

11TH INTERNATIONAL TRACHEOSTOMY SYMPOSIUM

Collaborate | Innovate | Excel

Fall 2027 | Virtual



2027

INDUSTRY SPONSORSHIP &
EXHIBITOR OPPORTUNITIES

About GTC

The Global Tracheostomy Collaborative (GTC) is an international, multidisciplinary quality improvement organization dedicated to improving the care, safety, and quality of life of individuals with tracheostomies worldwide.

GTC partners with hospitals, clinicians, and patients and families to share best practices, implement evidence-based care protocols, and use data to drive measurable improvements in tracheostomy outcomes globally.

GTC advances its mission through:

QUALITY IMPROVEMENT: A secure, benchmarked outcomes database and evidence-based interventions that drive measurable reductions in complications.

EDUCATION: Webinars, toolkits, and the Tracheotomy education module curriculum for multidisciplinary tracheostomy teams.

COLLABORATION: A global, multidisciplinary community of hospitals, clinicians, and patient/family advocates sharing best practice.

PATIENT & FAMILY VOICE: Direct engagement with individuals living with a tracheostomy and their caregivers.

Who Attends

- » Otolaryngologists & pulmonologists
- » Critical care & ICU physicians
- » Nurses & respiratory therapists
- » Speech-language pathologists
- » Researchers & quality improvement leaders
- » Patients, families & caregivers
- » Hospital administrators & trainees

FALL

2027
MEETING

100%

VIRTUAL
FORMAT

8,000

MEMBERS
WORLDWIDE

Why Partner with GTC?

- » **Global, Multidisciplinary Audience:** Reach physicians, nurses, therapists, and patient/family advocates united around tracheostomy care.
- » **Year-Round Visibility:** Sponsorship extends beyond the meeting through Tracheostomy Care Education Modules, journal advertising, webinars, and a full-year website presence.
- » **Quality-Improvement Focus:** Align your brand with an organization driving measurable, data-backed improvements in patient safety.
- » **Virtual, Global Scale:** Our fully virtual fall meeting removes geographic barriers and puts your brand in front of an international audience.

Sponsorship Packages

	Gold \$2,000	Silver \$1,500	Bronze \$1,000
EXHIBIT & RECOGNITION			
Virtual booth	✓	✓	✓
Company logo on conference page	✓	✓	✓
Verbal recognition from podium	✓	✓	
Social media recognition	✓	✓	
Registrations included — All Access <i>Additional Registrations \$100 each</i>	3	2	1
DIGITAL & MARKETING			
Website advertising <i>One-year placement</i>	✓	✓	
Logo & link on conference website	✓	✓	✓
Eblast to membership	✓		
Pre & post-event attendee list	✓	✓	✓

Non-Meeting Visibility Opportunities

Extend your partnership beyond the annual meeting with year-round exposure to GTC's global network of clinicians, hospitals, and patient advocates. Individual items are available to all sponsors and exhibitors.

Tracheostomy Care Education Module Sponsorship <i>(Exclusive Sponsor)</i>	Sponsor one of GTC's Trach (Tracheostomy Care) education Sponsor one of GTC's tracheostomy care education modules, featuring expert-developed modules designed to support best practices in tracheostomy care that are available worldwide to multidisciplinary care teams, along with people with a tracheostomy, their families and caregivers.	\$5,000
Journal Advertising	Advertise in <i>Tracheostomy</i> , GTC's peer-reviewed journal on cutting-edge tracheostomy research and care, distributed free and open-access to clinicians, researchers, and quality-improvement leaders around the world.	\$1,000
Webinar Sponsorship	Brand recognition and a speaking opportunity on a GTC educational webinar, distributed to the global membership and archived on-demand.	\$1,250
Website Advertising (standalone) <i>(Exclusive Sponsor)</i>	Ad placement on globaltrach.org for a full year, available independent of sponsorship tier.	\$1,000
Product Theater	A dedicated session to showcase your product or technology directly to attendees. Offered as a paid add-on, subject to venue/format availability.	TBD
Sponsored Break	Brand visibility during a scheduled meeting break. Offered as a paid add-on, subject to venue/format availability.	TBD

Secure Your Partnership

Partner with GTC to connect with a global, multidisciplinary community of clinicians, hospitals, and patient advocates advancing tracheostomy care — and with our fully virtual fall format, that reach extends worldwide.

Sponsorship availability is limited and offered on a first-come, first-served basis. We encourage early commitment to secure preferred placement and maximum visibility ahead of the meeting.



Key Dates

- » **Conference Dates:** Fall 2027
(specific dates TBD)
- » **Sponsorship Materials Deadline:** TBD



Contact Us

- » **Rosaleen Tully**
Vice President of Strategic Partnerships
- » rosaleen@affinity-strategies.com

