



# KAMTOUR

## Institutional Sponsorship & Verification Prospectus

### Executive Summary

The Korea–America MedTour Association, Ltd., KAMTOUR, is a United States–based independent, non-governmental standards and convening organization focused on strengthening institutional trust in cross-border healthcare between the United States and the Republic of Korea.

In cross-border healthcare markets, clinical capability alone is insufficient to secure confidence among U.S. stakeholders. Institutional transparency, governance alignment, and credible U.S.-based context are often decisive factors in building trust — particularly when engaging foreign healthcare institutions and cross-border platforms.

KAMTOUR provides event organization, sponsorship coordination, and promotional services for healthcare institutions and industry partners within a structured, standards-based framework.

The Sponsorship & Verification Framework provides two distinct avenues for participation:

#### **1. Institutional Event Sponsorship**

Structured visibility within a governance-focused ecosystem, offering platform access, thought leadership opportunities, and U.S.-based institutional positioning.

#### **2. KAMTOUR Verified™ Designation**

An independent, application-based standards recognition program evaluating governance, compliance posture, transparency, and ethical engagement practices.

These pathways are contractually distinct to preserve neutrality and program integrity.

# Next Steps

Interested organizations may:

1. Submit an organizational profile
2. Indicate sponsorship tier (if applicable)
3. Apply for KAMTOUR Verified™ designation (optional)
4. Participate in an alignment meeting
5. Execute formal agreements

Participation placements are limited to preserve institutional balance.

For more information, please contact:

Korea-America MedTour Association, Ltd. (KAMTOUR)

[events@kamtour.org](mailto:events@kamtour.org)

<https://kamtour.org/about-us/#LeadershipandBoard>

<https://kamtour.org/kamtour-verified/>