

hlth.

Market connect

programme

How to Book Your Meetings

Amsterdam | June 15 – 18, 2026

Building meaningful connections between solution providers and key decision-makers throughout the health ecosystem



Key Dates

Here are the key milestones for the Market Connect programme. Please take a moment to note these dates to ensure a smooth and successful experience.

- **14 May:** Matchmaking webinar → watch it [here](#)
- **18 May:** Matchmaking opens for Sponsors
- **20 May:** Matchmaking opens for Buyers
- **18 May – 14 June:** Schedule 1:1 meetings
- **15–18 June:** HLTH Europe 2026
- **16–17 June:** Market Connect meetings take place in the Market Connect Lounge on the Show Floor
- **23 June:** Platinum Participant stipend details emailed to qualified participants
- **17 July:** Deadline to submit payment details for the stipend
- **31 July:** Platinum Participant stipends issued

Key Times

Market Connect meetings will take place in the dedicated Market Connect Lounge on the following dates and times at HLTH Europe:

Tuesday, 16 June

9am - 12pm & 2:40pm - 4:40pm

Wednesday, 17 June

9am - 12pm & 2pm - 4pm

[**View Market Connect Lounge location**](#)



Accessing the Market Connect Platform

The Market Connect Platform opens on 20 May. You'll receive an email on this day inviting you to start your meeting selections. You can also access the platform [here](#) using your HLTH ID credentials to log in.

To refresh your memory on how to maximise your experience in Market Connect, check out our tutorial webinar [here](#).



How to Schedule Your Meetings

We know HLTH Europe can feel like a lot to take in, with so much happening at once. With more sponsors than ever in Market Connect, we want to help you make the most of your time. To support you, we've put together a few practical tips to guide you through scheduling your meetings, whether this is your first time or you've joined us before.

- **Make a plan.** It's important to identify what your target solution providers are. Are you looking for a particular solution, do you have a problem that needs fixing, or are you exploring to see what's new in the healthcare industry? These are all important questions to ask before you start selecting your meetings.

To help you navigate the Market Connect platform, we've created a series of filters that will help you identify the right sponsors for you.

How to Schedule Your Meetings

- **Be open-minded.** Although you've made a plan, it's important to remember you don't know what you don't know. Sponsors, whom you haven't considered, may see that they can help you based on the info you have provided. We suggest devoting 70% of your meetings to sponsors who can directly help you achieve your goals for Market Connect. The remaining 30% try engaging with sponsors whom you may not have considered but are offering an enticing solution.
- **Set aside time to schedule these meetings alongside your other attending colleagues.** If you attend Market Connect with colleagues, try to work out what sponsors you each want to meet and who would be better meeting certain sponsors. By doing this, you'll avoid duplicating any meetings and you'll have a more efficient on-site experience.

How to Schedule Your Meetings

- **Review all meeting requests.** Sponsors get access to the Market Connect platform two days before you do. When you come into the platform on May 20, you should have some pending meeting requests waiting for you. The temptation here would be to accept them all. We recommend reviewing these invites to be sure they align with your goals.
- **Try to book your meetings within the first 10 days of the Market Connect platform being open.** Don't rush and accept the first 6 meeting requests that land in your inbox, but equally don't wait until the last minute. As we get closer to HLTH Europe, sponsors' schedules will get booked up, so you will find it harder to secure your required 6 meetings. Try to book the majority of your meetings in the first 10 days of matchmaking, then you can spend the remainder of your time reviewing your meetings and sending more requests if needed.

How to Schedule Your Meetings

- **It's a two-way street.** You must be proactive to secure your meetings; don't expect sponsors to do all the work. To get to your meeting goal, we recommend sending 3-4x the number of invites out to be sure you'll have enough meetings. Find the sponsors you want to meet with by using the key keyword search feature and filters, and send them meeting requests. Add a personal message to your request telling them why you want to meet them. Requests with messages do better than requests without them!
- **It's OK to decline meeting requests.** Being ghosted is never fun. If you get meeting requests that aren't right for you, simply decline them. In fact, we encourage you to do this. A sponsor might be waiting for you to respond before they move forward with sending other invites, so the kindest thing to do is decline any requests that aren't right for you.
- **Be available.** There are approximately 40 available meeting slots across the two days of Market Connect. Whilst we don't suggest you take 30 back-to-back meetings, the more available you are to take meetings, the easier you will find it to secure meetings. You'll be able to set your schedule availability as one of the first steps when you login into the Market Connect platform.

How to Schedule Your Meetings

- **Do your research.** Everyone agrees it's really annoying when you meet someone and they clearly haven't done their research on you. Spend some time learning a bit about the sponsor - this will make for a more productive use of the 15-minute meeting time slots.
- **Prepare your questions.** You only have 15 minutes, so keep in mind what the key topics are that you want to share. Remember, each meeting is designed for you as an intro to evaluate whether or not there is a mutual interest to move the conversation forward and see if the sponsor aligns with your priorities.
- **Share contact details!** This is very important as we don't share your contact info. We recommend starting the meeting by doing this, as the time goes by quickly. Especially if the meeting was good and you want to schedule a follow-up, sharing contact details is a must! You can bring a business card, write down your contact info or scan the sponsor's QR code on their badge that has their contact details saved for you.
- **Make every meeting count.** Don't forget to rate each one! Your feedback helps us measure the quality of connections and improve future experiences.

Check List

Don't forget these items when you take your meetings:

- Pen, taking notes is a must
- Notebook, your pen needs a friend
- Notes, you've spent all that time doing research
- Tablet, if you're don't like pen & paper, you can bring a tablet or laptop, but bear in mind we don't have power sockets
- Phone, to scan badges so you can collect contact details
- Water, talking is thirsty work! We will have coffee/tea/water and light refreshments in the Market Connect Lounge, waiting for you
- Comfy shoes, you are going to do a lot of walking, the last thing you want to be dealing with is blisters



Not to Miss

HLTH Europe has so much exciting content and activities outside of your participation in Market Connect. We have lots of great networking events in the evening hours as well. We hope you will find the opportunity to attend as many as possible; they are all expertly designed for you to meet like-minded peers, relax, and have fun! Check out the full agenda for HLTH Europe [here](#).

Here are a few of the opportunities we think you'll like:

Welcome reception @ HLTH Beach
Mon, 15 June 5:45 PM - 7:45 PM Strandzuid

BLK @ HLTH
Tue, 16 June 5:45 PM - 6:45 PM

Muppies @ HLTH
Tue, 16 June 5:45 PM - 6:45 PM

Pride @ HLTH
Tue, 16 June 5:45 PM - 6:45 PM

Women's networking reception
Tue, 16 June 5:45 PM - 6:45 PM

HLTHbite
Wed, 17 June 6:30 PM - 10:30 PM

Platinum Participant Stipend Option

You are only required to attend 6 Market Connect meetings.

If you'd like to take a few more meetings, you will earn Platinum status! By doing so and taking 12 or more Market Connect meetings, you earn a €750 stipend paid post-event. After HLTH Europe, we'll send an email to all Platinum participants who have taken 12+ meetings with details on how to receive the stipend.



FAQs

Q. When does matchmaking start?

A. The Market Connect platform will open on Wednesday, 20 May.

Q. I've lost my "HLTH Europe 2026 Market Connect platform is LIVE" invite. How do I log in to begin scheduling my meetings?

You can log in to the Market Connect Platform via [this link](#).

A. Please note you will not be able to log in until the Market Connect Platform opens on 20 May.

FAQs

Q. Is the Market Connect Platform separate from the HLTH Europe event app?

A. Yes, the HLTH Europe event app contains all of the information you need to attend HLTH Europe - including your badge. The Market Connect Platform is a separate platform where you will schedule your Market Connect meetings.

Note: You'll be able to download the HLTH Europe event app from your respective app store on 2 June, you'll also receive an email notifying you about this.

FAQs

Q. How many Market Connect meetings can I take?

A. Your requirement for participating in Market Connect is 6 meetings, to achieve Platinum status & claim the €750 stipend, you'll need to take 12+ meetings.

Q. How many meeting requests can I send?

A. We suggest you send 3-4 times the number of meeting requests to the number of meetings you wish to take, e.g. if you just want to take 6 meetings, aim to send 18-24 meeting requests; if you want to take 12 meetings, aim to send 36-48 meeting requests.

FAQs

Q. Am I expected to make any purchase of any of the products or services sponsors are offering me?

A. No, your only obligation in Market Connect is to meet with your scheduled sponsors.

Q. Can I bring a colleague to my meetings?

A. No, all Market Connect meetings are designed to be 1:1. However, you can invite your colleagues to attend and participate in Market Connect, and you can share the application link with them [here](#).

FAQs

Q. Can I reschedule a meeting?

A. Absolutely, head to the My Schedule section of the Market Connect platform and then find the meeting you want to reschedule; press the reschedule button, and then you'll be able to move the meeting to a new time.

Q. Can I cancel meetings?

A. Yes, if you head to the My Schedule section of the Market Connect platform and find the meeting you want to cancel, press the cancel button to remove it. Please note you should only cancel a meeting if you can no longer attend it.

FAQs

Q. Can I book more meetings on-site?

A. Yes, the platform will remain open throughout the duration of HLTH Europe, so you can schedule more meetings onsite if you'd like.

Q. Can I view my Market Connect meetings in the HLTH Europe event app?

A. Yes (sort of), your full Market Connect schedule won't be visible in the schedule section of the HLTH Europe event app. However, in the app, you can directly access the Market Connect platform by selecting the Market Connect button on your home screen.

FAQs

Q. Can I sync my meetings with my personal calendar?

A. No, because the platform remains open throughout the duration of HLTH Europe, you cannot sync it to your personal calendar. You can access your calendar at any point by logging in to the Market Connect platform.

Q. If a sponsor is a no-show at a meeting, what happens?

A. We track meeting attendance, and if a sponsor doesn't show up to a meeting but you do, you will be marked as Present and the sponsor as a No Show. Because you were present at the meeting, this will count as one of your 6 meetings.

FAQs

Q. I missed a meeting with a sponsor. What happens now?

A. If you miss a meeting, you can reschedule it. Head to the My Schedule section of the Market Connect platform, find the meeting you want to reschedule, then press the reschedule button, and then you'll be able to move the meeting to a new time.

Q. Can I meet a sponsor outside of Market Connect?

A. All Market Connect meetings must take place in the Market Connect Lounge. Once you've taken your initial 15-minute meeting, you can then meet the sponsor outside of Market Connect.

FAQs

Q. I've been invited to take my meetings at the sponsor booth. Is that allowed?

A. No, a sponsor shouldn't be asking you to take your Market Connect meeting at the booth. Meetings that take place outside of the Market Connect Lounge won't count towards your 6 required meetings.

Q. Can I explore the show floor & attend a content session?

A. Yes, absolutely! You have full control of your schedule and are free to explore the show floor and attend any content sessions you like.

FAQs

Q. How do I claim the stipend?

A.

You must attend 12 or more Market Connect meetings in the Market Connect Lounge at HLTH Europe. Post-event, the Market Connect team will contact all individuals who have taken 12+ meetings and provide information on how to claim the stipend.

Q. Do you share contact details with sponsors?

A.

No, we don't share your contact details. We encourage you to share your contact details with sponsors during your meeting so you can follow up as needed. You can easily share contact details by scanning the QR code on your badges.

FAQs

Q. How are the meetings tracked?

A. Members of the HLTH Europe event team will be in the Market Connect Lounge meeting area silently checking everyone in and monitoring attendance at the beginning of each meeting time slot.

Q. What do I do if I have a question or issue on-site?

A. If you have an issue relating to Market Connect, please share this with a member of the team who will be located at the front reception desk in the Market Connect Lounge.

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If you have any questions about Market Connect, please contact the team at connect@europe.hlth.com