



GLOBAL MED BRANDS

Congress and Exhibition

Marketing & Branding in Healthcare

Barcelona, Spain | May 13 -15, 2026

Organized by:



HEALTH TOURISM DEVELOPMENT
CENTER OF ISLAMIC COUNTRIES

www.htdcenter.com/gmb



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ABOUT EVENT

The **Health Tourism Development Center of Islamic Countries (HTDC)**, in collaboration with leading international health and health tourism associations, proudly presents Global Med Brands 2026 the event in the healthcare industry dedicated exclusively to marketing and branding. Taking place from **May 13-15, 2026**, in **Barcelona, Spain**, this landmark Congress and Exhibition will bring together top healthcare brands, industry leaders, and branding experts from around the globe to explore innovative ways to expand healthcare's global influence.

Global Med Brands 2026 will serve as a vital platform for sharing transformative ideas, enabling attendees to learn directly from the experiences of marketing directors from renowned hospitals and healthcare centers worldwide. Specialized panels, workshops, and networking sessions with world-class branding and marketing experts will provide participants with actionable strategies for developing successful healthcare brands and advancing the health tourism industry.

A dedicated exhibition will showcase cutting-edge products, services, and digital tools tailored specifically for healthcare branding and marketing, creating an unmatched opportunity for hospitals, clinics, and healthcare providers to engage with top global brands. This event fosters a unique space for building strategic partnerships, gaining insights from industry leaders, and accessing resources to grow healthcare brands on the world stage.

Join us at Global Med Brands 2026 more than just an event, it's a movement to redefine how healthcare and health tourism brands connect with the world.



**HEALTH TOURISM DEVELOPMENT
CENTER OF ISLAMIC COUNTRIES**

ABOUT ORGANIZER

The **Health Tourism Development Center of Islamic Countries (HTDC)** is a non-governmental organization founded in 2015, dedicated to advancing the health tourism industry and showcasing the unique capabilities of countries.

HTDC strives to enhance the quality of related health and wellness tourism services, foster knowledge exchange, and build robust networks among key stakeholders across nations. Through its affiliated centers and companies, HTDC implements a wide range of programs and initiatives designed to promote best practices, strengthen industry collaboration and relationships, and drive sustainable growth.

By fostering effective partnerships and creating opportunities for mutual benefit, HTDC is committed to shaping a thriving health tourism ecosystem that delivers value for all participants and members while contributing to the global success of the industry.

Website: www.htdcenter.com | Email: Event@htdcenter.com



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WHERE?

La Llotja de Mar, Barcelona, Spain

ABOUT THE **VENUE**

Located in the vibrant heart of Barcelona, **La Llotja de Mar** is one of the city's most iconic and historic buildings. With its grand halls, exquisite Gothic architecture, and versatile spaces, the venue offers a sophisticated and elegant setting that beautifully combines culture, history, and modern event facilities.

From the Golden Hall and Plenary Hall to the Central Courtyard and Staircase of Honor, every corner of this venue reflects Barcelona's rich heritage, while its advanced technical infrastructure makes it an ideal location for conferences, congresses, exhibitions, and international events.

Thanks to its prestigious historical status, La Llotja de Mar has a long-standing history of hosting leading global brands, demonstrating its credibility and capability for high-profile international events.

For Global Med Brands 2026, the venue combines historic grandeur, modern amenities, and a central location in Barcelona to provide an exceptional setting for gathering leading brands in healthcare and medical tourism, ensuring a professional, impactful, and memorable experience for all participants.





WHO SHOULD **ATTEND?**

Target Audiences

- Hospitals, Clinics, and Medical Centers
- Wellness Centers and SPAs
- Healthcare and Medical Tourism Organizations
- Health Tourism Companies and Agents
- Innovative and Med-Tech Companies
- Marketing and Branding Solution Providers





EVENT PROGRAMS & SESSIONS

at a glance

Keynote Speeches



Award Ceremony



Panels & Workshops



Sideline Exhibition



Business Networking



Medical Center Visits





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WHEN?

Date: May 13 – 15, 2026

May 13

Opening Ceremony + Award Ceremony
Workshop
In Person Panels
Sideline Exhibition

May 14

In Person Panels
Sideline Exhibition
Gala Dinner & Networking (private)

May 15

Visits to prominent hospitals, clinics, medical
centers and institutions in Barcelona



PROGRAMS & SIDELINE EVENTS

OPENING CEREMONY

- May 13 | 10:00 to 12:00**
Opening + Keynote Speeches + Award Ceremony

WORKSHOP (in-person)

- May 13 | 15:30 to 17:30**
Doctor As A Brand

DISCUSSION PANELS (in-person)

- May 13 | 14:00 to 15:00**
Panel: #1: Emerging Destinations in Medical & Wellness Tourism
- May 14 | 10:00 to 11:00**
Panel: #2: Strategic Collaboration with Influencers
- May 14 | 11:30 to 12:30**
Panel: #3: Digital Marketing in Health Tourism
- May 14 | 14:00 to 15:00**
Panel: #4: Requirements for Collaboration with Patient Referral
Departments of Ministry of Health
- May 14 | 15:30 to 16:30**
Panel: #5: The Future of Healthcare Marketing

GALA DINNER & NETWORKING

- May 14 | 19:00 to 22:00**
Gala Dinner and Networking (for VIPs and Exhibitor Representatives)

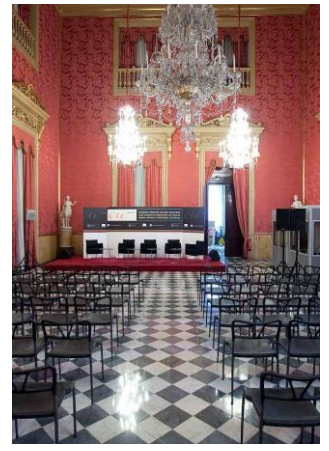
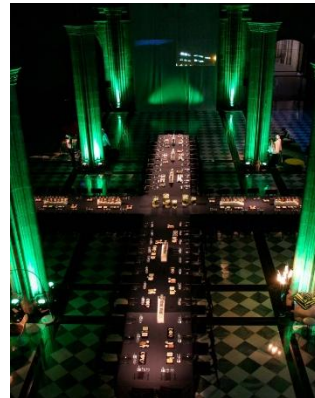


EXHIBITION

SIDELINE EXHIBITION

Venue: Galeri Hall, La Llotja de Mar

May 13 – 14, 2026 | 10:00 to 17:00



Price: 6,000 € / stand

NOTES

- By Receiving a Stand, you will be getting to 1 VIP Pass & 1 Standard Pass
- Special offers available for HTDC members
 - Blue member: 10% discount
 - Gold members: 20% discount
 - Platinum members: 30% discount

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ACCESS PASS

TYPES OF PARTICIPATION PASSES

| ITEM | STANDARD | VIP |
|---|----------------|----------------|
| Exhibition zone access | ✓ | ✓ |
| Online Discussion panels & workshops | ✓ | ✓ |
| Opening ceremony access | ✓ | ✓ |
| Discussion panels & workshops (in-person) | × | ✓ |
| Hospital & medical center visits (May 15) | × | ✓ |
| Certification of attendance (e-certificate) | × | ✓ |
| VIP Seat at the Opening ceremony | × | ✓ |
| Gala dinner & networking session | × | ✓ |
| Fee (Euro – Tax Excluded) | 1,900 € | 3,000 € |

NOTE: All the applicants need to register online to get desired Passes

SPECIAL OFFERS FOR HTDC MEMBERS

Blue member: 1 Free Standard Pass + 10% discount for extra
 Gold members: 1 Free VIP Pass + 20% discount for extra
 Platinum members: 2 Free VIP Passes + 30% discount for extra
 3 Night Accommodation (for 1 person)



SPONSORSHIP OPPORTUNITIES

| ITEMS | SILVER | Gold |
|--|-----------------|-----------------|
| Sponsor logo at posters, invitations, website and the event reports | ✓ | ✓ |
| Certificate of appreciation and event trophy at the Opening ceremony | ✓ | ✓ |
| Speech opportunity at the discussion panel (by organizer approval) | ✓ | ✓ |
| Playing promotional video clip during the event Opening ceremony | up to 2 min. | up to 2 min. |
| Playing promotional video clip at 1 discussion panel | up to 2 min. | up to 2 min. |
| Free stand at the sideline exhibition | 2 stands | 5 stands |
| VIP Pass | 3x Passes | 10x Passes |
| Speech opportunity at the event Opening ceremony | × | up to 5 min. |
| Promotional gifts at the participants` packages | × | ✓ |
| Allocating a dedicated discussion panel for the sponsor (subject to organizer approval) | × | ✓ |
| Organizing participant visits to local sponsor locations | × | ✓ |
| 3 night accommodation in Barcelona for up to 3 guests + 3 Round trip Ticket (applicable to non-local sponsors) | × | ✓ |
| Fee (Euro – Tax Excluded+) | 30.000 € | 70.000 € |

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