from the mental and physical health of individuals to health promotion at the population level.



## COVID-19 legacy

With more than two years of experience of dealing with the current coronavirus pandemic, this track takes stock of what we've learned, how health systems have adapted, and how we can build resilience for future shocks.



# WISH AT A GLANCE

## Doha Healthcare Week

An initiative to extend WISH beyond the venue and into the community.



## Speakers and Discussions

Themed sessions that serve as a major platform for key speakers to share their insights.

## Innovation Hub Exhibition Space

The heart of the summit - a place for delegates to engage with and learn about WISH's partner organizations.



## Networking

An abundance of opportunity for WISH participants to grow their professional connections.





# WHO ATTENDS WISH?

## A vibrant mix of local and global healthcare leaders

WISH serves as a great platform to bring together people from all sectors and backgrounds with a single shared focus: healthcare.

The world's leaders in healthcare share their expertise. Healthcare practitioners and patient advocates give their perspective on pressing global health issues.

Innovators showcase their novel ideas and provide insights into how to bridge the gaps in healthcare delivery.

### Top Ten Countries

WISH delegates come from more than 150 countries. The top ten countries from which delegates originate demonstrate the global reach of the summit



Thought Leaders in Healthcare

Innovators and Entrepreneurs

Health Advocates

1. Qatar
2. United Kingdom
3. United States of America
4. China
5. Switzerland
6. India
7. Jordan
8. Canada
9. Germany
10. Kuwait



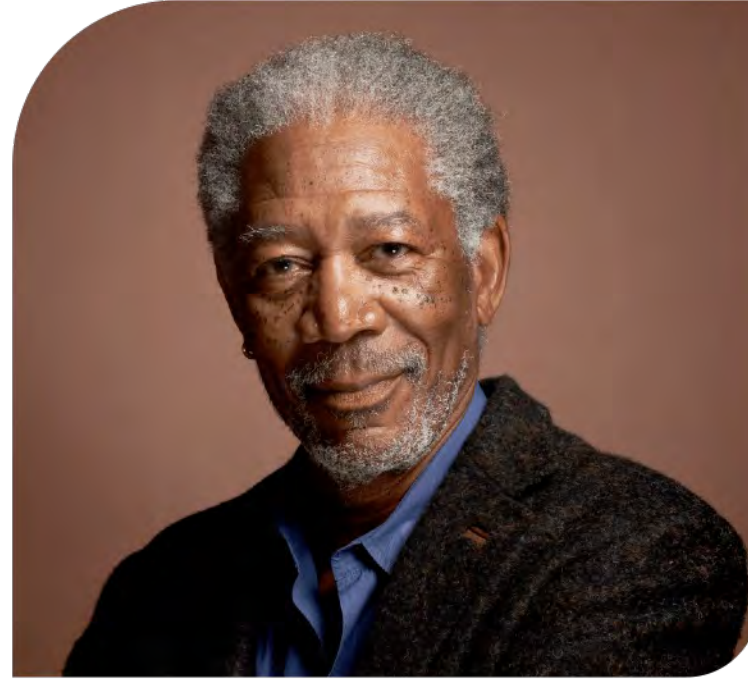
# THOUGHT LEADERS AT WISH



Dr. Tedros Adhanom



Dr. Anthony Fauci



Morgan Freeman



President Jimmy Carter



Michael Phelps



Mary Robinson



Michelle Bachelet



Dr. Hanan Al Kuwari

Since its inception, WISH has welcomed prominent speakers, both from the world of healthcare and beyond.



# WISH HIGHLIGHTS

50  
Reports



200+  
Health Ministers



150+  
Countries



50  
Governments  
(avg. / WISH)



9 Policies  
implemented  
in Qatar alone



75K  
Visitors to Virtual  
WISH 2020





# WHAT'S NEW FOR WISH 2022

## A New Venue



Located at the heart of Education City, the Multaqa building will serve as the home of WISH 2022. With all activities taking place in closely connected areas, delegates have an excellent opportunity to enjoy more of what the summit has to offer.

## A Hybrid WISH



Hybrid WISH features interactive sessions that engage people in the venue and people online (building on the success of a fully virtual WISH 2020, which was watched by more than 70,000 people).





# INNOVATION HUB



## High footfall and delegate engagement

The exhibition space acts as the heart of the summit and is designed to maximize footfall and engagement

## Customizable exhibition spaces

Partners can choose from a pre-designed premium booth or take floor space and work with the WISH team to create a unique area within which to interact with delegates

## More opportunities to partner

Together with the partner exhibitors who will be utilizing physical booth space, this year we will welcome a limited number of sponsors for key zones, activities and themes within the summit.



# INNOVATION HUB



Engage with innovators and entrepreneurs, health advocates and thought leaders in global healthcare shaping the future of global healthcare

. . . . .



Actively participate in panel discussions, expert talks, community engagement and the WISH interactive exhibition

. . . . .



Discuss innovations, research and forward-thinking policies with global healthcare experts, decision-makers, and industry leaders on a personal level

. . . . .



Gain direct access to expertise, guidance, and insights to assist in moving your healthcare agenda forward



Harness actionable insights into the industry's newest advances positively impacting healthcare day after day, and the deep healthcare knowledge provided by leading health advocates

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Inspire other stakeholders to take action through your active contribution to the WISH global healthcare community

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Engage with innovators and entrepreneurs, health advocates and thought leaders in global healthcare shaping the future of global healthcare

.



Effectively showcase your organization's CSR activities





## PARTNERSHIP OPPORTUNITIES

For 2022, WISH offers its valued partners the opportunity to increase their visibility and brand awareness through a variety of options.

### Strategic Partner

As the anchor partner for the overall summit, this sponsorship opportunity offers exclusive benefits, exposure and recognition, as well as opportunities to actively shape the agenda of WISH 2022

### Innovation Partner

Innovation is at the core of WISH. The Innovation Partnership includes supporting WISH's innovation competitions and be the dedicated title sponsor of the WISH Spotlight Stage where innovators get the chance to pitch their ideas

### Exhibition Partner

Engage with delegates through a pre-designed premium booth, or build your own custom booth in a high-visibility space in the Innovation Hub, WISH's vibrant exhibition space which is featured throughout the venue

### Theme Sponsor

WISH 2022 features four central themes: Wellness, Disability, Sport & Health and Lessons from the COVID-19 Pandemic. Dedicated sponsorships for sessions and activities related to one of the main themes offer a unique way to gain visibility at WISH 2022

### Plenary Sponsor

Among other benefits, the dedicated Plenary Sponsor can take advantage of the unique opportunity to host and curate an exclusive session in the conference plenary hall, supported by the WISH team

### Doha Healthcare Week Partner

Partner with WISH to host Doha Healthcare Week, a week packed with community-based events taking place across Qatar's capital city, starting on September 29th

### WISH Studio Partner

WISH will feature a state-of-the-art virtual studio for the main interactive hybrid sessions at WISH, which will be branded with the name of a dedicated partner

### Further Sponsor Opportunities

Sponsorships for additional WISH 2022 elements provide opportunities for more partners to participate in WISH and gain exposure from purpose-built activations and content

- The media wall
- Podcast series
- Gallery space



# STRATEGIC PARTNER

## BENEFITS

1

### Exclusive Partner

As the anchor partner for the overall summit, this sponsorship opportunity offers exclusive benefits, exposure and recognition, as well as opportunities to actively shape the agenda of WISH 2022

- Prominent logo presence on all conference material and inclusion in all WISH communications, plus recognition on the WISH website
- Participation in the WISH 2022 press launch
- Gain exposure for the Strategic Partnership through announcements in the media via a press release and social media posts
- Take advantage of the exclusive opportunity to host a prominent session in one of the main theaters and shape the WISH 2022 agenda, with full support of the WISH content team and the conference organizer
- Premium booth at the WISH interactive exhibition in a highly visible position
- 10 invitations to attend WISH 2022 and access to VIP Lounge (four passes)
- Exclusive top-level networking opportunities and access to the attendee list pre-conference



# STRATEGIC PARTNER





# INNOVATION PARTNER

## BENEFITS

1

### Exclusive Partner

Innovation is at the core of WISH. The Innovation Partnership includes supporting WISH's innovation competitions and being the dedicated title sponsor of the WISH Spotlight Stage where innovators get the chance to pitch their ideas

- Prominent logo presence on all conference material and inclusion in relevant WISH communications, plus recognition on the WISH website
- Gain exposure for the Innovation Partnership through announcements in the media via a press release and social media posts
- Co-branding of promotional material for the WISH innovation competitions as the "WISH 2022 Innovation Partner" (WISH has two innovation competitions - one for start-ups and one for scale-ups)
- Title sponsorship of the innovation stage named the [PARTNER] Innovation Spotlight Stage
- Participation on the judging panel for the two WISH innovation competitions
- Premium booth at WISH 2022
- Six invitations to attend WISH 2022 and access to VIP Lounge (four passes)



# INNOVATION PARTNER



Innovate. Connect. Accelerate.  
Position your logo at the centre of  
the exhibition at the Innovation  
Stage and connect innovators,  
entrepreneurs and investors.



# THEME SPONSOR

## BENEFITS

1

### Partner per WISH theme

WISH 2022 features four central themes: Wellness, Disability, Sport & Health and Lessons from the COVID-19 Pandemic. Dedicated sponsorships for sessions and activities related to one of the main themes offer a unique way to gain visibility at WISH 2022

- Prominent logo presence on all conference material, venue branding and the WISH 2022 website
- Sponsor name and logo presence on screen at the start of each session for your chosen theme (Wellness, Disability, Sport and Health or Lessons from the COVID-19 pandemic)
- Drive the agenda of a dedicated workshop at WISH 2022 for your chosen theme
- Mention by the moderator at the start of each session for your chosen theme
- Six invitations to attend WISH 2022 and access to the VIP lounge



# THEME SPONSOR



Themes make the difference.  
Secure a prominent logo  
placement at the forum of your  
choice to align your business  
motives with your audience.



# PLENARY SPONSOR

## BENEFITS

1

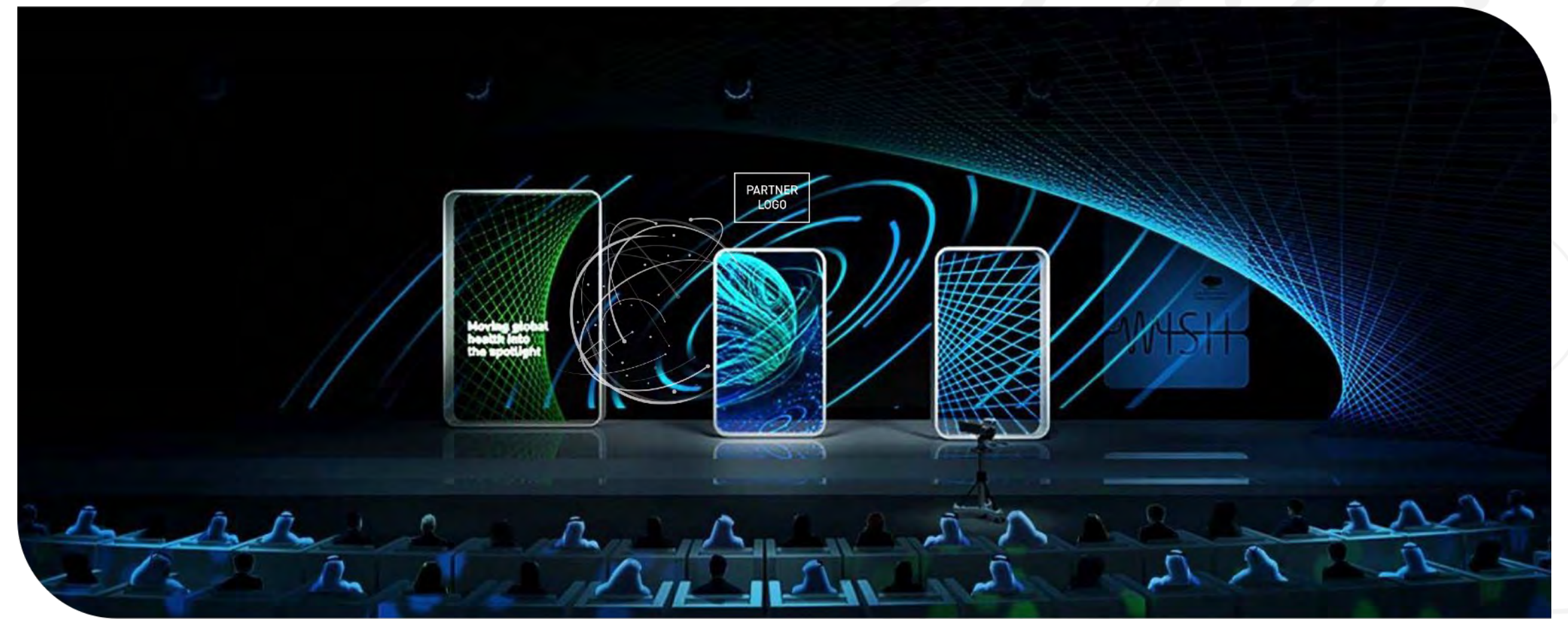
### Exclusive Partner

Among other benefits, the dedicated Plenary Sponsor can take advantage of the unique opportunity to host and curate an exclusive session in the conference plenary hall, supported by the WISH team

- Prominent logo presence on all conference material, venue branding and the WISH 2022 website
- Gain exposure for the Partnership through announcements in the media via press release and social media posts
- Exclusive opportunity to host a major session in the plenary theater, curate the session agenda and speaker selection with full support of the WISH content team and the conference organizer. No other sessions will be scheduled at the same time.
- Six invitations to attend WISH 2022 and access to VIP lounge (four passes)



# PLENARY SPONSOR



Prominent logo placement on screen ensuring maximum exposure to the highest profile and largest audience possible



# EXHIBITION PARTNER

Premium Booth

12

Partners

Engage with delegates through a pre-designed premium booth, in a high-visibility space in the Innovation Hub, WISH's vibrant exhibition space

## BENEFITS

- Prominent logo presence on all conference material, venue branding and the WISH 2022 website
- Six invitations to attend WISH 2022 plus VIP lounge access (two passes)

### Style 1

- Take advantage of a premium booth designed and built by the WISH 2022 conference organizer
- High-visibility space to maximize engagement with delegates
- Influence design elements for the booth according to your requirements

### Style 2

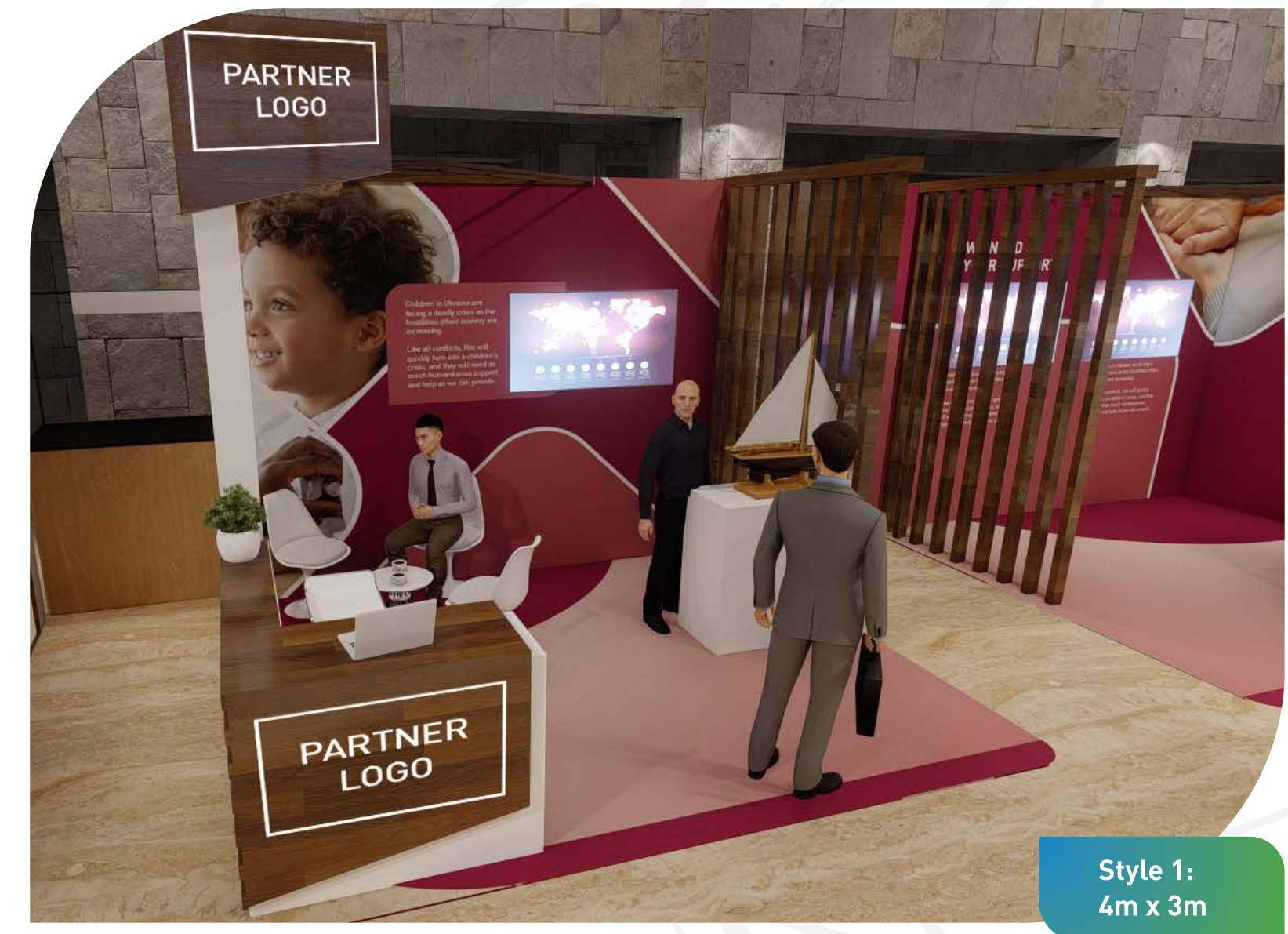
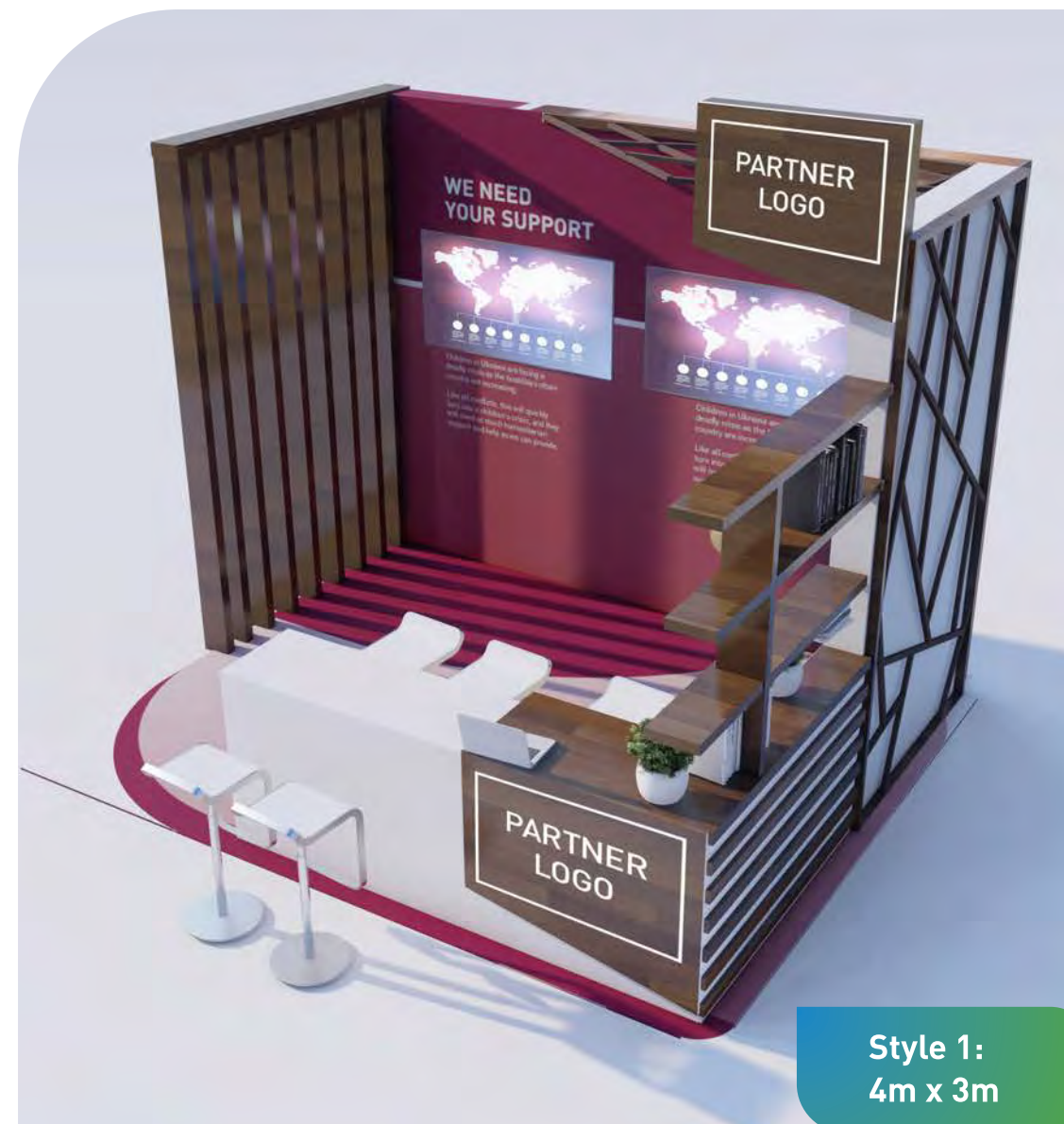
- Utilize a high-visibility exhibition space to create your own custom booth
- Choose your own supplier from a list of recommended companies, or rely on the expertise of the WISH 2022 conference organizer



# EXHIBITION PARTNER Premium Booth

**WISH Exhibitor booths are specially designed to optimize your branding opportunities.**

- Logo placement areas in various locations for maximum exposure
- Options to feature flatscreen LCD TV screen for content
- Optional shelving or display counters to showcase your latest products and materials
- Branded graphics that help tell your story





# DOHA HEALTHCARE WEEK PARTNER

1

## Exclusive Partner

Partner with WISH to host Doha Healthcare Week, a week packed with community-based events taking place across Qatar's capital city, starting on September 29th

## BENEFITS

- Prominent logo presence on all conference material, venue branding and the WISH 2022 website
- Gain exposure for the Doha Healthcare Week Partnership through announcements in the media and social media posts during the conference week as well as highlighting of the partnership during the WISH 2022 closing ceremony
- Co-branding of promotional material for the Doha Healthcare Week as the "Doha Healthcare Week Partner" and on the highlight film presented as part of the WISH 2022 closing ceremony
- Six invitations to attend WISH 2022 and access to VIP lounge (four passes)



# DOHA HEALTHCARE WEEK PARTNER



During the week that culminates in WISH 2022 (from 29 September to 6 October), WISH will host Doha Healthcare Week, working with a range of local and international partners to promote health in the community in an engaging and fun way.

## DOHA HEALTHCARE WEEK



Education City will become Healthcare City and host a range of activities, both public and across its schools and universities.



Msheireb Downtown Doha will provide a second focus area, right in the heart of Qatar's capital.



A series of activities/programs all around Doha will be hosted by a variety of Qatar's leading healthcare champions, both from the healthcare sector and beyond.



# WISH STUDIO PARTNER

## BENEFITS

1

### Exclusive Partner

WISH will feature a state-of-the-art virtual studio for the main interactive hybrid sessions at WISH, which will be branded with the name of a dedicated partner

- Prominent logo presence on all conference material and access to the VIP Lounge (four passes), venue branding and the WISH 2022 website
- Gain exposure for the WISH Studio Partnership through announcements in the media and social media posts during the conference week
- WISH Virtual Studio to be branded as the “[PARTNER] Studio @ WISH”
- The partnership will be announced at the start of each session at the WISH Virtual Studio
- Exclusive opportunity to host a dedicated session and curate the session agenda on a topic of your choice
- Six invitations to attend WISH 2022



# WISH STUDIO PARTNER



Naming rights of the Virtual Studio that features high-profile and high quality discussions taking place among a highly engaged and interactive online and in-person audience.



# WELLNESS LOUNGE

## BENEFITS

1

### Exclusive Partner

The Wellness Lounge @ WISH will be a space that signals to our community that the healthcare system is shifting toward one that is more human, holistic and patient-centered. The Wellness Lounge will provide a beautiful commons area in which visitors can recharge and reboot, while encouraging them to take small steps towards their own wellness and happiness every day.

#### The Wellness Lounge will feature three main components:

- **The Relaxation Lounge**

The Relaxation Lounge is a place to sit, relax and maybe even do some low-key networking. It's more than an out-of-the-way oasis from the chaos – it's a destination for attendees. Place your brand front and center by creating an upscale, relaxing environment that draws people in - all while supporting the wellness mission of the summit.

- **The Massage Zone**

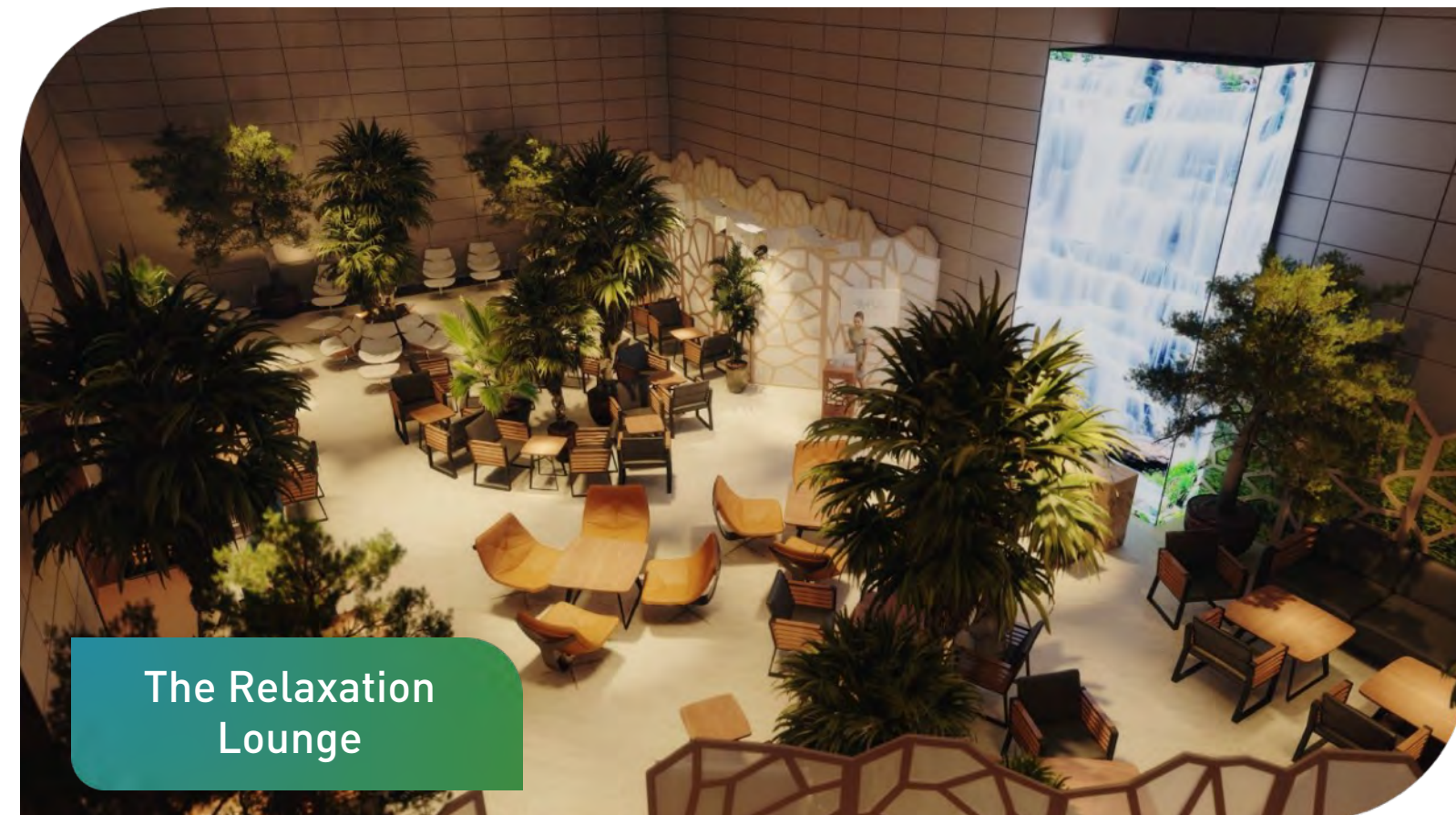
The Massage Zone will encourage attendees to improve their health and wellness through its effects on an individual's physical, mental and social well-being. Showcase your brand in a way that customers can relate to and remember.

- **The Refreshments Zone**

The Refreshments Zone is a place for attendees to revitalize the mind and body, offering comfort, care and refreshments with a multi-sensory experience. Bring your products to life in front of one of the largest health-conscience audiences in the region.



# WELLNESS LOUNGE



The Relaxation  
Lounge



The Refreshment  
Zone



Massage Lounge



The Relaxation  
Lounge



# FURTHER SPONSOR OPPORTUNITIES



## Dedicated Partners

Sponsorships for additional WISH 2022 elements provide opportunities for more partners to participate in WISH and gain exposure from purpose-built activations and content

### The Media Wall

- WISH will feature a large LED media wall broadcasting news of the summit, related social media, and more...
- The Media Wall sponsor will be featured on the media wall itself and embedded in its content (logo presence, custom content)

### Podcast Series

- Podcast Series Sponsors will be named as hosts of the dedicated sessions delivered from the purpose-built WISH podcast studio
- Logo presence on the outside of the studio itself provide additional visibility

### Podcast Series

- The WISH gallery space will showcase healthcare-themed fine art and photography, offering the WISH Gallery Space sponsor the opportunity to gain exposure through a dedicated activation combining art, creativity and healthcare





**Nick Bradshaw**  
Director of Partnerships and Outreach

@ nbradshaw@qf.org.qa

+974 550 56 082

**Aljawhra Al Mana**  
Special Projects Manager

@ aalmana@qf.org.qa

+974 777 60 077

