

 **Health 2012**
Innovating Health e-Care
Vancouver, BC | May 27-30, 2012



Canada's Only National e-Health Conference



May 27 - 30, 2012

Vancouver Convention Centre

Vancouver, British Columbia, Canada

**Sponsorship & Exhibitor
Invitation**



About Innovating Health e-Care

We are expecting over 1500 registrants in Vancouver for Canada's only national e-Health Conference!

Canada's e-Health leaders from May 27th to May 30th 2012 will be focused on the latest innovations in e-Health through a dynamic program directed by the following tracks:

- Designing to Connect Care
- Delivering Solutions
- Demonstrating Value

The core learning objectives include:

- Identify how innovative models and solutions are supporting care integration across the health system
- Describe how innovations are optimizing clinical outcomes
- Describe the impact of innovations on patients, providers, and the health care system
- Identify how innovations are harnessing the power of information and knowledge management
- Identify the implications of innovative solutions for health policy, planning, and governance
- Describe the potential applicability of proven technology innovations from other industry to health care
- Describe solutions that support movement of health care information across the health care continuum (e.g. primary to acute to community, acute to long-term care)
- Identify strategies that are advancing readiness and capacity for the adoption of solutions by providers and consumers
- Describe and demonstrate the needed evolution of health informatics roles in the context of pervasive technology
- Describe potential approaches to the demonstration of value for money for ICT investments
- Describe innovative international models and approaches to care
- Identify effective vendor-customer partnerships to improve or enhance solution design, implementation or evaluation

Conference Co-Hosts

Canada Health Infoway (Infoway) is an independent, not-for-profit organization funded by the federal government. *Infoway* jointly invests with every province and territory to accelerate the development and adoption of information and communications technology projects in Canada. Fully respecting patient confidentiality, these secure systems will provide clinicians and patients with the information they need to better support safe care decisions and manage their own health. Accessing this vital information quickly will help foster a more modern and sustainable health care system for all Canadians. For more information about Canada's efforts to implement information and communications technologies for health care, visit www.infoway-inforoute.ca.

The Canadian Institute for Health Information (CIHI) collects and analyzes information on health and health care in Canada and makes it publicly available. Canada's federal, provincial and territorial governments created CIHI as a not-for-profit, independent organization dedicated to forging a common approach to Canadian health information. CIHI's goal: to provide timely, accurate and comparable information. CIHI's data and reports inform health policies, support the effective delivery of health services and raise awareness among Canadians of the factors that contribute to good health. For more information, visit the CIHI website at www.cihi.ca.

COACH: Canada's Health Informatics Association is the voice of health informatics (HI) in Canada promoting the adoption, practice and professionalism of HI. COACH provides access to the diverse community of accomplished, influential professionals who work passionately to make a difference in health informatics (HI) – the intersection of clinical, IM/IT and management practices as a critical enabler to modernize and better Canadian healthcare. Our 1,500+ members are dedicated to realizing their full potential as professionals and advancing HI. COACH embraces these goals and provides access to the information, talent, credentials, recognition and programs needed for HI in Canada. COACH offers a broad range of services for networking, forums, information and best practice sharing, peer awards, national conferences and professional development, including specialized career resources and the CPHIMS-CA professional certification. For more information, visit www.coachorg.com.

What's New

In keeping with our theme for 2012 the exhibit hall in the Vancouver Convention Centre East Wing will be referred to as the **"INNOVATION CENTRE."** Our **CENTRE** will include the following features:

- Exhibition Booths
- The Interoperability & Innovation Showcase
- A Presentation Theatre for the use of Showcase sponsors and Conference vendors
- E-Poster stations will be installed on the exhibit floor allowing delegates to review posters in an electronic and interactive format
- Food and beverage stations located throughout the exhibit area
- WIFI access throughout the hall
- Breakfasts, refreshment breaks and Lunches in the Innovation Centre
- Internet Café stations located throughout the floor area located in the Networking Lounges
- Monday Evening Reception
- Tuesday afternoon wine and cheese and lucky draws

Back for 2012

- Larger rooms for Sponsor Symposia
- Regardless of registration date, Exhibitors and Sponsors receive the delegate Early Bird rate until May 30, 2012
- Sunday Welcome Reception in the Ocean View Suites of the Pan Pacific Hotel
- Tuesday evening dinner returning to the stunning Ballroom of the West Wing of the Convention Centre overlooking the North Shore Mountains and Coal Harbour
- Tuesday evening feature will include a dance band in the same format as 2010!



Sponsorship Opportunities & Benefits

Benefits	Diamond \$40,000	Gold \$30,000	Silver \$18,000	Bronze \$13,000	Friends of e-Health \$5,000
Two (2) 10' x 10' Exhibit Spaces	X	X			
Single 10' x 10' Exhibit Space			X	X	
Priority Exhibit Space for 2013	1 st	2 nd	3 rd		
Complimentary Full Registration(s)	5	4	3	2	1
Innovation Centre Only passes	4	4	2	2	
Logo on Delegate Bags OR Lanyards	X				
Exclusive Sponsorship of One of the Following:					
- Introduction of Speaker at Keynotes and Plenary Sessions (5 available)		X			
- Welcome Reception		X			
- Communications Cafés (2 available)		X			
- Pocket Program		X			
- Monday Exhibitor Reception		X			
- Tuesday Evening Event - Dinner Dance		X			
- Wednesday Lunch		X			
Exclusive Sponsorship of One of the Following:					
- Tuesday Afternoon Plenary			X		
- Fun Run			X		
- e-Posters			X		
- Delegate Note Pads			X		
- Conference Lunch in Exhibit Hall (2 available)			X		
- Tuesday Afternoon Exhibitor Reception			X		
Exclusive Sponsor of One of the Following:					
- Conference Refreshment Break (3 available)				X	
- Conference Breakfast May 28 th or May 29 th				X	
Entitlements					
Visual and Verbal Recognition in Plenary Sessions	X	X	X	X	
Sponsor Symposia	X	X			
Logo on Welcome Page of Website	X	X			
Logo on Sponsor Page of Website	X	X	X	X	X
Logo in 'What's New' Section of Website	X	X			
Link from Conference Website to Sponsors Website	X	X	X		
Logo on Onsite Signage	X	X	X	X	X
Delegate Kit Insert	X	X	X	X	
Onsite Final Program Ad Space	Full Page	Full Page	Half Page	Quarter Page	Business Card Size

Sponsorship Marketing

The key conference marketing materials include the Website and the Final Program. Sponsor logos will appear at the beginning of presentations along with verbal acknowledgement, ad space and onsite signage. The promotional materials present an opportunity for sponsors to increase their profile to the entire prospect list of participants and attendees.

Access to delegates in advance of the Conference will be available for sponsors through the new website icon "What's New." In addition, sponsors will be sent lists of delegates who register early and "opt-in" to receive promotion material. The Sponsor Symposium sessions on May 28th and May 29th are undoubtedly a great way to engage with your key on site delegate targets.

Description of Sponsorship Recognition Items

Exhibit Space

The Exhibit Hall will be a prominent meeting place for food and beverage functions, Presentation Theatre and Networking Lounges. Delegates will have an opportunity each day to visit the exhibitors who are involved with the health informatics industry. With each of the sponsorship levels, Diamond, Gold, Silver or Bronze, you will receive a preferred location on the floor to showcase your products and services.

Complimentary Registration(s)

A full registration entitles the sponsor to all conference plenary and concurrent sessions, social events, breakfasts, lunches and breaks. Complimentary full registrations are issued according to the following chart:

Sponsorship Level	# of Full Registrations
Diamond	Five (5) Full Registrations
Gold	Four (4) Full Registrations
Silver	Three (3) Full Registrations
Bronze	Two (2) Full Registrations
Friends of e-Health	One (1) Full Registration

Conference Symposia

Diamond and Gold sponsors have the right to conduct their own Symposium session. These sponsors fully control the agenda of these sessions. The Symposia will be advertised in the Final Program and take place on May 28th from 10:30 am to 11:30 am and May 29th from 10 am to 11 am. No other conference education programs will take place during this time period. The exhibit floor will be open at 10 am each day. Lunch will be served at 11:30 am on May 28th and 12:30 pm on May 29th.

Exclusive Recognition at Breakfasts, Lunches and Refreshment Breaks

Breakfasts and lunches, along with refreshment breaks will be included in the registration fees and all delegates will be welcome. Historically, these food and beverage functions have been a great opportunity for networking and have been well attended. This opportunity will provide sponsors with a very visible, high profile presence with all participants. The sponsor's name and logo will be prominently displayed in the Exhibit Hall, print materials and all food and beverage stations.

Visual & Verbal Recognition in Plenary Sessions

The logos of companies sponsoring the conference will be shown before the beginning of each plenary session and verbal acknowledgement will be given at the conference opening and closing ceremonies.

Logo and Link Included on the Conference Website and in Print Materials

Your logo will be included on the official conference website as well as in the final program. Since the key services for delegates such as conference registration, hotel registration and abstract submission details are on-line, sponsors can count on extensive visibility and recognition of their association with the conference.

Logo on Signage at the Conference and its Venues

Your organization's logo will be included on sponsor signage and for exclusive items as per your sponsorship agreement, your logo will be featured on its own with recognition of a specific sponsorship area.

Insert in Delegate Kits

You will be able to include company or organization material produced at your cost in the delegate kits distributed to each participant upon registration.

Ad Space in Onsite Final Program

Ad space is available for various sponsorship levels. You will be asked to provide the print ready version of an ad that you would like to include in the conference program.

Sponsorship Procedures

Confirmation

- Upon approval of application, written confirmation of sponsorship level, accompanying benefits, booth assignment, invoice for payment and all necessary information will be provided by the Conference Secretariat.
- Should you require additional exhibit space, other than what was originally applied for and allocated please advise the Conference Secretariat immediately. Any further sum owing is payable upon commitment.

Payment Conditions

- Invoices issued are payable in full upon receipt.
- Acceptable form of payment is:
 - Credit Card – Visa, MasterCard and Amex only
 - Company Cheques, wire transfers and bank drafts issued in **Canadian dollars only** and made payable to the Conference Secretariat:

e-Health 2012, c/o Advance Group Conference Management Inc.

101 – 1444 Alberni Street

Vancouver, BC, Canada V6G 2Z4

Booking Policies

- **Sponsorship & Booth Confirmation** – We are unable to confirm assignment and confirmation until we are in receipt of FULL PAYMENT. Upon acceptance and approval of an application for sponsorship, assignment of booth space and confirmation of sponsorship details will be confirmed in writing by the Conference Secretariat.
- The signature of an authorized signing authority is required from all sponsors and exhibitors and is considered binding for all terms and conditions of exhibiting.
- While all efforts will be made to accommodate a requested exhibit space location, the Conference Secretariat reserves the right to accept or reject an application and to assign the applicant Sponsor/Exhibitor another space with the full understanding that if this space is not accepted by the Sponsor/Exhibitor within fourteen (14) days of notification, payment for space will be refunded in full without interest, prejudice or any further recourse.

- **Payment Requirements** – All payments required in Canadian Funds only and must accompany your application.

Cheques and Bank Drafts should be payable to:

e-Health 2012, c/o Advance Group

101 – 1444 Alberni Street

Vancouver, BC

Canada V6G 2Z4

Cancellation Policy

- On or before February 3, 2012 50% refund
- On or after February 4, 2012 No refund - 100% non refundable
- Cancellations will be refunded in the form of payment was made under the rules and conditions of eligibility to sponsors.
- Should more exhibit space than was originally applied for be required and the Conference Secretariat is able to allocate additional space, the additional sum owing shall be payable upon receipt.

Summary of Key Dates

February 4 to May 30	No booth space payments refunded--100% non refundable
April 20	2012 Exhibit Equipment & Services forms completed and returned
May 27	Exhibit Move In 9:00 am to 5:00 pm
May 28	Exhibit Hall Open 10:00 am to 7:00 pm
May 29	Exhibit Hall Open 8:00 am to 3:30 pm
May 29	Exhibit Move Out 4:00 pm to midnight

These exhibit hall hours are subject to change upon notice to the Exhibitor by the Conference Secretariat.

Eligibility to Sponsor & Exhibit

The e-Health 2012 Steering Committee through its Conference Secretariat, in its sole discretion will determine the eligibility of any applicant to sponsor and exhibit at the conference and the suitability for display of each product or service the Sponsor or Exhibitor intends to display at the Exhibition. The decision of the Conference Secretariat will be final and binding on the Sponsor or Exhibitor as the case may be. For the information of Sponsors, the Conference Secretariat may apply the following factors in determining whether or not to accept applications from Sponsors or Exhibitors:

- Technical and scientific documentation may be required for products or services not regulated by Canadian Government Agencies
- The Conference Secretariat may decline sponsor and exhibit space, discontinue any promotion, wholly or in part, that in its opinion is not in keeping with the character and purposes of e-Health 2012: Innovating Health e-Care

Fees for Exhibit Space

(Not included in Sponsorship Packages.)

	Early Bird Deadline February 3, 2012	Regular Fee February 4, 2012 to May 20, 2012
Single Space - 10 x 10	\$2,500.00	\$2,700.00
Single Corner - 10 x 10	\$2,900.00	\$3,100.00
Double Space - 10 x 20	\$4,800.00	\$5,000.00
Double Corner - 10 x 20	\$5,300.00	\$5,500.00
Quad Space - 20 x 20	\$8,500.00	\$8,800.00
Quad Island - 20 x 20	\$9,500.00	\$9,800.00

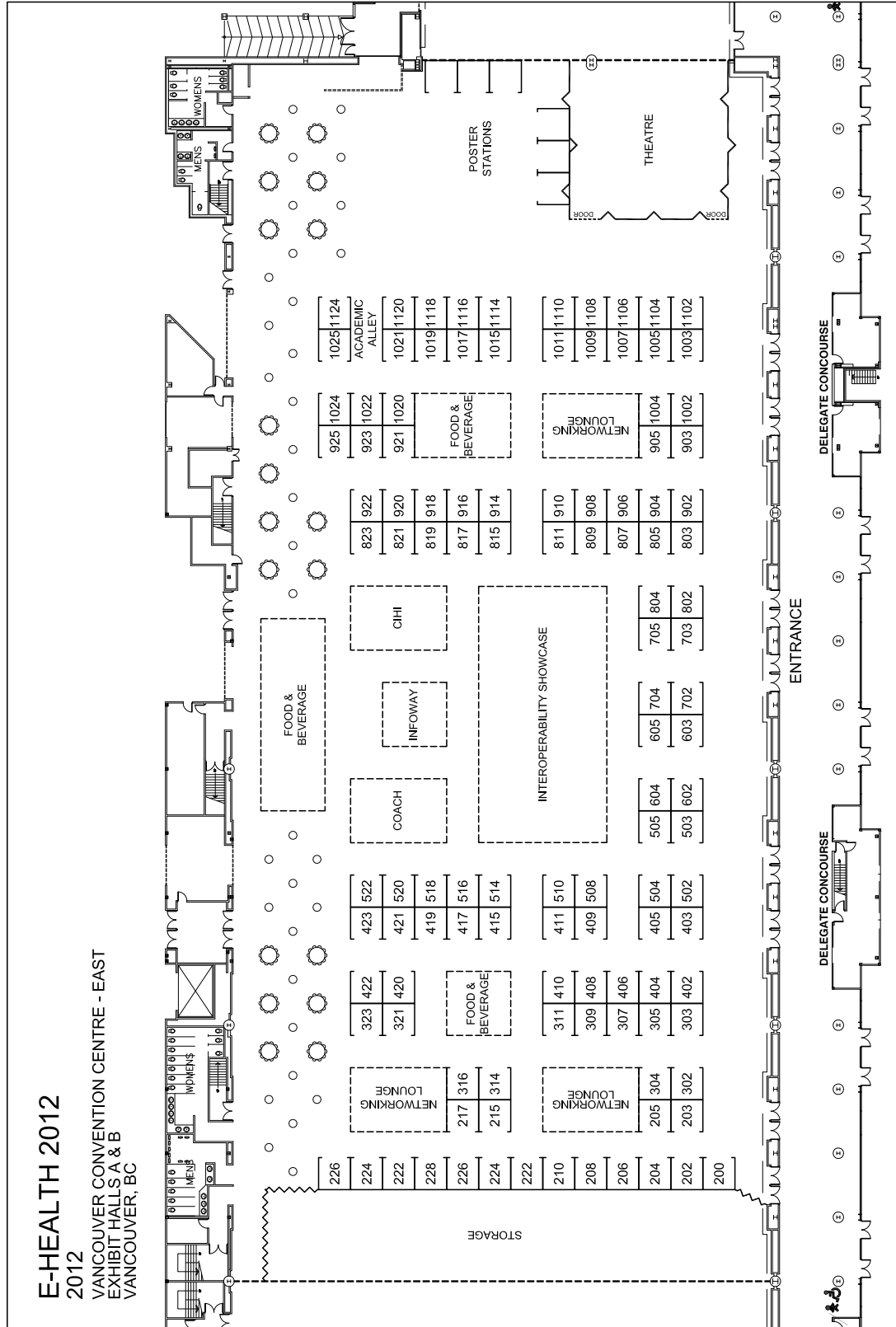
12% HST is not included in Booth Rental Fees and will be added to the final invoice.
Cancellation Policy:
 On or before February 3, 2012 – 50% Refund
 On or after February 4, 2012 – No refund, 100% Non-refundable

Standard Exhibit Booth Rental Includes:

- One 10' x 10' pipe and drape booth
- One 6' x 2' skirted table and 2 fabric chairs
- 8' high back wall, stepping down to 3' high side wings (royal blue in color)
- Set-up and dismantling of the standard booth described above
- One company sign booth header panel (22 characters maximum – no logos)
- One waste basket
- Overnight security in the exhibit area for the duration of the move-in/move-out
- Daily vacuuming of aisles and general housekeeping of the exhibit common areas.
Note: It is the exhibitor's responsibility to keep and maintain each exhibit space and paths thereof in a clean, dust-free and orderly fashion for the duration of the show.
- General show lighting for all the event areas
- A company listing in the Conference Program
- Access to all Conference Plenary sessions
- Conference Registration:
 - Two Innovation Centre only (Exhibit Hall) passes per 10' x 10' booth space
 - All complimentary registrations must be registered online by May 21, 2012. No complimentary registration will be accepted on-site.
 - Additional registrations can be purchased according to the rates listed below. Please be reminded that there is no increase in fee for full delegate registrations after the Early Bird deadline!

Full Conference	Fee
Sponsor/Exhibitor (Additional COACH Member)	\$940.00 CDN
Sponsor/Exhibitor (Additional Non Member)	\$1,150.00 CDN
Exhibitor Area Only (Additional)	\$300.00 CDN

Exhibit Floor Plan



Interoperability & Innovation Showcase

The 2012 Showcase will be the demonstration centre for:

- Clinical use and benefits of connected e-Health systems and solutions
- The breadth and adoption of interoperability standards
- Innovative solutions for information exchange

New Showcase Vendor Opportunities

(as approved by the Showcase Steering Committee)

Showcase Leader **\$13,000 Fee (plus HST)**

The designation of Showcase Leader will be available to companies participating in the Showcase and wishing to have the following benefits:

- A one hour presentation on either Monday or Tuesday in the Showcase Theatre
- Recognition on the e-Health Conference website as a Showcase Leader
- Recognition in the Showcase Bulletin as a Showcase Leader
- Right to a one page article in the COACH Central Conference news edition
- Right to host a customer tour of the Showcase
- One complimentary full Conference Registration
- Three complimentary Innovation Centre Only Registrations

Showcase Adopter **\$8,000 Fee (plus HST)**

The designation of Showcase Adopter will be available to companies participating in the Showcase and wishing to have the following benefits:

- A 30 minute presentation on either Monday or Tuesday in the Showcase Theatre
- Recognition on the e-Health Conference website as a Showcase Adopter
- Recognition in the Showcase Bulletin as a Showcase Adopter
- Right to a one page article in the COACH Central Conference news edition
- Right to host a customer tour of the Showcase
- Two complimentary Innovation Centre Only Registrations

Showcase Contributor \$3,000 Fee (plus HST)

The designation of Showcase Contributor will be available to companies participating in the Showcase and wishing to have the following benefits:

- Recognition on the e-Health Conference website as a Showcase Contributor
- Recognition in the Showcase Bulletin as a Showcase Contributor
- Right to a ¼ page ad in the COACH Central Conference news edition
- One complimentary Innovation Centre Area Only Registration



Sponsorship Commitment Form

Our organization (please print) _____ agrees to sponsor the upcoming **e-Health 2012 Conference taking place in Vancouver, BC from May 27 – 30, 2012**. It is understood that by signing this form we are agreeing to sponsor this Conference. We commit the full amount of the sponsorship agreed to. Please submit payments in the form of a credit card, cheque or bank draft made payable to **e-Health 2012 c/o Advance Group Conference Management**.

- Diamond (\$40,000) Gold (\$30,000) Silver (\$18,000) Bronze (\$13,000) Friends of e-Health (\$5,000)
 Showcase Leader (\$13,000) Showcase Adopter (\$8,000) Showcase Contributor (\$3,000)

It is extremely important to list your company accurately including the proper use of your logo in all materials. As a result, we require that you complete the following details and that you provide your logo in an electronic format for use in black and white print (EPS) and colour for the website and some signage. Therefore, please print all information clearly as you wish it to appear on all Conference printed materials.

Company Name: _____

Street Address: _____

City: _____ Province/State: _____ Postal/Zip Code: _____

Country: _____ Phone: _____ Fax: _____

Contact's Email Address: _____ Website: _____

Advertising - Yes, I am interested in advertising. Please send me more information regarding advertising opportunities.

Contact Information – I agree that you may disclose my contact information to other organizations.

Details of the selected Sponsorship benefit inclusions will accompany your confirmation.

Payment Calculations:

Sponsorship Amount: _____ + Additional Booth Amount = _____ + 12% HST = TOTAL _____

Type of Payment: Cheque/Bank Draft (attached) Credit Card Payment Visa MasterCard Amex

 Name on Credit Card

 Credit Card Number

 Expiry Date

 Authorized Signature

 Date Signed

I acknowledge I have read and agree to the sponsorship conditions and that I have authorized signing authority on behalf of my company to make the above commitment for the e-Health 2012: Innovating Health e-Care Conference in Vancouver, BC. I also acknowledge all of the information provided herein is accurate for publication with regards to the e-Health 2012: Innovating Health e-Care Conference.

Signature: _____ Date: _____

Please fax or mail this form, including payment, to: e-Health 2012 c/o Advance Group Conference Management Inc.

For all enquiries, contact:

Conference Secretariat

#101-1444 Alberni Street, Vancouver, BC Canada V6G 2Z4

Tel: +1 604 661 4955 Fax: +1 604 685 3521

Email: alyshar@advance-group.com

Conference Website: www.e-healthconference.com

