



Canada Health Infoway
Partnership Conference

Sponsorship Prospectus

Accelerating Connected Care:
Innovation Driving Progress



Quebec City
Nov. 17-18, 2025

About Infoway and Partnership Conference

We're an independent, not-for-profit organization funded by the federal government and accountable to our Board of Directors and Members of the Corporation. By leveraging digital technologies and innovations, we're working with governments, healthcare organizations, clinicians, and patients to advance Connected Care across the country. Learn more at www.infoway-inforoute.ca.

Attracting 350+ attendees, our annual Partnership Conference regularly showcases regional, provincial and territorial clinician and healthcare 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 and Social Engagement

Social Media Results

49,000+ Followers on Social Media



Email Results

7,100+ Corporate Newsletter Subscribers

23% Open Rate

3% Click Rate

Website Results

149,000+ Views

117,000+ Users

147,000+ Sessions

**Metrics calculated from January-April 2025.*

By the Numbers: 2024 Partnership Conference



54 presenters



350+ delegates



26 sponsors



12 jurisdictions



1 National Leaders Forum &
1 Industry Collaborative Event

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."

2025 Sponsorship Opportunities

Level	Contribution	Items Available
Diamond	\$30,000	• Keynote Sponsor Package - <i>SOLD OUT!</i> ○ 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	• Concurrent Track Session Sponsor - <i>SOLD OUT!</i> • Breakfast Session Package - <i>SOLD OUT!</i> ○ 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 - \$19,999	• Mobile App - \$10,000 • Welcome Reception - <i>SOLD OUT!</i> • Networking Reception - <i>SOLD OUT!</i> • Hotel Key Cards - <i>SOLD OUT!</i>
Partner	\$8,000 - \$9,999	• Wellness Break - <i>SOLD OUT!</i> • Webcast - <i>SOLD OUT!</i>
Collaborator	\$6,000 - \$7,999	• Lunch \$7,000 • Hydration Station - \$7,000 • Charging Station - \$6,000 • Room Drop - <i>SOLD OUT!</i> • Attendee Bags - <i>SOLD OUT!</i> • Lanyards - <i>SOLD OUT!</i> • Social Media Wall - <i>SOLD OUT!</i>
Supporter	< \$5,000	• Washroom Branding - \$5,000 • Industry Showcase - <i>SOLD OUT!</i> • Start-Up & Emerging Innovator - <i>SOLD OUT!</i> • Wi-Fi - <i>SOLD OUT!</i> • Patient Scholarship - <i>SOLD OUT!</i>

2025 Sponsorship Overview

Available Sponsorship Opportunities

- Mobile App
- Lunch
- Hydration Station
- Concurrent Track (*sold out*)
- Wellness Break (*sold out*)
- Breakfast Session (*sold out*)
- Keynote Package (*sold out*)
- Welcome Reception (*sold out*)
- Networking Reception (*sold out*)
- Webcast (*sold out*)
- Washroom Branding
- Charging Station
- Room Drop (*sold out*)
- Industry Showcase (*sold out*)
- Emerging Innovator (*sold out*)
- Hotel Key Cards (*sold out*)
- Lanyards (*sold out*)
- Wi-Fi (*sold out*)
- Social Media Wall (*sold out*)
- Attendee Bags (*sold out*)
- Patient Scholarship (*sold out*)

Each sponsorship opportunity includes:

- One full conference registration and unlimited discounted full conference registrations.
- 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.

Additional benefits vary for each opportunity.

2025 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.
- Networking Break Sponsorship (Cost: \$4,000) - 1 available
 - Sponsor a networking 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

Keynote Package

(3 available)

SOLD OUT!

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*).
- Three conference registrations (*\$1,200 per ticket value*) and unlimited discounted full conference registrations (*\$975 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 (*\$5,000 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

Breakfast Session Package

(3 available)

SOLD OUT!

Your opportunity to present directly to the conference delegates. Breakfast session sponsors will host a morning seminar on Nov. 18 from 7:30-8:15 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 (\$1,200 per ticket value) and unlimited discounted full conference registrations (\$975 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 (\$5,000 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.

Platinum Level

Concurrent Track Session Sponsor

(3 available)

SOLD OUT!

As a concurrent track session sponsor, your organization will be recognized throughout one of three themed session tracks taking place on Day 2. Your sponsorship includes: a 3–4 minute opportunity to deliver opening remarks and introduce the first concurrent session of your selected track; logo visibility and verbal recognition as the track sponsor at the start of each session within your chosen track; promotion of your sponsored sessions in advance through the conference website, marketing materials and mobile app.

Additional Benefits:

- Two conference registrations (*\$1,200 per ticket value*) and unlimited discounted full conference registrations (*\$975 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 (*\$5,000 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

Welcome Reception

(Exclusive - 1 available)

SOLD OUT!

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 7 for additional benefits.

Networking Reception

(Exclusive - 1 available)

SOLD OUT!

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 7 for additional benefits.

Premier Level

Mobile App

(Exclusive - 1 available)

\$10,000

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 7 for additional benefits

Hotel Key Cards

(Exclusive - 1 available)

SOLD OUT!

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 7 for additional benefits

Partner Level

Wellness Break

(Exclusive - 1 available)

SOLD OUT!

As the wellness break sponsor, you can help attendees take a mental break (e.g., yoga or simple stretches). Sponsor may support the design of the wellness break.

Although the cash investment is \$8,000, 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 items.
- Refer to page 7 for additional benefits.

Webcast

(Exclusive - 1 available)

SOLD OUT!

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 7 for additional benefits.

Collaborator Level

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 7 for additional benefits.

Lunch

(1 available)

\$7,000

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

Additional Benefits:

- Logo on screens during lunch.
- Refer to page 7 for additional benefits.

Attendee Bags

(Exclusive - 1 available)

SOLD OUT!

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 7 for additional benefits.

Collaborator Level

Lanyards

(Exclusive - 1 available)

SOLD OUT!

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*).

Charging Station

(Exclusive - 1 available)

\$6,000

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

Additional Benefits:

- Refer to page 7 for additional benefits.

Social Media Wall

(Exclusive - 1 available)

SOLD OUT!

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 7 for additional benefits.

Collaborator Level

Room Drop

(1 available)

SOLD OUT!

Promote your organization by providing an item that is placed in delegate hotel rooms the night of Nov. 18 or 19, ensuring high visibility and brand recognition among attendees.

Additional Benefits:

- Refer to page 7 for additional benefits.

Supporter Level

Industry Showcase

(Based on availability)

SOLD OUT!

Connect directly with 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 7 for additional benefits.

Supporter Level

Washroom Branding

(Exclusive - 1 available)

\$5,000

Stand out with uninterrupted exposure in high-traffic attendee washrooms on the main conference floor. This sponsorship includes branded signage on mirrors, paper towel dispensers, hand dryers, and bins, ensuring repeated visibility in a unique, memorable way.

Additional Benefits:

- Refer to page 7 for additional benefits.

Start-Up & Emerging Innovator

(Based on availability)

SOLD OUT!

Showcase transformative technologies and novel approaches to improving healthcare in Canada. To be eligible* for start-up pricing, organizations must be an incorporated business established within the last five years. Start-up pricing is offered to foster innovation and support early-stage ventures.

** Eligibility will be reviewed at the time of application, and Infoway reserves the right to limit the number of accepted start-up applicants to maintain program balance.*

Supporter Level

Wi-Fi

(Exclusive - 1 available)

SOLD OUT!

As the official Wi-Fi sponsor, this opportunity provides excellent visibility and gets everyone connected with this business necessity.

Additional Benefits:

- Organization's logo displayed on Wi-Fi signage and sponsor name on the back of attendee lanyard.
- Refer to page 7 for additional benefits.

Patient Scholarship

(3 available)

SOLD OUT!

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:

- Refer to page 7 for additional benefits.

2024 Sponsors





Canada Health Infoway
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Thank You!

Secure your sponsorship by going to our online confirmation form. If you have any questions, please contact:

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