



Canada Health Infoway
Partnership Conference

Sponsorship Prospectus

Pathways to Progress:
Advancing Connected
Care in Canada



Westin Ottawa
Nov. 18-19, 2024

About Infoway

At Canada Health Infoway, we believe a more connected and collaborative system is a healthier system. That's why we're working with partners and health care leaders like you to transform the health system and make it more accessible for all Canadians.

We want to ensure that everyone is able to access their personal health information, book appointments, get prescriptions, view lab test results and access other health services online. We're working with our partners to transform the health system because we know that digital in health can be as transformative as digital has been in other aspects of our lives.

Learn more at www.infoway-inforoute.ca.

About the Conference

Attracting 350+ attendees, this annual gathering regularly showcases regional, provincial and territorial clinician and health care leaders, influencers and digital health experts.

Infoway Partnership Conference attendees are passionate about improving the health of Canadians through digital health. They include patients, their family members and caregivers, clinicians, researchers, government officials, and representatives from private sector and non-profit organizations. Learn more at www.infoway-inforoute.ca/partnership.



Communication & Social Engagement

Social Media Results

47,000+ Followers on Social Media



Email Results

7,300+ Corporate Newsletter Subscribers

23% Open Rate

3% Click Rate

Website Results

124,000+ Views

45,000+ Users

72,000+ Sessions

**Metrics calculated from January-May 2024.*

By the Numbers: 2023 Partnership Conference



53 presenters



350+ delegates



25 sponsors



12 jurisdictions



1 National Leaders Forum

Sponsor Comments

"We consider the Infoway Partnership Conference an essential part of our annual calendar. The quality of the sessions and the caliber of attendees create a unique environment for meaningful interactions and growth."



"I'm impressed by the relevant and timely program contents delivered. As a sponsor, the opportunities for interaction and collaboration have greatly benefited our company and we're looking forward to future events."

2024 Sponsorship Opportunities

Level	Contribution	Items Available
Diamond	\$30,000	<ul style="list-style-type: none"> • Keynote Sponsor Package, which includes: <ul style="list-style-type: none"> ○ Opening or closing keynote sponsorship (<i>exclusive to diamond level</i>) ○ Two President's Reception tickets (<i>exclusive to diamond and platinum levels</i>) ○ Plenary room drop (<i>exclusive to diamond level</i>) ○ Industry Showcase sponsored station
Platinum	\$20,000	<ul style="list-style-type: none"> • Breakfast Session Package, which includes: <ul style="list-style-type: none"> ○ Breakfast session sponsorship (<i>exclusive to platinum level</i>) ○ One President's Reception ticket (<i>exclusive to diamond and platinum levels</i>) ○ Industry Showcase sponsored station
Premier	\$10,000+	<ul style="list-style-type: none"> • Welcome Reception \$10,000 • Networking Reception \$10,000
Partner	\$8,000 - \$9,999	<ul style="list-style-type: none"> • Mobile App \$9,000 • Webcast \$8,000
Collaborator	\$6,000 - \$7,999	<ul style="list-style-type: none"> • Lunch \$7,000 • Wellness Break \$7,000 • Hydration Station \$7,000 • Hotel Key Cards \$6,000 • Social Media Wall \$6,000 • Lanyards \$6,000
Supporter	< \$5,000	<ul style="list-style-type: none"> • Attendee Bags \$5,000 • Coat Check \$5,000 • Wi-Fi \$5,000 • Room Drops \$4,500 • Industry Showcase \$4,000 • Industry Showcase Start-Up \$2,000 • Charging Station \$4,000 • Patient Scholarship \$3,000

2024 Sponsorship Overview

Available Sponsorship Opportunities

- Keynote Package
- Breakfast Session Package
- Welcome Reception
- Networking Reception
- Mobile App
- Webcast
- Lunch
- Wellness Break
- Hydration Station
- Hotel Key Cards
- Lanyards
- Wi-Fi
- Coat Check
- Social Media Wall
- Attendee Bags
- Room Drop
- Industry Showcase
- Industry Showcase Start-Up
- Charging Station
- Patient Scholarship

Every sponsorship opportunity includes:

- One full conference registration (value of \$1,070) and unlimited discounted full conference registrations (value \$875).
- Listed as a sponsor with logo on Infoway's website, social media mention and communications sent out via e-communication.
- Verbal acknowledgement during opening remarks.
- Pre-conference mailing list provided one week before the conference and post-conference mailing list provided one day after the conference. List will contain registered attendees who agreed to release their contact information only.
- Industry Showcase station at the networking reception participation.

Additional benefits vary for each opportunity.

2024 Sponsorship Overview

Additional Add-On Sponsorship Opportunities

- Promotional Item Insert in Attendee Bags (Cost: \$500)
 - Include a promotional item or literature in the attendee bags given to all conference participants, ensuring that your brand or message is seen by all attendees.
- Post Conference Email (Cost: \$1,500) – 5 available
- Conference App Push Notifications (Cost: \$1,000)
 - Send a sponsored push notification to all conference app users, drawing attention to your organization's message or promotion.
- Clinical Innovation AI corner (Cost: \$2,500)
 - Sponsor the Clinical Innovation AI Corner, a dedicated area showcasing cutting-edge advancements in clinical innovation and artificial intelligence, positioning your organization as a leader in this field.
- Coffee Break Sponsorship (Cost: \$3,000) - 4 available
 - Sponsor a coffee break, providing attendees with a refreshing break and an opportunity for your organization to engage with them in a relaxed setting. Your organization's branding will be prominently displayed during the break.

Please note that add-on sponsorships cannot be purchased separately; they are available exclusively to organizations that have already purchased a sponsorship package for the conference.

Diamond Level Opportunities

Keynote Package

(2 available)

\$30,000
(\$50,000+ value)

Your organization will be recognized as the sponsor of a keynote session, the highest profile session at the Infoway Partnership Conference. The choice of the opening or closing keynote sponsorship will be assigned on a first-come, first-served basis. This package also includes the additional benefits below.

Additional Benefits:

- Included keynote sponsorship. Your organization will provide a short 2-3 minute introduction for the keynote speaker *(\$15,000 value)*.
- Two conference registrations *(\$1,070 per ticket value)* and unlimited discounted full conference registrations *(\$875 value)*.
- Opportunity to provide a branded gift to delegates on all tables in the main plenary room or at the registration desk *(\$6,000 value)*.
- Two President's Reception invitations *(President's Reception exclusive to Diamond/Platinum package — \$12,000 per ticket value)*.
- Industry Showcase station at the networking reception *(\$4,000 value)*.
- Recognition of logo on conference signage and listed as a sponsor with logo on Infoway's website, social media and e-communications.
- Verbal acknowledgement during opening remarks.
- Organization name in list of sponsors on conference website and link to your website through the mobile app.
- Pre-conference mailing list provided one week before the conference and post-conference mailing list provided one day after the conference. List will contain registered attendees who agreed to release their contact information only.

Platinum Level Opportunities

Breakfast Session Package

(3 available)

\$20,000

(\$40,000+ value)

Your opportunity to present directly to the conference delegates. Breakfast session sponsors will host a morning seminar on Nov. 19 from 7:30-8:30 a.m. ET. Breakfast sessions will be advertised in advance in the conference marketing materials, on the website, and mobile app. Agenda is the responsibility of the sponsor. This package also includes the additional benefits below.

Additional Benefits:

- Included Breakfast Session sponsorship *(\$12,000 value)*.
- Two conference registrations *(\$1,070 per ticket value)* and unlimited discounted full conference registrations *(\$875 value)*.
- One President's Reception invitation *(President's Reception exclusive to Diamond/Platinum package — \$12,000 per ticket value)*.
- Industry Showcase station at the networking reception *(\$4,000 value)*
- Recognition of logo on conference signage and listed as a sponsor with logo on Infoway's website, social media and e-communications.
- Organization name in list of sponsors on conference website and link to your website through the mobile app.
- Pre-conference mailing list provided one week before the conference and post-conference mailing list provided one day after the conference. List will contain registered attendees who agreed to release their contact information only.

Premier Level Opportunities

Welcome Reception

(Exclusive - 1 available)

\$10,000

Your organization will be recognized as the welcome reception sponsor on Nov. 17, an exclusive opportunity to host attendees the night before the conference begins.

Additional Benefits:

- Representative from your organization will have the opportunity to speak at the reception to welcome attendees.
- Branded drink tickets for all attendees.
- Opportunity to provide branded gift to attendees.
- Refer to page 8 for additional benefits.

Networking Reception

(Exclusive - 1 available)

\$10,000

Sponsorship of the networking event at the conference on the evening of Nov. 18 provides high profile recognition through signage and branding on drink tickets.

Additional Benefits:

- Opportunity to play a promotional video during the reception (*no sound will play due to the volume of the reception*).
- Branded drink tickets and opportunity to hand them out with the event staff.
- Opportunity to provide branded gift to attendees.
- Refer to page 8 for additional benefits.

Partner Level Opportunities

Mobile App

(Exclusive - 1 available)

\$9,000

The mobile app is designed to bring delegates up to the minute detailed information on sessions, schedules, speakers, room locations and more. It is easy to use and available for Apple or Android devices.

Additional Benefits:

- Refer to page 8 for additional benefits

Webcast

(2 available)

\$8,000

Your organization will be recognized as the supporter that brings the conference virtually to those unable to join in person.

Additional Benefits:

- Organization's logo featured on the webcast webpage and in the marketing materials promoting the webcast.
- Refer to page 8 for additional benefits.

Collaborator Level Opportunities

Lunch

(2 available)

\$7,000

Your organization will be recognized as the sponsor of one of the two conference lunches.

Additional Benefits:

- Logo on screens during lunch.

Wellness Break

(Exclusive - 1 available)

\$7,000

Your organization will be recognized as the wellness break sponsor, helping attendees to take a mental break (e.g., yoga break or simple stretches). Sponsor may support the design of the wellness break.

Although the cash investment is \$7,000, we recommend you budget for the cost of the décor, activity, audio-visual and any other requirements if needed.

Additional Benefits:

- Logo displayed during the wellness break.
- Opportunity to provide branded wellness items.
- Refer to page 8 for additional benefits.

Collaborator Level Opportunities

Hydration Station

(Exclusive - 1 available)

\$7,000

Logo placement on water tumblers will ensure your organization receives high visibility throughout the conference. Our attractive hydration station, featuring your branded water tumblers, is a central gathering spot during the event.

Additional Benefits:

- Organization logo displayed on conference water tumblers (*artwork due by Oct. 14*).
- Refer to page 8 for additional benefits.

Hotel Key Cards

(Exclusive - 1 available)

\$6,000

A great opportunity to promote your organization's name or logo on the key card of delegates staying in the hotel. This sponsorship offers high visibility, as attendees will see your logo every time they enter their room.

Additional Benefits:

- Refer to page 8 for additional benefits.

Collaborator Level Opportunities

Lanyards

(Exclusive - 1 available)

\$6,000

A great opportunity to promote your organization's name or logo on the lanyards (neck straps), which are attached to the conference name badges that all attendees are given (*artwork due by Oct. 14*).

Additional Benefits:

- Refer to page 8 for additional benefits.

Wi-Fi

(Exclusive - 1 available)

\$6,000

This sponsorship provides great visibility and gets everyone connected with this business necessity as the official Infoway Partnership Conference Wi-Fi sponsor.

Additional Benefits:

- Organization's logo displayed on Wi-Fi signage and sponsor name on the back of attendee lanyard.
- Refer to page 8 for additional benefits.

Supporter Level Opportunities

Coat Check

(Exclusive - 1 available)

\$5,000

Ensure your organization is remembered as attendees stay comfortable and worry-free, especially during the colder November weather. Your logo will be prominently displayed at the coat check area, a high-traffic spot where attendees can conveniently store their coats and belongings.

Additional Benefits:

- Refer to page 8 for additional benefits.

Social Media Wall

(Exclusive - 1 available)

\$5,000

A great opportunity to promote your organization's name on the conference social media wall, displayed during all meals and breaks in the registration area.

Additional Benefits:

- Refer to page 8 for additional benefits.

Supporter Level Opportunities

Attendee Bags

(Exclusive - 1 available)

\$5,000

Attendee bags will be available at registration for all attendees. Your logo will be prominently displayed on the bags (*artwork due by Oct. 14*).

Additional Benefits:

- Refer to page 8 for additional benefits.

Room Drop

(2 available)

\$4,500

Room drop is an excellent opportunity to promote your organization by providing an item that is placed in delegate hotel rooms. The opportunity to have a sponsored item dropped in delegate hotel rooms the night of Nov. 18 or 19 ensures high visibility and brand recognition among attendees.

Additional Benefits:

- Refer to page 8 for additional benefits.

Supporter Level Opportunities

Industry Showcase

(Based on availability)

\$4,000

This sponsorship provides an opportunity for your organization to connect directly with the conference delegates and profile your organization.

Additional Benefits:

- Profile your organization at the networking reception on the evening of Nov. 18, where a small discussion station will be available to facilitate a demo, video or literature.
- Refer to page 8 for additional benefits.

Industry Showcase Start-Up

(Based on availability)

\$2,000

Perfect for newly established companies that are using technology and innovative delivery models to enhance healthcare in Canada.

Additional Benefits:

- Profile your organization at the networking reception on the evening of Nov. 18, where a small discussion station will be available to facilitate a demo, video or literature.
- Refer to page 8 for additional benefits.

Supporter Level Opportunities

Charging Station

(Exclusive - 1 available)

\$4,000

This sponsorship provides an opportunity for you to brand the portable phone charging station that will be available next to the registration desk.

Additional Benefits:

- Refer to page 8 for additional benefits.

Patient Scholarship

(2 available)

\$3,000

Be recognized as an organization that engages with and invests in patients, family members and caregivers. Your sponsorship will help cover the cost of travel, accommodation, and conference registration expenses for successful applicants.

Additional Benefits:

- Organization's logo featured on patient scholarship webpage and in marketing materials.
- Refer to page 8 for additional benefits.

2023 Sponsors





Canada Health Infoway
Partnership Conference

Thank You!

Secure your sponsorship by going to our online confirmation form.

If you have any questions, contact:

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