

# HealthTech Showroom Participation Guidelines

Organised by



The Participation Guidelines outlines the **rules for application and participation** in the **HealthTech Showroom**, an activity promoted within the scope of the DigiHealthPT.

**DigiHealthPT** is the Portuguese Digital Innovation Hub, which offers services at discounted prices to support the development of digital solutions in the Health Sector, addressing emergent needs of SMEs and public organisations. The Health Cluster Portugal (HCP) coordinates the Hub.

The HealthTech Showroom is part of the **Innovating Health Together Conference**, which is organised by HCP and will occur on **28 and 29 October 2025** at Super Bock Arena Congress Center, in Porto.

## A. Eligible Participants and DigiHealthPT Conditions

1. The HealthTech Showroom is open to applicants meeting the following criteria:
  - a. Be formally registered as a small or medium-sized enterprise (SME);
  - b. Be a startup according to the following criteria:
    - i. Established less than 5 years ago (in 2020 or later);
    - ii. Annual revenues under €1M;
    - iii. Less than 10 employees.
  - c. Eligibility for support by DigiHealthPT:
    - i. Being legally incorporated and established in an EU Member State;
    - ii. Qualify as an SME according to the EU definition (Commission Recommendation 2003/361/EC);
    - iii. Have received state aid that does not exceed €220,000.00 per company over 3 years (Article 28 of the GBER).
  - d. Alignment of the technological solution with the DigiHealthPT's priority areas (SmartHealth and eHealth).
  
2. The HealthTech Showroom is a networking service provided under the scope of the DigiHealthPT. The costs of participation for startups are as follows:

Entity	Service Price (EUR)*	Discount **	Participation Cost*
Portuguese Startup	€250 - €300	100%	€57.5 - €69 (which corresponds to the applicable VAT - 23% of the service price)
Non-Portuguese Startup	€250 - €300	Not applicable	€250 - €300

\* Final values will be confirmed after the total number of participating startups is determined.

\*\* The discount is considered state aid under the GBER, provided under the DigiHealthPT.

## B. Participation Conditions for the HealthTech Showroom

3. Applications must be submitted via this [registration form](#).
4. The application has no costs. If selected and willing to participate, the startup will have to pay the applicable participation cost (see table above).
5. The application period runs from **29 May** to **05 September 2025**.
6. Only applications submitted through the registration form and within the deadline will be considered. All required fields must be completed with accurate and valid information.
7. Registration for the Innovating Health Together Conference is mandatory for participating startups.

## C. Selection Process

8. A limited number of startups will be selected by the event organisers, based on the eligibility criteria outlined in Point 1 of this Participation Guidelines.

9. Applicants, whether accepted or not, will be notified of the selection results via email, sent to the address provided in the registration form by 12 September 2025. Selected startups must confirm their participation in the HealthTech Showroom by 26 September 2025.

10. Selected startups will receive relevant information to ensure effective participation in the HealthTech Showroom.

#### D. HealthTech Showroom Exhibition

11. Selected startups will have the opportunity to showcase their digital product(s) and/or service(s) during the two days of the Innovating Health Conference. Each startup may exhibit more than one product or service.

12. Each startup will be provided with an individual exhibition area, which includes a table, chair, and identification element. Additional promotional or engagement materials (e.g.: roll-ups, brochures, prototypes) may be displayed within the allocated area (approximately 2x1.5 meters).

13. The assignment of exhibition areas will be determined randomly by the organising team.

14. Each selected startup could participate in dynamic activities, including a 60-second pitch and live product demos. Each startup will receive 3 complimentary Conference tickets.

#### E. Final Provisions

15. The HealthTech Showroom is organised and conducted in accordance with HCP's Privacy and Data Protection Policy, available [here](#). Each startup permit to share their submitted information with potential partners.

16. The organising team reserves the right to amend this document at any instance to improve the experience of applicant and participants startups, without prior notice. Any changes will be communicated via email or through the official channels of the Conference

For further information, please contact:

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