



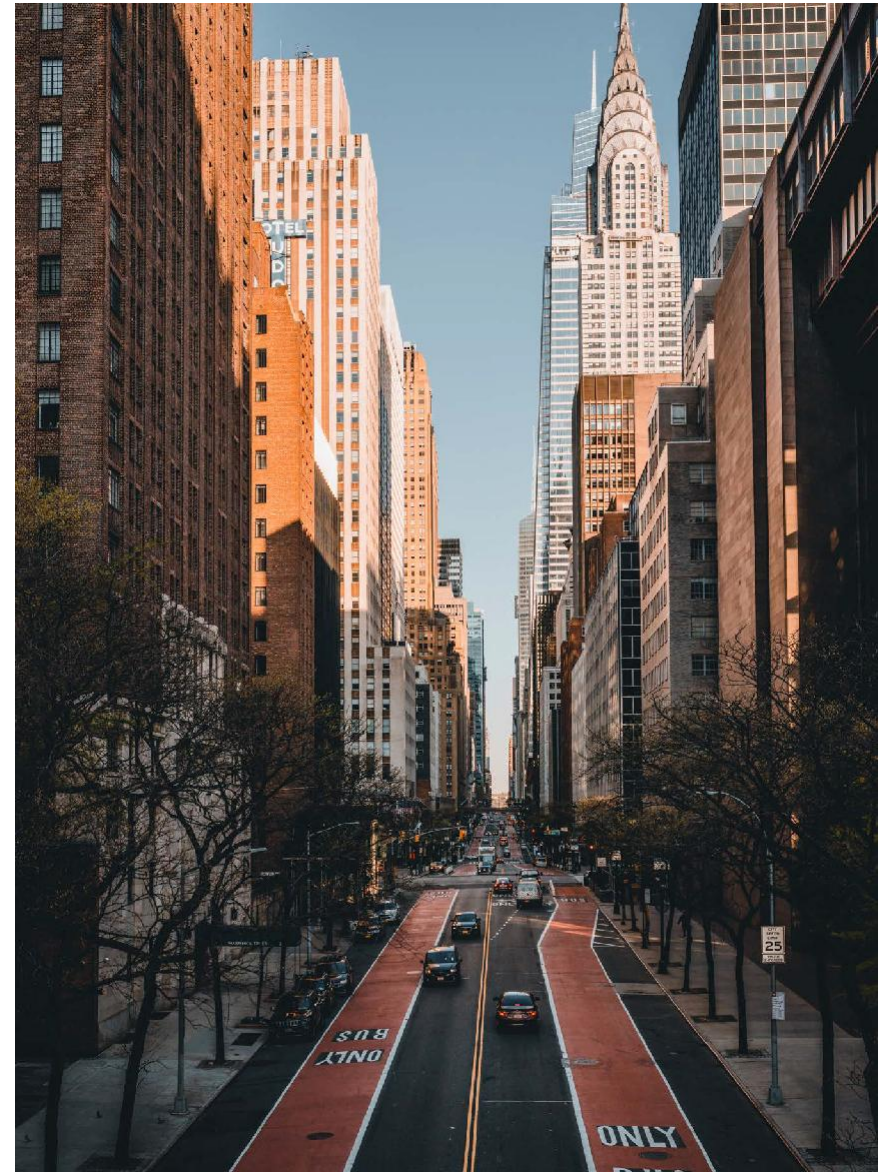
GS1 Global Healthcare Conference

2-5 November 2026
Boston, Massachusetts, USA

Sponsoring programme 2026



Conference location: **Boston, Massachusetts, USA (in-person)**



What's in it for you?

Purpose

Bringing together senior leaders from across the global healthcare ecosystem to explore how healthcare systems are evolving in an increasingly digital, data-driven and interconnected world.

Focus areas

- Digitalisation of healthcare systems
- Future of data sharing and interoperability
- Harmonisation of global regulations to support safe, efficient and resilient healthcare delivery



What makes this conference different?

A trusted multi-stakeholder forum designed to move **from strategy to execution**, equipping participants with practical insights, partnerships and actions applicable within their organisations and regions.

What participants can expect?

- Strategic perspectives from senior leaders and regulators
- Thematic breakout discussions on priority challenges
- Cross-regional peer learning and collaboration
- Real-world implementation examples and innovation showcases



Conference format

This conference is designed as a **four-day immersive journey** that brings strategy to life: connecting visionary thinking, peer-to-peer exchange, and real-world innovation.

2 November

Off-site: Standards in action

Kick off the conference with exclusive hospital visits to see GS1 standards supporting safety, traceability, and efficiency in real care settings, and exchange directly with healthcare professionals.

3 & 4 November

On-site: Inspire, Connect, Align

The first two days set the stage for impact, bringing the community together around shared priorities and future direction:

High-level plenary sessions to shape the strategic vision and spark inspiration

Interactive breakout sessions focused on real use cases, challenges, and actionable solutions

A vibrant, collaborative setting purpose-built to encourage dialogue, networking, and visibility

5 November

Off-site: Experience innovation firsthand

On the third day, the experience moves again beyond the conference venue. Participants step into the field with an exclusive off-site immersion, visiting **leading innovation ecosystems** to see innovation in action and gain tangible insights into what's next.



Sponsors and partners from previous editions

From global pharmaceutical leaders to specialised healthcare technology providers, sponsors & partners have helped shape meaningful industry discussions, strengthen ecosystem collaboration, and support the exchange of real-world implementation experiences across the healthcare community.

Their active participation not only enhanced the overall attendee experience, but also delivered strong visibility, valuable industry connections, and meaningful engagement demonstrating the value of sponsorship as a catalyst for collaboration and impact.

We invite you to be part of the GS1 Global Healthcare Conference 2026 in Boston and join a global community driving the future of safer, more connected healthcare systems.



ANTARES VISION
GROUP

AS ARVATO
SYSTEMS

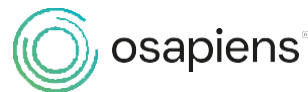


Dynamsoft™



Johnson & Johnson

MERCK



REA
PRINT | APPLY | VERIFY



SYNCHCOR
Data Synchronization, Regulatory Compliance Success.



VISIOTT



WIPOTEC



Conference agenda

Discover the GS1 Global Healthcare Conference 2026 in Boston, featuring a dynamic programme of expert-led plenary sessions, real-world implementation case studies, interactive discussions, and forward-looking perspectives on the future of healthcare transformation.

Connect with global healthcare leaders, explore innovative solutions, and gain practical insights designed to drive safer, more connected, and more resilient healthcare systems.

Check the conference programme today* and discover the sessions, speakers, and experiences currently planned across the four-day event.

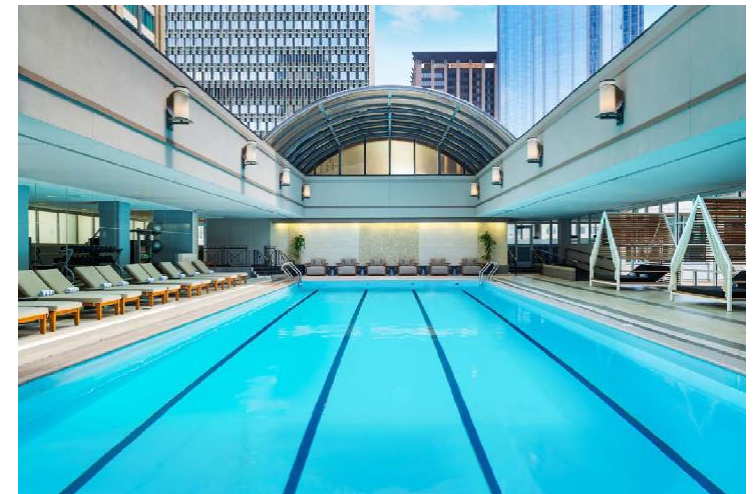


[Access the full conference programme](#)



* Please note that the conference programme is continuously evolving and will be progressively enriched over the coming months as additional sessions, speakers, site visits, and special activities are confirmed.

Conference venue: Sheraton Boston hotel



Sponsorship opportunities

Partner with the GS1 Global Healthcare Conference

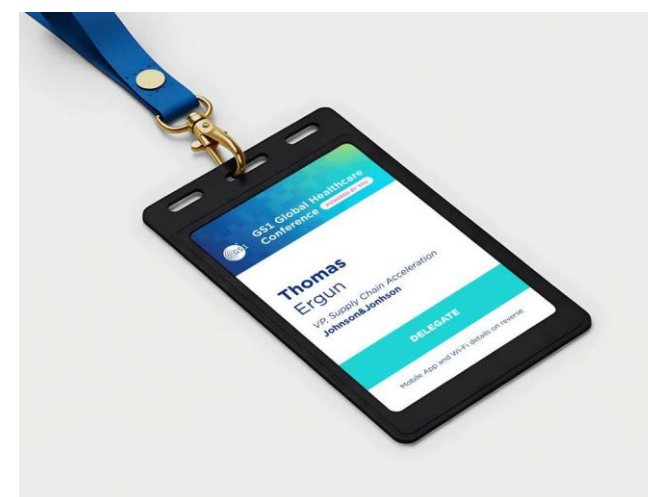
**Connect with global healthcare leaders, innovators,
and decision-makers across the healthcare ecosystem**

Headline conference Sponsor

Starting from \$49,000

This **premier sponsorship package** delivers maximum visibility, executive-level engagement, strategic brand positioning, and high-impact networking opportunities, aligning your brand with innovation and leadership across the healthcare ecosystem.

Premium branding (online & on-site)	
Pre-conference	Custom sponsor spotlight assets for use across sponsor social media channels
	Brand placement on registration page
	Opt-in lead generation via registration
	Visibility on event website
	Inclusion in pre-event newsletters (12k+ contacts)
During the conference	Branding on on-site signage
	Visibility within the event app
	Access to networking & 1:1 meetings via app
	A dedicated episode featured on our podcast channel, SCAN/STORIES, broadcast during the conference and amplified again post-event across GS1 channels
	Exclusive logo placement on attendee badges
	1 x Moderated panel opportunity
	1 x Insights Lab session with 2 x filmed VoxPod interviews
	Exclusive 5-minute speaking opportunity during the Day 2 cocktail reception
Post-conference	Brand placement during breaks & lunches (2 days)
	4 x complimentary conference passes & networking dinner invitations
	Recognition in post-event newsletters & website communications (12 k+ contacts)
GS1 Global Healthcare member	USD \$49,000
Non-members	USD \$56,000



Associate Sponsor

(Available for sectoral and federations)

Starting from \$3,500

Strengthen your organisation's visibility by showcasing your brand, mission, and contribution to the global healthcare community.

Gain recognition as an official Associate Partner of the conference and align your organisation with key discussions shaping the future of healthcare.



Innovation Sponsor

Starting from \$4,500

Showcase your organisation and innovative projects through featured live VoxPod interviews available throughout the conference.

Highlight your expertise, share insights, and increase visibility among participants through engaging, accessible video content captured during the event.



Official **charity** run/walk Sponsor

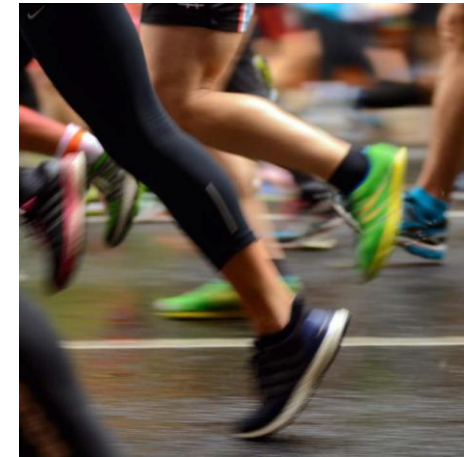
Starting from \$4,500

Get your organisation moving: sponsor our **Charity Run/Walk**

Engage with participants in a dynamic and energising way during our exciting 3-mile Charity Run/Walk.

This unique sponsorship opportunity allows your organisation to connect with the global healthcare community in an active, informal, and memorable setting, promoting wellness, networking, and community engagement.

Position your brand at the centre of an experience that brings people together beyond the conference environment, while supporting a fun and impactful initiative.



Badges Sponsor

Starting from of \$6,000

Elevate your organisation's visibility by featuring your logo on the front of attendee badges.

SOLD OUT!



Breakout session Sponsor

Starting from \$7,000

Showcase your organisation's expertise by sponsoring a breakout session.

Align your brand with key discussions, demonstrate thought leadership, and engage directly with participants around some of healthcare's most relevant and timely topics.



Wrap-up video Sponsor

Starting from \$7,000

Increase your brand visibility in the official post-event highlight video

Position your brand within the conference's official highlight video, capturing the most impactful moments, key insights, and energy from the week.

Amplified across GS1 Global Healthcare communication channels, reaching a combined audience of more than 75,000 followers, subscribers, and industry contacts, the video provides extended visibility and association with a global community of healthcare leaders, innovators, and decision-makers.

View highlights from previous conferences:

São Paulo 2023

Brussels 2025



Wi-Fi Sponsor

Starting from \$9,900

Position your brand at the centre of the attendee experience by sponsoring the conference Wi-Fi network.

Your organisation's name will be featured as the official Wi-Fi network, with branding displayed on participant badges and attendees redirected to your company landing page upon connection.



Break & lunch Sponsor

Starting from \$9,900

Increase your brand visibility during some of the conference's highest-attended networking moments, including breakfast, coffee breaks, and lunch each day.

Your organisation's branding will be prominently featured across a range of on-site promotional materials throughout these key gathering moments.



Welcome reception Sponsor

Starting from \$11,500

Partner with us to officially welcome participants to the GS1 Global Healthcare Conference and position your brand at the centre of the opening networking experience.

This sponsorship includes prominent visibility during the two-hours Welcome Reception on Day 1, along with a 5-minute opportunity to introduce your organisation as part of the official welcome remarks.

Your brand and promotional materials will be prominently displayed across multiple screens, maximising visibility and audience exposure.

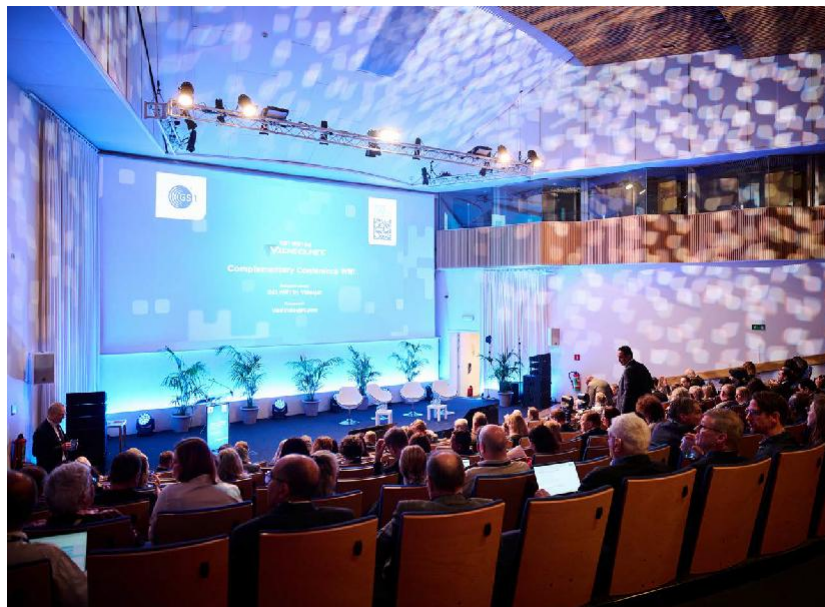


Insights lab Sponsor

Starting from \$11,500

Position your organisation as a thought leader by hosting a 10-minute educational session on the main stage.

These featured sessions will take place during the networking luncheons on Tuesday and Wednesday, providing a valuable opportunity to share insights, showcase innovation, and engage directly with conference participants.



Sponsorship benefits

Sponsorship options Number available	Associate sponsor unlimited	Innovation sponsor unlimited	Official Charity Run/Walk sponsor 1/1	Badges sponsor 0/1	Breakout sponsor 5/8	Wrap-up video sponsor 0/1	Wi-Fi sponsor 1/1	Break & Lunch sponsor 2/2	Welcome to Boston sponsor 2/2	Insights lab sponsor 6/6
Brand placement on registration page				✓	✓	✓	✓	✓	✓	✓
Opt-in lead generation via registration				✓	✓	✓	✓	✓	✓	✓
Sponsor spotlight on GS1 Healthcare social media					✓	✓	✓	✓	✓	✓
Podcast episode on SCAN/STORIES and filmed VoxPod		✓			✓	✓	✓	✓	✓	✓
Visibility of event website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Listing on event app and push notification promotion	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Branding across on-site signage & photo opportunities	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Access to networking & 1:1 meetings via app	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Pre and post event exposure in newsletter/ website (7k+ contacts)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Complimentary pass	1	1	1	1	1	1	1	2	2	2
GS1 global healthcare member in USD	\$3,500	\$4,500	\$4,500	\$6,000	\$7,000	\$7,000	\$9,900	\$9,900	\$11,500	\$11,500
Non members in USD	\$4,000	\$5,200	\$5,200	\$6,900	\$7,900	\$7,900	\$11,385	\$11,385	\$13,300	\$13,300
Additional daily pass	Upon enquiry									



Request a customised package

Sophie Molle

Director Healthcare Strategic Partnerships

GS1 Global Office

Avenue Louise 523
1050 Brussels, Belgium

+32 (0) 499 922 780

sophie.molle@gs1.org

www.gs1.org

For more information:

GS1 Global Healthcare Conference