



World Hospital Congress sponsorship opportunities now open

15 August 2017

A unique opportunity to promote products and services to the world's hospital and healthcare leaders was launched today with the release of the sponsorship and exhibition prospectus for the 2018 World Hospital Congress.

'The Australian Healthcare and Hospitals Association (AHHA) is honoured to have been selected to host the World Hospital Congress in 2018, and is pleased to extend the opportunities to capitalise on this great event to a broad range of hospital suppliers', Chief Executive Alison Verhoeven said today.

The World Hospital Congress of the International Hospital Federation (IHF) dates back to 1929, when it was first held in Atlantic City, USA.

It is a unique global forum for exchanging and promoting knowledge, expertise and experiences in health sector management and service delivery.

The 42nd World Hospital Congress will be held from 10 to 12 October 2018 at the Brisbane Convention and Exhibition Centre. It is expected to attract around 2,000 leaders of key national and international hospital and healthcare organisations to discuss drivers of healthcare policy, financial trends and solutions, as well as best-practice hospital and healthcare management and service delivery.

'Congress delegates will include hospital CEOs, executives and senior managers, along with senior health and government officials—which makes it an ideal opportunity to reach motivated, engaged health sector leaders from Australia and around the world', said Ms Verhoeven.

'The Congress was last held in Australia in 1997 when it attracted over 1,300 delegates and 80 speakers. After a 20-year break, Australia is excited to welcome the world back to learn from our international colleagues, showcase our own innovative health system, and provide opportunities for a wide range of organisations to make valuable connections', Ms Verhoeven said.

Organisations interested in taking advantage of this once-in-20-year opportunity are invited to view the sponsorship prospectus online at www.hospitalcongress2018.com.

For more information on the AHHA, visit <http://ahha.asn.au>.

The Australian Healthcare and Hospitals Association is the national peak body for public and not-for-profit hospitals, community and primary healthcare services, and advocates for universal, high quality and affordable healthcare to benefit the whole community.

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