



*Celebrate,  
Grow & Inspire*

BOLD ACTION IN CANADA'S  
DIGITAL HEALTH COMMUNITY



Canada's National  
Conference & Tradeshow

MAY 26 – 29, 2019  
TORONTO, ON

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# SPONSORSHIP & EXHIBIT BROCHURE

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#eHealth2019



[www.e-healthconference.com](http://www.e-healthconference.com)



## CELEBRATE, GROW & INSPIRE BOLD ACTION IN CANADA'S DIGITAL HEALTH COMMUNITY

In its 19<sup>th</sup> year, the e-Health Conference and Tradeshow is innovating to provide the best possible experience for all stakeholders.

Come and experience the new open concept exhibit area we have planned for e-Health 2019, where top-quality educational content is combined with an engaging, user-friendly networking environment.

Share your ideas, expertise, successes and challenges as you learn and connect with delegates from across Canada and beyond.

The e-Health 2019 Conference and Tradeshow will be held at a new location - the Beanfield Centre in Toronto from May 26-29, 2019. Join us!

# CONFERENCE HOSTS



Digital Health Canada (formerly COACH: Canada's Health Informatics Association) connects, inspires, and educates the digital health professionals creating the future of health in Canada.

Our members are a diverse community of accomplished, influential professionals working to make a difference in advancing healthcare through information technology.

Digital Health Canada fosters network growth and connection; brings together ideas from multiple segments for incubation and advocacy; supports members through professional development at the individual and organizational level; and advocates for the Canadian digital health industry.

For more information, visit [digitalhealthcanada.com](http://digitalhealthcanada.com)



Infoway helps to improve the health of Canadians by working with partners to accelerate the development, adoption and effective use of digital health across Canada. Through our investments, we help deliver better quality and access to care and more efficient delivery of health services for patients and clinicians. Infoway is an independent, not-for-profit organization funded by the federal government.

For more information, visit [www.infoway-inforoute.ca](http://www.infoway-inforoute.ca)



Since 1994, CIHI has played a unique role in Canada's health care system. Working with their partners, CIHI has

- Helped improve the depth and breadth of Canada's health data
- Built and maintained 28 critical pan-Canadian databases that enable jurisdictions to compare data
- Produced analyses on health and health care in Canada that are relevant, timely and actionable
- Increased the understanding and use of data through education, reporting tools and strategies
- Developed information standards that allow every jurisdiction to understand, compare and use the data effectively.

For more information, visit [www.cihi.ca](http://www.cihi.ca)





## ABOUT TORONTO

Toronto is a diverse city of green parks, gorgeous waterfront, and character-filled neighbourhoods with something for everyone to enjoy. Choose from eclectic shopping along Queen West, dining on a patio in Little Italy, or the elegant boutiques and restaurants of Yorkville. Must-see attractions include: CN Tower and Edgewalk, Ripley's Aquarium, Royal Ontario Museum, Art Gallery of Ontario, Toronto Islands, St. Lawrence Market, Hockey Hall of Fame, and the Toronto Eaton Centre.

## ABOUT BEANFIELD CENTRE

Constructed in 1929, the former Automotive Building at Exhibition Place on the shores of Lake Ontario is celebrated as a graceful example of Art Moderne architecture. A major renovation in 2009 preserved this "gem of exposition architecture" as a state-of-the-art conference facility. The industry award-winning Beanfield Centre is a LEED Silver conference facility that offers 100% green energy, natural light, and sustainable foods.

# 2018 FACTS & FIGURES



**250K+**

Website Page  
Views

**38K+**

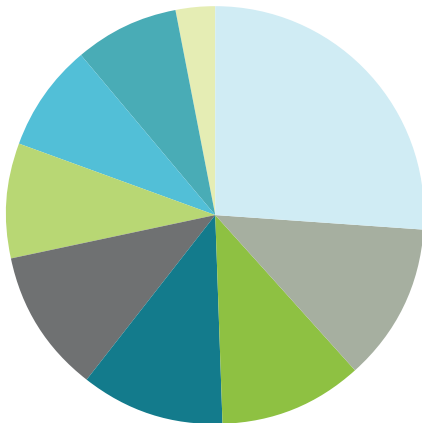
Unique Website  
Visitors

**1,000+**

App Downloads

**1,500+**

Attendees Expected  
for e-Health 2019



## 2018 DELEGATES BY EMPLOYMENT SETTING

- IM, IT & Solution Vendors
- Hospital or Ambulatory Care Facility
- Government or Associated Agency
- Not-for-profit Organization / Association
- Consulting
- Research Institution
- Community Based Health Organization
- Other
- Regional Health Organization

**E-HEALTH 2019**  
is an excellent  
opportunity to  
interact with a  
diverse group of:

- Executives
- Project Managers
- Information Professionals
- Communication Professionals
- Technology Professionals
- Health Data Information Managers
- Students
- Educators

- Clinicians
- Telehealth / Mobile Health Professionals
- Government / Health Policy Makers
- Emerging Professionals
- Technology Professional Researchers



# AUDIENCE & TOPICS



**The Conference brings together strong stakeholders from public sector, government and private sector including the following special interest groups**

- Clinicians, executives, public sector workers, educators, researchers, students, policy-makers, and healthcare delivery organizations.
- e-Health enthusiasts and experts.
- Information and communication technology vendors and consultants.
- Digital health innovators and entrepreneurs.
- International delegates.

**Areas of interest include:**

- Innovations in people & processes including design, delivery, implementation, consumer health and engagement, adoption and use, benefits realization and performance measurement.
- Innovations in technology including approaches to telehealth, mobile and virtual health, standards, systems integration, big data, internet of things and interoperability.
- Innovations in big thinking including strategy, health policy, analytics, and governance (system, data and information).
- Program content covers the full spectrum of healthcare delivery, from hospital to home.





# 2018 SPONSORS & EXHIBITORS

## SPONSORS



**SAMSUNG**



**MEDITECH**

## EXHIBITORS

Agile Consent  
AMPM Mobile Solutions  
Avizia  
Becton Dickinson  
Bits In Glass (BIG)  
Borden Ladner Gervais  
Brightsquid Secure Communications  
Canada Care Connect Inc. (bookacaregiver)  
CanadianWebHosting  
CDW Canada  
City of Hamilton  
Cliniconex  
Connexall  
Cycom Canada Corporation  
Ergotron  
ExerciseMD  
ForaCare  
FormFast  
GCX Corporation  
GE Healthcare

Gene42  
George Brown College  
Hosted-FTP  
Humanscale Healthcare  
Hyland  
IMO - Intelligent Medical Objects  
Imprivata  
Integrateliving Australia  
Jamf  
Keewaytinook Okimakanak  
Konica Minolta  
M\*Modal Canada  
McKesson Canada  
MED2020 Health Care Software  
Microsoft  
mTuitive Software  
New Hippo Health  
Novari Health  
NTT DATA Services  
Nuance Communications

OBIX, By Clinical Computer Systems  
OntarioMD  
PatientKeeper  
Petal MD  
PureITAD  
Purkinje  
QHR Technologies  
Red Hat  
Rende  
Ricoh  
Scalar Decisions  
Sectus Technologies  
Sensory Technology  
SPOK  
Tangent  
TELUS Health Solutions  
Tryten Technologies  
UniPrint  
Vocera  
WeUsThem



# SPONSORSHIP & EXHIBIT

With over 1,500 attendees expected, e-Health 2019 is an excellent opportunity to interact with a diverse group of leaders in technology, healthcare providers, mobile operators/carriers, public health workers, policymakers, researchers, academics, government officials and information management professionals. Increase your brand's strength and increase your company's exposure to national and international markets by supporting the Conference!

## CONTACT

For any inquiries, or for additional information, please contact:

### **Tess Brown**

Sponsorship & Exhibit Sales Manager  
International Conference Services Ltd. (ICS)

Suite 300, 1201 West Pender Street  
Vancouver, BC, V6E 2V2

Phone: [+1] 236 521 0029

Fax: [+1] 604 681 1049

Email: [sponsorship@e-healthconference.com](mailto:sponsorship@e-healthconference.com)



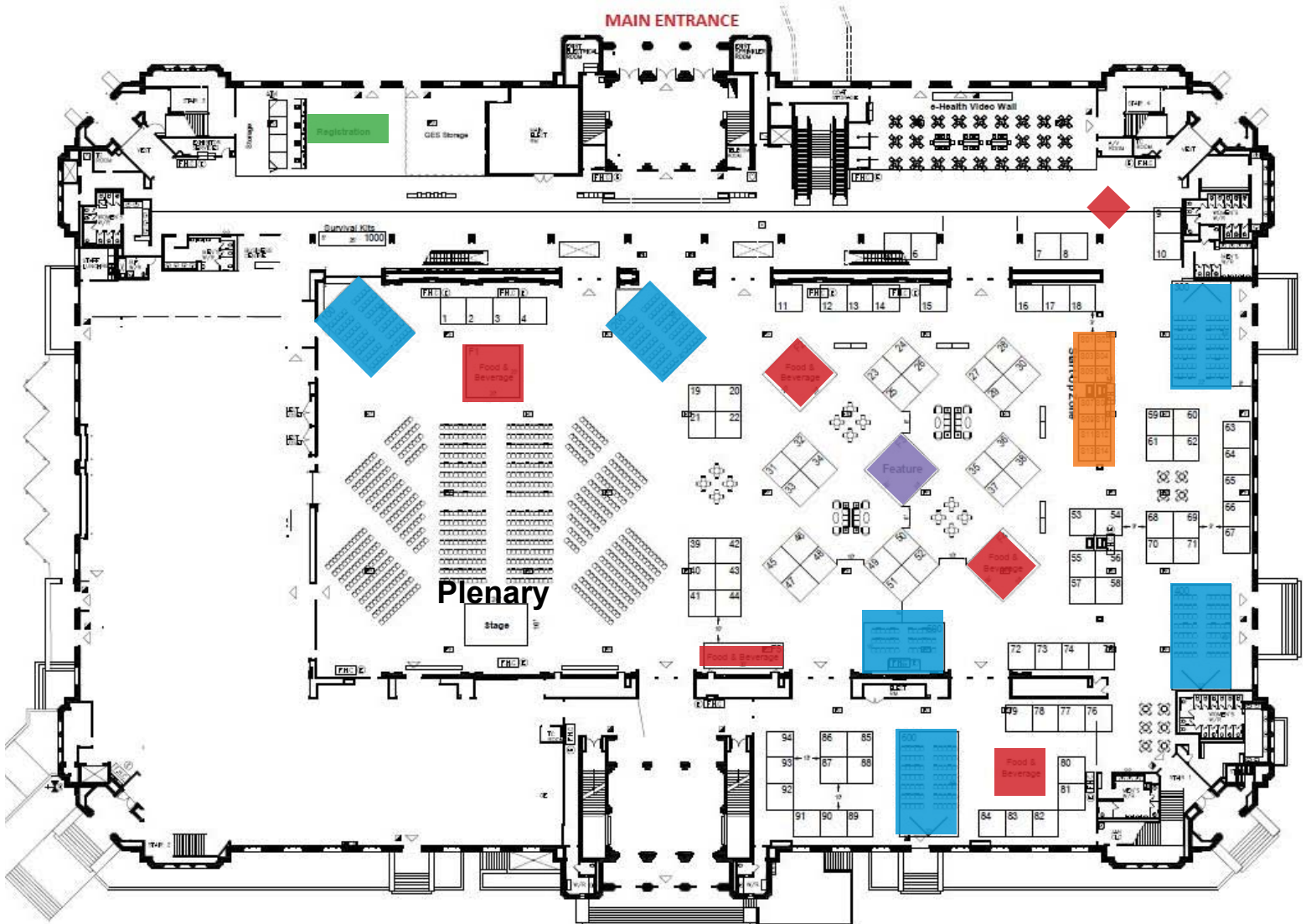
**NEW CONCEPT:  
OPEN SPACE!**

# FLOORPLAN

The floorplan is a working draft and changes may be made up until one (1) week prior to the event.

To view the live floorplan please click [HERE](#)

This year, Session Rooms, Exhibit Hall, and Plenaries will all take place in the same open space area, the Beanfield Centre's central space - Toronto's largest pillar-free ballroom - to make it easier for attendees to find what they need and connect with the people they want to meet. Headsets allow attendees to listen privately to the speakers and sessions that interest them most while remaining close to the action on the exhibit area.



■ Registration
 ■ Concurrent Sessions
 ■ Food & Beverage Stations
 ■ Start-up Zone
 ■ Activation Area

**SOLD OUT**

# EXHIBIT OPPORTUNITIES

Exhibitors are a vital part of e-Health 2019. Every effort will be made to ensure that all exhibitors receive prime exposure and direct marketing opportunities with key healthcare decision-makers.

Efforts include but are not limited to:

- Open space concept with access to sessions
- Refreshment Breaks and Lunches in the main space
- Showcase Theatre and e-Posters in the open space
- Lounges, Video Wall, Brain Connections Meeting space, Activation Areas and more.

|                         | 10' X 10' SPACE | 10' X 20' SPACE | 20' X 20' ISLAND |
|-------------------------|-----------------|-----------------|------------------|
| EARLY RATE, PER BOOTH   | CAD 3,500       | CAD 6,500       | CAD 12,000       |
| REGULAR RATE, PER BOOTH | CAD 4,000       | CAD 7,000       | CAD 14,000       |

*Early Rate: until February 5, 2019*

*Regular Rate: after February 5, 2019*

## Included with each 10'x10' Exhibit Booth purchase

- One 6'x2' table, two chairs and waste basket (special carpet and electricity not included).
- Booth header panel with company name (22 characters max—no logos).
- Two (2) complimentary exhibitor badges including Conference materials, access to the open space, including all sessions.
- Maximum of four (4) additional exhibitor badges per booth at CAD 600 (per badge).
- Listing with logo, 50-word bio and website link on Conference Website and Mobile App.

**NEW Exhibit Packages can be found on the next page.  
Don't miss out on this opportunity!**

Level sponsors have first choice in selecting their booth location, followed by exhibitors on a 'first-paid, first-served' basis. No exhibitor may sublet or share with another exhibitor.

**TO BOOK YOUR EXHIBIT PACKAGE CLICK [HERE](#)**

# NEW EXHIBIT PACKAGES – *Limited Availability!*

## Banner Ad on e-Blast

The Conference Secretariat will send **25** e-Blasts to interested parties on a regular basis. Your one custom banner will be displayed in the body of one e-Blast (statistical report included).

## Mobile App Push Notification

In 2018, 80% of the delegates downloaded and used the mobile app. Have your company name and booth number displayed on one push notification to all delegates.

## Video on Website

A video link will be available on the e-Health 2019 website with your exhibitor description, logo and website link allowing delegates to have more information about your company before going onsite.

### 10' X 10' EXHIBIT BOOTH

|                              | Exhibit Booth<br>Early Rate   Regular Rate<br>CAD 3,500   CAD 4,000 | PACKAGE 1<br>Early Rate   Regular Rate<br>CAD 4,500   CAD 5,000 | PACKAGE 2<br>Early Rate   Regular Rate<br>CAD 4,500   CAD 5,000 | PACKAGE 3<br>Early Rate   Regular Rate<br>CAD 5,500   CAD 6,000 |
|------------------------------|---|---|---|---|
| Booth (10'x10')              | ✓   | ✓   | ✓   | ✓   |
| Banner Ad on e-Blast         |   | ✓   | ✓   | ✓   |
| Mobile App Push Notification |   |   | ✓   | ✓   |
| Video on Website             |   |   |   | ✓   |

### 10' X 20' EXHIBIT BOOTH

|                              | Exhibit Booth<br>Early Rate   Regular Rate<br>CAD 6,500   CAD 7,000 | PACKAGE 1<br>Early Rate   Regular Rate<br>CAD 7,500   CAD 8,000 | PACKAGE 2<br>Early Rate   Regular Rate<br>CAD 7,500   CAD 8,000 | PACKAGE 3<br>Early Rate   Regular Rate<br>CAD 8,500   CAD 9,000 |
|------------------------------|---|---|---|---|
| Booth (10'x20')              | ✓   | ✓   | ✓   | ✓   |
| Banner Ad on e-Blast         |   | ✓   | ✓   | ✓   |
| Mobile App Push Notification |   |   | ✓   | ✓   |
| Video on Website             |   |   |   | ✓   |

### 20' X 20' EXHIBIT BOOTH

|                              | Exhibit Booth<br>Early Rate   Regular Rate<br>CAD 12,000   CAD 14,000 | PACKAGE 1<br>Early Rate   Regular Rate<br>CAD 13,000   CAD 14,000 | PACKAGE 2<br>Early Rate   Regular Rate<br>CAD 13,000   CAD 14,000 | PACKAGE 3<br>Early Rate   Regular Rate<br>CAD 15,00   CAD 16,000 |
|------------------------------|---|---|---|--|
| Booth (20'x20')              | ✓   | ✓   | ✓   | ✓  |
| Banner Ad on e-Blast         |   | ✓   | ✓   | ✓  |
| Mobile App Push Notification |   |   | ✓   | ✓  |
| Video on Website             |   |   |   | ✓  |

TO BOOK YOUR EXHIBIT PACKAGE CLICK [HERE](#)





## START-UP ZONE



Image used for illustrative purpose

e-Health invites Start-Ups and innovative small to medium-sized enterprises to showcase their emerging technologies at the 2019 Conference.

**CAD 1,750  
3 AVAILABLE**

The Start-Up Zone will be integrated in the open space for companies that fall into the following framework:

- Newly created company displaying a creative and engaging use of technology and innovative delivery model to improve health service in Canada
- Entrepreneurial venture or new business focused on scalability and growth in an emerging health market

Through an application process we will select 14 companies to participate in the Start-Up Zone.

### Included with each kiosk:

- One (1) kiosk space to showcase your emerging technology.
- Two (2) complimentary exhibitor badges with access to open space and sessions.
- Listing with logo, 50-word bio and website link on Conference Website and Mobile App.

**SUBMIT YOUR APPLICATION FOR  
THE START-UP ZONE TODAY!**

**Download the Application [HERE!](#)**

Submit the application to: [sponsorship@e-healthconference.com](mailto:sponsorship@e-healthconference.com)



# ONLINE PURCHASE (BOOTHS ONLY)

Exhibit Portal [CLICK HERE](#)

Please contact our dedicated Sponsorship and Exhibit Sales Manager to start discussing how you would like to support and be involved in e-Health 2019.

## CONTACT

For any inquiries, or for additional information, please contact:

### Tess Brown

Sponsorship & Exhibit Sales Manager  
International Conference Services Ltd. (ICS)

Suite 300, 1201 West Pender Street  
Vancouver, BC, V6E 2V2

Phone: [+1] 236 521 0029

Fax: [+1] 604 681 1049

Email: [sponsorship@e-healthconference.com](mailto:sponsorship@e-healthconference.com)

Exhibit Portal [CLICK HERE](#)

# SPONSORSHIP LEVELS

Your total investment will be calculated based on the purchase of any items from the sponsorship prospectus, including advertising, symposia and exhibit booths/packages. When your total contribution exceeds one of the Sponsorship Levels, you will receive the additional benefits listed below, over and above the benefits listed for each individual item purchased.

| SPONSORSHIP LEVELS (CAD) AND BENEFITS: |  | PLATINUM<br>50,000    | DIAMOND<br>40,000     | GOLD<br>30,000       | SILVER<br>20,000     | BRONZE<br>15,000 | Supporter<br>8,000 |
|--|--|-----------------------|-----------------------|----------------------|----------------------|------------------|--------------------|
| A<br>C<br>C<br>E<br>S<br>S             | CONFERENCE BADGES                                | 6                     | 4                     | 3                    | 2                    | 1                |                    |
|  | PRESIDENT'S RECEPTION INVITATIONS                | 2                     | 2                     | 1                    |                      |                  |                    |
|  | ACCESS TO DELEGATE LIST                          | ✓                     | ✓                     | ✓                    | ✓                    |                  |                    |
| P<br>R<br>E<br>S<br>E<br>N<br>C<br>E   | COMPLIMENTARY EXHIBIT BOOTH                      | 10'x20'<br>(2 booths) | 10'x20'<br>(2 booths) | 10'x10'<br>(1 booth) | 10'x10'<br>(1 booth) | 50% discount*    |                    |
|  | DELEGATE HANDOUT ITEM                            | ✓                     | ✓                     | ✓                    | ✓                    | ✓                |                    |
|  | RECOGNITION ONSITE SIGNAGE WITH LOGO             | ✓                     | ✓                     | ✓                    | ✓                    | ✓                | ✓                  |
| D<br>I<br>G<br>I<br>T<br>A<br>L        | PINNED POST ON CONFERENCE MOBILE APP             | ✓                     | ✓                     | ✓                    |                      |                  |                    |
|  | WELCOME THANK YOU POST ON SOCIAL MEDIA           | ✓                     | ✓                     | ✓                    | ✓                    | ✓                |                    |
|  | RECOGNITION ON CONFERENCE WEBSITE AND MOBILE APP | ✓                     | ✓                     | ✓                    | ✓                    | ✓                | ✓                  |
|  | ACKNOWLEDGEMENT ON SESSION HOLDING SLIDE         | ✓                     | ✓                     | ✓                    | ✓                    | ✓                | ✓                  |

\*50% discount on the first booth (10'x10') purchase





## SPONSOR SYMPOSIUM

CAD 10,000

e-Health 2019 offers a number of opportunities for your company to host a Sponsor Symposium during the Conference. Companies are welcome to use these slots for invitation-only events or for programs that are open to all attendees. Sponsors fully control the agenda of these sessions.

*Reserve your Sponsor Symposium session now for priority date and time choice once the program (currently being finalized by the Conference Committee) is complete.*

### As the sponsor of a Symposium, you will receive:

- A meeting space in the open space for your assigned Symposium.
- A basic AV package with a monitor, microphone at the podium, audience microphones, and a head table for four or six with microphones. Additional AV equipment can be ordered from the official AV supplier via the Conference Secretariat.
- A listing on the Website and in the Mobile App, with your Symposium description and a link to your own event page.
- A pre-event e-blast to promote all symposia to registered delegates.
- A complimentary one-day badge for a maximum of two (2) speakers.

**Important information:** Please note that food and beverage are not included, but may be ordered at extra cost through the Conference Secretariat.



# SHOWCASE

**CAD 7,500  
3 AVAILABLE**

An integral part of the e-Health experience, the Showcase features stories of innovation and collaboration in both the public and private sectors. Organizations interested in demonstrating their innovative solutions are invited to part of the e-Health 2019 Showcase.

We are inviting organizations interested in demonstrating their innovative solutions to be part of this exciting 2019 Showcase.

## Participation includes:

- One (1) 30-minute speaking opportunity/demonstration in the Showcase area, including presenting and displaying information in conjunction with clients.
- Prominent listing on the Conference Website and Mobile App.
- Two (2) complimentary one-day badges.

***For consideration, please submit an outline summary to [sponsorship@e-healthconference.com](mailto:sponsorship@e-healthconference.com)***

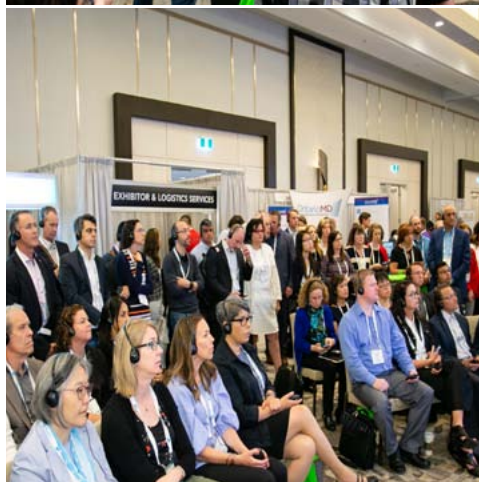
## Summary should include the following information:

- Proposed title of demonstration.
- Name of vendor and jurisdiction/healthcare organization.
- Main contact and information for both vendor and jurisdiction/healthcare organization.

## Requirements:

- The innovation being showcased must be something that has been successfully implemented in at least one jurisdiction and could now be replicated (in all or part) elsewhere in Canada.
- The innovative solution has demonstrated visible benefits for citizens and the health system, which can be articulated in a way that is inspiring and meaningful for Conference participants.
- Both the jurisdiction and the supporting vendor need to be active participants and presenters.
- The demonstration provides an inspiring overview of not only why the project was innovative, but also describes what factors made the implementation so successful (key lessons learned).
- The demonstration should describe how the innovation contributes to the foundation of healthcare delivery in Canada.

*Reserve your Showcase session now for priority date and time choice once the program (currently being finalized by the Conference Committee) is complete.*





### HEADSETS (EXCLUSIVE)



CAD 40,000

This year's open floor plan means all delegates will require headsets to listen to plenaries, sessions, and showcase presentations. Headsets with your company logo will be provided to each delegate at registration, and delegates will take the headsets home with them after the Conference.

#### As the exclusive Sponsor of the Headsets, you will:

- Have your logo displayed on each headset given to the e-Health delegates.
- Be acknowledged with your logo on the Website and Mobile App as the Sponsor of the Headsets.



### DELEGATE BAG (EXCLUSIVE)

CAD 30,000

All registered delegates will receive a delegate bag.

#### As the exclusive Sponsor of the Delegate Bag, you will:

- Have your logo on the delegate bag or strap along with the Conference and Host logos (bags provided by the Conference Secretariat).
- Have the opportunity to include a promotional insert in the delegate bag (supplied by Sponsor; insert to be approved by the Conference Secretariat).
- Be acknowledged with your logo in the Mobile App as the Sponsor of the Delegate Bag.



### BRAIN CONNECTIONS OPPORTUNITY + MEETING SPACE (EXCLUSIVE)



CAD 25,000

Brain Connections are a unique opportunity for purposeful networking between delegates, sponsors and exhibitors. The Brain Date will allow delegates to connect and exchange ideas and experiences in a seamless way through the Conference Mobile App and have the opportunity to schedule meetings in the Brain Date Meeting Space.

#### As the exclusive Sponsor of the Brain Connections Opportunity + Meeting Space, you will:

- Have your company logo branded on all promotional materials associated with the Brain Connections Opportunity + Meeting Space.
- Be acknowledged with your logo on the Website and Mobile App as the Sponsor of the Brain Connections Opportunity + Meeting Space.





**CAD 25,000**

### VIRTUAL LIBRARY (EXCLUSIVE)

The e-Health Virtual Library is a year-round educational resource for Conference attendees and digital health professionals from Canada and around the World.

The e-Health Virtual Library will host the e-Health 2019 Virtual Library; which includes recordings of the educational sessions that take place at the e-Health Conference as well as all PowerPoint slides. Conference attendees receive free access to the Virtual Library which makes it a popular tool for them to watch missed concurrent presentations, re-visit their favourite speakers and download reference materials far after the Conference has ended.

For institutions and health authorities that are unable to send all of their team, the e-Health Virtual Library is quickly becoming an alternative educational option in order for their staff to stay up-to-date on the latest research and practices.

As the e-Health 2019 Virtual Library Sponsor, you'll enjoy year-round visibility, which is a great option if you're looking for lasting engagement far after the Conference has ended.

#### **As the exclusive Sponsor of the Virtual Library, you will:**

- Have your logo/banner displayed run-of-site on the e-Health Virtual Library for the full year. [Library.e-healthConference.com](http://Library.e-healthConference.com).
- Receive 20 complementary branded Virtual Library access codes to provide to your associates/clients.
- Be acknowledged with your logo on the Website and Mobile App as the Sponsor of the Virtual Library.



### ONSITE MOBILE APP (EXCLUSIVE)

**CAD 20,000**

The Mobile Application will be provided to delegates free of charge and will be available for most iOS and Android mobile devices. The Mobile App will include the full Conference program, exhibit floorplan including exhibitor biographies as well as general Conference information. Timely updates about Conference program changes or important announcements will be sent through the app via notification alerts. In 2018, 80% of the delegates actively used the Mobile App.

#### As the exclusive Sponsor of the Onsite Mobile App, you will:

- Have your custom graphic/banner displayed on the access page of the Mobile App.
- Opportunity to have 3 push notifications sent to all delegates during the Conference.
- Be acknowledged with your logo on the Website as the Sponsor of the Onsite Mobile App.



### WORKING SPACE (EXCLUSIVE)



**CAD 20,000**

While attending a Conference, business life does not stop. Provide opportunities for delegates to stay up-to-date with their day to day life while attending e-Health 2019. Provide delegates with opportunities to take care of business without having to leave the Conference.

#### As the exclusive Sponsor of the Working Space, you will:

- Have your company logo branded on all promotional materials associated with the Working Space.
- Be acknowledged with your logo on the Website and Mobile App as the Sponsor of the Working Space.



### WHITE SPACE (3 AVAILABLE)



**CAD 20,000\* each**

Research has proven that multisensory environments provide significantly more effective learning than unisensory environments; recall is more accurate, has better resolution, and lasts longer. e-Health 2019 is aiming to provide spaces that appeal to all senses and provide a relaxing atmosphere for delegates. Add mindfulness activities allowing delegates to take it all in and make the most out of their e-Health experience. This is a unique opportunity for you to provide a memorable delegate experience.

#### As the exclusive Sponsor of the White Space, you will:

- Have your company logo branded on all promotional materials associated with the White Space
- Be acknowledged with your logo on the Website and Mobile App as the Sponsor of the White Space

\*Contact Sponsorship Manager for in-kind contribution



### VIDEO WALL + LOUNGE (EXCLUSIVE)



**SOLD**

e-Health will be streaming concurrent sessions to a central area so that attendees can “channel surf” sessions and decide where they want to go or even stay and watch from the lounge area. This concept underscores the need to give attendees additional control to learn whenever and wherever they desire. The Video Wall creates a hybrid model where attendees can access content by viewing a presentation in-person or gathering in a comfortable central area where they can view and interact. Be the supporter of this amazing experience at e-Health 2019!

#### As the exclusive Sponsor of the Video Wall + Lounge, you will:

- Have your logo displayed on the Video Wall at all times.
- Have the opportunity to show a video on the wall before each session starts.
- Have your company logo branded on all promotional materials associated with the Video Wall + Lounge.
- Have the opportunity to place promotional materials in the Lounge area.
- Be acknowledged with your logo on the Website and Mobile App as the Sponsor of the Video Wall + Lounge.



### LANYARDS (EXCLUSIVE)

**CAD 15,000**

All delegates will receive a name badge and lanyard to be worn for identification during the Conference.

#### As the exclusive Sponsor of the Lanyards, you will:

- Have your company logo branded on all lanyards alongside the Conference logo (badges provided by the Conference Secretariat).



### WELCOME RECEPTION (EXCLUSIVE)

**CAD 15,000**

The Welcome Reception will take place on Sunday evening. It is the official opening of the Conference providing delegates, sponsors and exhibitors with the opportunity to network while enjoying refreshments.

#### As the exclusive Sponsor of the Welcome Reception, you will:

- Have table top cards with your logo on all food and beverage stations during the Welcome Reception.
- Be acknowledged with your logo on the Website and Mobile App as the Sponsor of the Welcome Reception.





CAD 15,000

### WIRELESS INTERNET (EXCLUSIVE)

Wireless Internet will be extended to delegates throughout the Conference Venue, to allow free access to the Conference Mobile App, to view abstracts online and to connect with other delegates and colleagues.

#### As the exclusive Sponsor of the Wireless Internet, you will:

- Have your company logo displayed on all relevant signage associated with the Wireless Internet.
- Have your company logo branded on the Website and Mobile App as the Sponsor of the Wireless Internet.



SOLD

### PRESIDENT'S RECEPTION (EXCLUSIVE)

The President's Reception will be held Sunday afternoon before the Welcome Reception. An exclusive, by-invitation-only group of industry leaders will mingle with Board Members and Executives from the three co-host organizations.

#### As the exclusive Sponsor of the President's Reception, you will:

- Receive two (2) invitations to the event.
- Have table top cards with your logo on all food and beverage stations.
- Be verbally acknowledged during the Reception and be acknowledged with your logo on the Website and Mobile App as the Sponsor of the President's Reception.



RESERVED

### E-HEALTH HAPPY HOUR (EXCLUSIVE)

The e-Health Happy Hour will be held on Tuesday afternoon. It is a wonderful opportunity to increase your visibility and engagement with attendees.

#### As the exclusive Sponsor of the e-Health Happy Hour, you will:

- Have table top cards with your logo on all food and beverage stations.
- Be verbally acknowledged during the Happy Hour.
- Have your company logo featured on both the Website and Mobile App as the Sponsor of the e-Health Happy Hour.



### COLLABORATIVE LOUNGE

CAD 10,000

Give delegates the chance to create their own brainstorming session and let them share stories and insights of their daily issues in digital healthcare.

#### As a Sponsor of the Collaborative Lounge, you will:

- Have your company logo branded on all promotional materials associated with your Collaborative Lounge.
- Have your company logo branded on the Website and Mobile App as a Sponsor of the Collaborative Lounge.
- Have access to session discussions.



### ACTIVATION AREA



CAD 10,000 | CAD 3,500 space only\*

Provide a variety of interactive activities conducive to informal networking on the show floor, such as:

- Virtual reality presentations
- Food & beverage stations
- Career corner with headshot photographer and resume consultant
- Interactive games corner
- Book signings
- Many more...

#### As a Sponsor of an Activation Area, you will:

- Have your company logo branded on all promotional materials associated with your Activation Area.
- Select the space (10x10) anywhere on the floorplan.
- Be acknowledged with your logo on the Website and Mobile App as a Sponsor of an Activation Area.

\*Contact the Sponsorship Manager to discuss customizing an Activation Area (space only)



### CHARGING STATION (5 AVAILABLE)

CAD 10,000 EACH

The Charging Station will allow attendees to power up their mobile phones, tablets, laptops, and other electronic devices for free. The Charging Station will be in high demand and placed in different areas of the open space.

#### As a Sponsor of a Charging Station, you will:

- Have your selected Charging Station branded with your logo.
- Have the opportunity to place promotional material within your Charging Station.
- Be acknowledged with your logo on the Website and Mobile App as a Sponsor of the Charging Station.



### GRAB & GO LUNCH (2 AVAILABLE)

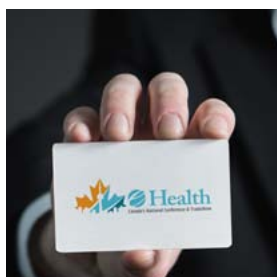


**CAD 10,000 EACH**

These functions are a great opportunity for networking and are always well visited. They offer a very visible, high-profile exposure to all participants.

#### As the Sponsor of the Grab & Go Lunch, you will:

- Have table top cards with your logo on all food and beverage stations during your selected lunch.
- Have the opportunity to place promotional material within the lunch area.
- Be acknowledged with your logo on the Website and Mobile App as the Sponsor of the selected Grab & Go Lunch.



### HOTEL KEY CARD BRANDING (EXCLUSIVE)

**CAD 10,000**

The Hotel X is the official Conference Hotel for e-Health 2019. You will have the opportunity to place your brand in the hands of hotel guests by custom branding their hotel key cards.

Card production costs not included. Contact the Conference Secretariat for further information on this option.



### E-HEALTH MAP (EXCLUSIVE)



**SOLD**

Each delegate will receive a flyer with the floorplan. In addition, a map will be displayed prominently at the main entrance to assist delegates on how to navigate the new open space.

#### As the exclusive Sponsor of the e-Health Map, you will:

- Have your logo displayed on the board map and flyers.
- Be acknowledged with your logo on the Website and Mobile App as the Sponsor of the e-Health Map.



### SPEAKER PREVIEW CENTER (EXCLUSIVE)

**CAD 7,500**

The Speaker Preview Center will be used throughout the Conference for speakers to prepare and upload their presentations. It will be equipped with computer stations and a lounge area with refreshments.

#### As the exclusive Sponsor of the Speaker Preview Center, you will:

- Have mouse pads with your logo (supplied by Sponsor) at each station and have your custom desktop image/screen-saver on every computer in the Speaker Preview Center.
- Have table-top cards with your logo placed on all food and beverage stations in the Speaker Preview Center.
- Be acknowledged with your logo on the Website and Mobile App as the Sponsor of the Speaker Preview Center





### FUND A PATIENT

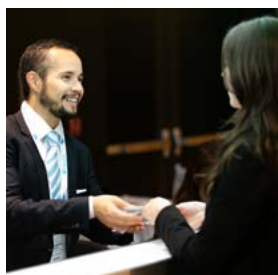


**CAD 5,000**

Sponsors will have an opportunity to fund a patient to attend and experience e-Health 2019. Funds will support their registration and all travel costs.

#### As a Sponsor of the Fund a Patient, you will:

- Be acknowledged with your logo on the Website and Mobile App as a sponsor of the Fund a Patient.



### DELEGATE INFORMATION DESK (EXCLUSIVE)

**CAD 5,000**

The Delegate Information Desk will be located within the registration area. Staff will be available to assist delegates with any questions they may have regarding the Conference, floorplan, Toronto, etc.

#### As the exclusive Sponsor of the Delegate Information Desk, you will:

- Have the desk branded with your company logo.
- Be acknowledged with your logo in the Mobile App as the Sponsor of the Delegate Help Desk.



### NETWORKING BREAKS (4 AVAILABLE)

**CAD 5,000 EACH**

Networking opportunities are among the most important reasons delegates attend Conferences. From Monday to Wednesday, the Conference will provide complimentary snacks and refreshments in the open space for all attendees during the morning and afternoon breaks.

#### As the Sponsor of the Networking Break, you will:

- Have table top cards with your logo on all food and beverage stations during your selected Networking Break(s).
- Be acknowledged with your logo on the Website and Mobile App as the Sponsor of the Networking Break.



### E-DELEGATE



**CAD 5,000 EACH**

Give delegates who are unable to travel the chance to experience e-Health LIVE and to not miss out on any of the amazing educational content and networking opportunities. The e-delegate will definitely generate a buzz! By using a remote controlled robot equipped with WiFi and a video screen, an e-delegate can navigate throughout the Conference, follow presentations and interact verbally with the delegates onsite.

#### As the Sponsor of the e-delegate, you will:

- Have a volunteer assist the e-delegate during the day, with a t-shirt branded with your logo.
- Have the robot branded with your company logo.
- Be acknowledged with your logo on the Website and Mobile App as the Sponsor of the e-delegate.



### MEETING ROOM

**CAD 3,500**

Limited meeting/office space is available at the venue for you to host reviews, hospitality suites, staff offices, press rooms.



### HOTEL ROOM DROP (3 AVAILABLE PER DAY)

**CAD 3,500 each**

For a more personal touch, surprise delegates with a branded gift delivered to their hotel rooms at the end of Conference.

Note: cost of room drop is paid by sponsor

List of Amenities to be provided upon request



### E-HEALTH MUST-HAVE (5 AVAILABLE)

**CAD 3,000 each**

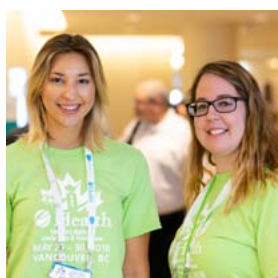
Sponsors will have the opportunity to provide essential items to e-Health 2019 delegates that will help them power through the busy and full 2.5-day Conference schedule.

#### Suggested Items:

- delegate water bottle
- pens / notepads
- chapstick
- portable charger

Item must be approved by the Conference Secretariat.

Production and shipping costs are the responsibility of the Sponsor.



### VOLUNTEER SHIRTS (EXCLUSIVE)

**SOLD**

Volunteers are necessary to ensure the Conference runs smoothly. All volunteers will wear shirts for clear identification.

#### As the exclusive Sponsor of the Volunteer Shirts, you will:

- Have your logo on the shirts (provided by the Conference Secretariat) along with the Conference logo.
- Be acknowledged with your logo in the Mobile App as the Sponsor of the Volunteer Shirts.



# ADVERTISING OPPORTUNITIES

## Banner in Pre-Conference E-Blast<sup>1</sup>

CAD 1,850 - One (1) e-blast

CAD 3,400 - Two (2) e-blasts

CAD 4,700 - Three (3) e-blasts

## Block Ad on Conference Website

CAD 1,000 per month

<sup>1</sup> The Conference Secretariat will send e-blasts to more than 10,000 interested parties on a monthly basis prior to the event for updates on newest developments about the Conference. Your custom banner will be displayed in the body of the e-blast.

Sponsor will be responsible for providing the artwork as per specifications provided by the Conference Secretariat.

## ★ CHIA GALA

The Canadian Health Informatics Awards (CHIA) Gala recognizes and honors the contributions of individuals and companies in the efficient use of information technology to improve the health of all Canadians.

The CHIA Gala takes place in conjunction with the e-Health Conference. Held on Monday evening, it is an opportunity to show your support and maximize your exposure to the e-Health industry. Organizations can choose to sponsor the CHIA Gala independently or add it to their e-Health sponsorship/exhibit presence. Two packages have been developed to position your organization as an innovator and leader in the industry.

| Benefits   | VISIONARY<br>CAD 7,500 | ARCHITECT<br>CAD 5,000 |
|--|------------------------|------------------------|
| Logo on screen during CHIA Gala                                      | ✓                      |                        |
| Logo on CHIA Gala menus  | ✓                      |                        |
| Logo on CHIA Gala-specific e-blasts                                  | ✓                      |                        |
| Complimentary tickets to CHIA Gala                                   | 4                      | 2                      |
| Acknowledgement by CHIA Gala hosts                                   | ✓                      | ✓                      |
| Logo on Website (with link), Mobile App and Signage during CHIA Gala | ✓                      | ✓                      |

To reserve a full table please contact the Conference Secretariat.



# PARTNERING TO DESIGN TOGETHER

## AN INNOVATION WORKSHOP WITH PATIENTS

This workshop is a fun, intense one-day event, offered on Sunday, May 26 from 9am to 4pm (includes lunch). The session offers attendees the opportunity to participate in a unique and interactive hands-on workshop with patients, and collaborate with like-minded innovators to learn new techniques and tools, typically referred to as design thinking. Design thinking is an approach for solving complex problems based on the philosophy that solutions should be created with, and not just for, end-users.

Facilitated by the knowledgeable Hacking Health team, the goal of the workshop is to support e-Health delegates and patients in the co-creation of creative human-centric solutions that have the potential to impact healthcare's complex problems. The solutions developed build on the expertise and the varied experiences of the participants.

Organized and led by Hacking Health  HACKING HEALTH

### Patient Engagement Leader | CAD 5,000

Support a patient presence!

Help to reinforce and support the patient voice in the innovative Sunday workshop. Session participants will work alongside patients to co-create solutions to complex healthcare problems.

#### Benefits:

- One (1) complimentary day badge (Sunday).
- Opportunity to invite a patient to attend the Workshop.
- Opportunity to speak (5 minutes) during the opening remarks for the Workshop.
- Logo recognition as a Patient Engagement Leader on the Website (with link), Mobile App and Signage during the Workshop.

### Innovation Workshop Leader | CAD 7,500 (Exclusive)

Support the Workshop!

Show your organization's support for innovation and design thinking approaches to current issues in today's health system.

#### Benefits:

- Two (2) complimentary day badges (Sunday).
- Opportunity to bring an idea for inclusion in the Workshop.
- Opportunity to speak (5 minutes) during the opening and closing remarks for the Workshop.
- Logo recognition as a Innovation Workshop Leader on the Website (with link), Mobile App and Signage during the Workshop.

### Prototype Development Leader | CAD 8,000 (Exclusive)

Support the prototype development!

Show your organization's support for innovation in action. Support the development of a functional prototype based on the "winning idea" from the Sunday Workshop and have it showcased at the closing session on Wednesday!

#### Benefits:

- Two (2) complimentary day badges (Sunday).
- Opportunity to engage with the "winning idea" design & development team during prototype iterations.
- Opportunity to speak (5 minutes) during the closing remarks for the Workshop.
- Opportunity to introduce the winning idea development team during the Conference Closing Session.
- Logo recognition as a Prototype Development Leader on the Website (with link), Mobile App and Signage during the Workshop.

# SUMMARY

| ITEMS   | PRICE       | AVAILABILITY |
|---|-------------|--------------|
| Headsets (Exclusive)                                      | CAD 40,000  | Available    |
| Delegate Bag (Exclusive)                                  | CAD 30,000  | Available    |
| Brain Connections Opportunity + Meeting Space (Exclusive) | CAD 25,000  | Available    |
| Virtual Library (Exclusive)                               | CAD 25,000  | Available    |
| Onsite Mobile App (Exclusive)                             | CAD 20,000  | Available    |
| Working Space (Exclusive)                                 | CAD 20,000  | Available    |
| White Space   | CAD 20,000  | 3 Available  |
| Video Wall + Lounge (Exclusive)                           | CAD 20,000  | SOLD         |
| Lanyards (Exclusive)                                      | CAD 15,000  | Available    |
| Welcome Reception (Exclusive)                             | CAD 15,000  | Available    |
| Wireless Internet (Exclusive)                             | CAD 15,000  | Available    |
| President's Reception (Exclusive)                         | CAD 15,000  | SOLD         |
| Sponsor Symposium   | CAD 10,000  | 5 Available  |
| e-Health Happy Hour (Exclusive)                           | CAD 10,000  | RESERVED     |
| Collaborative Lounge                                      | CAD 10,000  | 3 Available  |
| Activation Area   | CAD 10,000* | Available    |
| Charging Station  | CAD 10,000  | 5 Available  |
| Grab & Go Lunch   | CAD 10,000  | 2 Available  |
| Hotel Key Card Branding (Exclusive)                       | CAD 10,000  | Available    |
| Workshop - Prototype Development Leader (Exclusive)       | CAD 8,000   | Available    |
| e-Health Map (Exclusive)                                  | CAD 7,500   | SOLD         |
| Showcase  | CAD 7,500   | 3 Available  |
| Workshop - Innovation Workshop Leader (Exclusive)         | CAD 7,500   | Available    |
| Speaker Preview Center (Exclusive)                        | CAD 7,500   | Available    |
| CHIA Gala - Visionary                                     | CAD 7,500   | Available    |
| CHIA Gala - Architect                                     | CAD 5,000   | Available    |
| Fund a Patient  | CAD 5,000   | Available    |
| Delegate Information Desk (Exclusive)                     | CAD 5,000   | Available    |
| Networking Breaks   | CAD 5,000   | 4 Available  |
| E-Delegate  | CAD 5,000   | Available    |
| Workshop - Patient Engagement Leader                      | CAD 5,000   | Available    |
| Banner in Pre-Conference E-Blast (3)                      | CAD 4,700   | Available    |
| Meeting Room  | CAD 3,500   | Available    |
| Hotel Room Drop   | CAD 3,500   | 3 Available  |
| Banner in Pre-Conference E-Blast (2)                      | CAD 3,400   | Available    |
| e-Health Must-Have  | CAD 3,000   | 5 Available  |
| Volunteer Shirts (Exclusive)                              | CAD 3,000   | SOLD         |
| Banner in Pre-Conference E-Blast (1)                      | CAD 1,850   | Available    |
| Block Ad On Conference Website                            | CAD 1,000   | Available    |

\* Activation Area (space only) CAD 3,500



#eHealth2019



Canada's National  
Conference & Tradeshow

MAY 26 – 29, 2019

**TORONTO, ON**

**SEE YOU IN TORONTO!**

**MAY 26 – 29, 2019  
TORONTO, ON**

## **CONTACT**

For any inquiries, or for  
additional information,  
please contact:

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