



Canada Health Infoway  
Partnership Conference

# Sponsorship Overview



Nov. 17-18, 2026



JW Marriott PARQ Vancouver

## Showcase your Organization at the 2026 Infoway Partnership Conference

Learn from real-world experiences, share successes, build meaningful connections, and gain a clearer view of what's next for digital health in Canada.

Secure your sponsorship by completing our online confirmation form [HERE](#).

### What Our Sponsors Are Saying:

#### Heidi Health:

*Infoway's Partnership Conference was one of the most worthwhile events we've done this year*

*What stood out to me most about conference was how supported we felt, not just onsite, but in the lead up and in the follow through afterwards. The attendee mix was exactly who we need around the table to build responsibly in Canada, and the presentations were genuinely informative, the kind that shape how you think, not just what you post. It also created the right environment for thoughtful conversations about trust and privacy, which matters deeply to Heidi, including Canadian data residency and strong privacy alignment. We will be back next year"*

- Maureen Green, Field Marketer at  
Heidi Health

#### MedTechnologies:

*I just finished attending the Canada Health Infoway Partnership Conference, and despite being a front-line physician for nearly 30 years. I had no idea of the outstanding leadership work being done by the Infoway teams. They are truly bringing together Canadian health technology ecosystem and digital experts in a way that is both inspiring and essential. As the Innovation Start-Up Sponsor, HealthScreeningCanada was only a drop in the ocean, but every drop can help thanks to the support and teamwork! And after meeting so many passionate leaders and innovators, I genuinely believe we can move the needle on the next Statistics Canada report measuring populational participation rates in life-saving preventative health screening"*

- Christian Lamarre Founder & CEO at  
Relations at Petal Health

Learn more at [www.infoway-inforoute.ca/partnership](http://www.infoway-inforoute.ca/partnership).



## Sponsorship Opportunities Overview

The Infoway Partnership Conference brings together digital health leaders from across Canada to explore shared priorities, exchange practical insights and accelerate Connected Care. Sponsorship offers organizations a meaningful way to engage this influential audience while demonstrating leadership, innovation and commitment to collaboration.

The sponsorship levels outlined below are designed to provide flexible options aligned to different objectives and investment levels. The matrix below outlines the benefits associated with each sponsorship level. Our team is happy to work with sponsors to explore custom opportunities or tailor packages to better align with organizational goals.

Benefits	Diamond \$33k-40k	Platinum \$15k-25k	Premier \$10k-15k	Collaborator \$6.5k-9k	Supporter \$3k-5k	A La Carte \$500-2k
Main stage opening remarks	✓					
Speaking opportunity	✓	✓				
Branded delegate gift opportunity	✓		✓	✓		
High-visibility branding and logo placement	✓	✓	✓	✓		
Organization recognition and branding visibility	✓	✓	✓	✓	✓	✓
Complimentary President's ticket	✓ Two+	✓ One				
Complimentary registration	✓ Three	✓ One+	✓ One	✓ One	✓ One	
Complimentary Industry Showcase booth	✓	✓	✓			
Pre-conference mailing list	✓	✓	✓	✓	✓	✓



## Each Sponsorship Opportunity includes (unless otherwise noted):

- One (1) full conference registration and unlimited discounted registrations.
- Listed as a sponsor with logo on website, social media mention and e-promos.
- Verbal acknowledgement during opening remarks.
- Access to pre-conference mailing list one (1) week in advance and the post-conference list one (1) day after the event. Both lists will include only those registered attendees who have consented to share their contact information.
- Your company will also receive prominent logo recognition on signage, website, social media, e-promos, and the mobile app.

Level	Contribution	Items Available
<b>Diamond Level</b>	\$40,000	<ul style="list-style-type: none"> <li>• <b>Infoway Pitch Competition (1 available)</b> <ul style="list-style-type: none"> <li>○ Exclusive sponsor of Infoway's inaugural Pitch Competition, a high energy showcase where students and startups pitch innovative ideas to a panel of judges from across the public and private sectors.</li> <li>○ Deliver brief opening remarks (2-3 minutes) before introducing the kickoff of the pitch competition.</li> <li>○ One (1) reserved seat on the panel of judges.</li> <li>○ Three (3) full registrations (\$1,400 per ticket value) plus unlimited discounted passes (\$1,075 value).</li> <li>○ Three (3) Presidents Reception tickets.</li> <li>○ One (1) Industry Showcase Booth.</li> </ul> </li> </ul>
	\$33,000	<ul style="list-style-type: none"> <li>• <b>Keynote Session Sponsor (1 available)</b> <ul style="list-style-type: none"> <li>○ Choice of Day 1 or Day 2 Closing Keynote, or Day 2 Opening Keynote. Sponsor will be recognized from the main stage and invited to deliver brief opening remarks (5 minutes) before introducing the keynote speaker.</li> <li>○ Three (3) full registrations (\$1,400 per ticket value) plus unlimited discounted passes (\$1,075 value)</li> <li>○ Plenary room drop.</li> <li>○ Two (2) Presidents Reception tickets.</li> <li>○ One (1) Industry Showcase Booth.</li> </ul> </li> </ul>
<b>Platinum Level</b>	\$25,000	<ul style="list-style-type: none"> <li>• <b>Breakfast Session Package (2 available)</b> <ul style="list-style-type: none"> <li>○ Host and present a 45-minute breakfast seminar for conference delegates on Nov. 18, 2026.</li> <li>○ Breakfast Session content/agenda provided by the sponsor (to be approved by Infoway).</li> <li>○ Two (2) full registrations (\$1,400 per ticket value) plus unlimited discounted passes (\$1,075 value)</li> <li>○ One (1) Presidents Reception ticket</li> <li>○ One (1) Industry Showcase Booth</li> </ul> </li> </ul>



Level	Contribution	Items Available
	\$22,000	<ul style="list-style-type: none"> <li>• <b>Concurrent Track Session (3 available)</b> <ul style="list-style-type: none"> <li>○ Recognition as one of the concurrent track sponsors, including a 2–3 minute opening introduction for your selected track (applies to the opening session only).</li> <li>○ Logo placement and verbal acknowledgment at the start of each of the four sessions within your track.</li> <li>○ Two (2) full registrations (\$1,400 per ticket value) plus unlimited discounted passes (\$1,075 value).</li> <li>○ One (1) Presidents Reception ticket.</li> <li>○ One (1) Industry Showcase booth.</li> </ul> </li> </ul>
	\$18,000	<ul style="list-style-type: none"> <li>• <b>Welcome Reception (1 available)</b> <ul style="list-style-type: none"> <li>○ Exclusive sponsor of the welcome reception.</li> <li>○ Includes a 2-3 minute opportunity to deliver welcome remarks at the reception.</li> <li>○ Your logo on drink tickets for delegates.</li> <li>○ Branded delegate gift opportunity (sponsor cost).</li> <li>○ One (1) Industry Showcase booth.</li> <li>○ One (1) Presidents Reception ticket.</li> </ul> </li> </ul>
<b>Premier Level</b>	\$15,000	<ul style="list-style-type: none"> <li>• <b>Networking Reception (SOLD OUT)</b> <ul style="list-style-type: none"> <li>○ Exclusive sponsor of the networking reception.</li> <li>○ Branded digital and printed photos that attendees can share instantly via email or social media, extending your visibility beyond the conference floor.</li> <li>○ Your logo on drink tickets for delegates.</li> <li>○ Branded delegate gift opportunity (sponsor cost).</li> <li>○ One (1) Industry Showcase booth.</li> </ul> </li> </ul>
	\$13,000	<ul style="list-style-type: none"> <li>• <b>Simultaneous Interpretation (1 available)</b> <ul style="list-style-type: none"> <li>○ Exclusive sponsor of the simultaneous interpretation service, supporting accessible, bilingual participation for all delegates throughout the conference</li> <li>○ One (1) Presidents Reception ticket.</li> <li>○ One (1) Industry Showcase booth.</li> </ul> </li> </ul>
	\$11,000	<ul style="list-style-type: none"> <li>• <b>Mobile App (SOLD OUT)</b> <ul style="list-style-type: none"> <li>○ Exclusive visibility on the conference mobile app (available on iOS and Android), which provides attendees real-time information on sessions, schedules, speakers, and room locations.</li> <li>○ A 30-second video message from your organization will be featured, giving you a direct channel to engage attendees.</li> <li>○ One (1) Industry Showcase booth.</li> </ul> </li> </ul>



Level	Contribution	Items Available
	\$10,000	<ul style="list-style-type: none"> <li>• <b>Wellness Break (1 available)</b> <ul style="list-style-type: none"> <li>○ Give attendees the opportunity to recharge with activities like yoga or light stretches. The space could also be a quiet workstation where attendees can have meetings or catch up on work during the event.</li> <li>○ You'll also have the opportunity to help customize the design of the wellness break.</li> <li>○ Branded attendee gift opportunity (sponsor cost)</li> <li>○ One (1) Industry Showcase booth..</li> </ul> </li> </ul>
	\$10,000	<ul style="list-style-type: none"> <li>• <b>Hydration Station (1 available)</b> <ul style="list-style-type: none"> <li>○ Logo placement on water tumblers ensures strong visibility throughout the conference. Our hydration station, featuring your branded tumblers, is a central gathering spot during the event.</li> <li>○ We can help create custom-branded bottles with both your logo and Infoway's, or you can provide your own.</li> <li>○ One (1) Industry Showcase booth.</li> </ul> </li> </ul>
<b>Collaborator Level</b>	\$9,000	<ul style="list-style-type: none"> <li>• <b>Webcast (1 available)</b> <ul style="list-style-type: none"> <li>○ Your organization will be recognized for helping bring the conference experience to virtual attendees who are unable to attend in person.</li> <li>○ This opportunity offers strong visibility, with your logo featured on the webcast webpage, event microsite, social media, conference communications, and all webcast marketing materials.</li> <li>○ Industry Showcase booth at 50% discount from listed price.</li> </ul> </li> </ul>
	\$8,000	<ul style="list-style-type: none"> <li>• <b>Hotel Key Cards (1 available)</b> <ul style="list-style-type: none"> <li>○ Exclusive branding opportunity with your logo featured on hotel key cards for attendees staying at the conference hotel.</li> <li>○ High visibility placement, ensuring your organization's brand is seen every time attendees enter their rooms.</li> <li>○ Industry Showcase booth at 50% discount from listed price.</li> </ul> </li> </ul>
	\$8,000	<ul style="list-style-type: none"> <li>• <b>Attendee Bags (1 available)</b> <ul style="list-style-type: none"> <li>○ Attendee bags are an excellent way to get your logo in front of all attendees for two full days.</li> <li>○ Your logo will be displayed on the bag with the conference logo.</li> <li>○ Industry Showcase booth at 50% discount from listed price.</li> </ul> </li> </ul>
	\$8,000	<ul style="list-style-type: none"> <li>• <b>Lanyards (1 available)</b> <ul style="list-style-type: none"> <li>○ High-visibility branding opportunity, with your organization's logo featured on attendee lanyards, worn during all sessions, networking events, and media interactions.</li> <li>○ Industry Showcase booth at 50% discount from listed price.</li> </ul> </li> </ul>



Level	Contribution	Items Available
	\$8,000	<ul style="list-style-type: none"> <li>• <b>Barista-Led Coffee Experience (1 available)</b> <ul style="list-style-type: none"> <li>○ The barista-led coffee experience was one of the most popular morning activations at last year's event.</li> <li>○ This sponsor will deliver a premium, barista-led coffee experience for delegates during Day 1 and Day 2 morning programming.</li> <li>○ This sponsorship creates a highly visible, high-traffic activation that fuels conversation, networking, and engagement.</li> <li>○ Industry Showcase booth at 50% discount from listed price.</li> </ul> </li> </ul>
	\$7,000	<ul style="list-style-type: none"> <li>• <b>Lunch (1 available)</b> <ul style="list-style-type: none"> <li>○ Logo recognition as the official Day 1 or Day 2 lunch sponsor.</li> <li>○ Opportunity to provide branded napkins or swag (sponsor cost).</li> <li>○ Industry Showcase booth at 50% discount from listed price.</li> </ul> </li> </ul>
	\$6,500	<ul style="list-style-type: none"> <li>• <b>Social Media Wall (SOLD OUT)</b> <ul style="list-style-type: none"> <li>○ Your exclusive logo will be featured on the conference social media wall, displayed during all meals and breaks in the registration area.</li> <li>○ Industry Showcase booth at 50% discount from listed price.</li> </ul> </li> </ul>
	\$6,500	<ul style="list-style-type: none"> <li>• <b>Room Drop (1 available)</b> <ul style="list-style-type: none"> <li>○ Place a branded item in attendee hotel rooms for one night, ensuring high visibility and brand recognition among attendees.</li> <li>○ Industry Showcase booth at 50% discount from listed price.</li> </ul> </li> </ul>
<b>Supporter Level</b>	\$5,000	<ul style="list-style-type: none"> <li>• <b>Wi-Fi (1 available)</b> <ul style="list-style-type: none"> <li>○ Your logo will be featured on the Wi-Fi signage on-site and sponsor recognition on the back of the attendee's name badge holder.</li> <li>○ As the Wi-Fi sponsor, you'll have the opportunity to choose the custom Wi-Fi password for all delegates (subject to Infoway approval)</li> <li>○ Industry Showcase booth at 50% discount from listed price.</li> </ul> </li> </ul>
	\$5,000	<ul style="list-style-type: none"> <li>• <b>Industry Showcase Booth (based on availability)</b> <ul style="list-style-type: none"> <li>○ This is your best opportunity to have facetime with the attendees and other partners.</li> <li>○ Profile your organization at the networking reception and all conference networking breaks.</li> </ul> </li> </ul>
	\$4,000	<ul style="list-style-type: none"> <li>• <b>Student Scholarship (5 available)</b> <ul style="list-style-type: none"> <li>○ Recognition as an organization committed to supporting and investing in the next generation of digital health leaders.</li> <li>○ Your sponsorship directly helps cover travel, accommodations, and registration fees for successful student applicants, enabling their participation in the Infoway Pitch Competition and broader conference experience.</li> <li>○ Industry Showcase booth at 50% discount from listed price.</li> </ul> </li> </ul>



Level	Contribution	Items Available
	\$5,000	<ul style="list-style-type: none"> <li>• <b>Patient Scholarship (3 available)</b> <ul style="list-style-type: none"> <li>○ Recognition as an organization committed to engaging with and investing in patients, families, members, and caregivers</li> <li>○ Your sponsorship directly supports the cost of travel, accommodations, and registration fees for successful applicants, helping to make their participation possible</li> <li>○ Industry Showcase booth at 50% discount from listed price.</li> </ul> </li> </ul>
	\$4,000	<ul style="list-style-type: none"> <li>• <b>Networking Break (3 available)</b> <ul style="list-style-type: none"> <li>○ An exciting opportunity for your organization to engage with delegates in a relaxed setting. Your organization's branding will be prominently displayed during the break.</li> <li>○ Opportunity to provide branded napkins or swag (sponsor cost).</li> <li>○ Industry Showcase booth at 50% discount from listed price.</li> </ul> </li> </ul>
	\$3,000	<ul style="list-style-type: none"> <li>• <b>Emerging Innovator Booth (based on availability)</b> <ul style="list-style-type: none"> <li>○ To be eligible for start-up pricing, organizations must be an incorporated business established in the last five years.</li> <li>○ Start-up pricing is offered to foster innovation and support early-stage ventures.</li> <li>○ Eligibility will be reviewed at the time of application and Infoway reserves the right to limit the number of accepted emerging innovator applicants.</li> </ul> </li> </ul>

### A La Carte – Add-On Sponsorship Opportunities

*Please note that these options cannot be purchased on their own.*

\$2,000	<ul style="list-style-type: none"> <li>• <b>Special Offer: Infoway 25<sup>th</sup> Anniversary President's Reception Ticket</b> <ul style="list-style-type: none"> <li>○ Join us for an exclusive evening as we celebrate Infoway's 25<sup>th</sup> anniversary. This premium ticket offers unparalleled networking opportunities with senior leaders, VIP guests, and key partners in a relaxed, elegant setting.</li> </ul> </li> </ul>
\$1,500	<ul style="list-style-type: none"> <li>• <b>Post-Conference Email Message to All Attendees (5 available)</b></li> </ul>
\$1,000	<ul style="list-style-type: none"> <li>• <b>Mobile App Push Notifications (5 available)</b> <ul style="list-style-type: none"> <li>○ Send a sponsored push notification to all mobile app users with your custom messaging.</li> </ul> </li> </ul>
\$500 per item (sponsor provides the swag)	<ul style="list-style-type: none"> <li>• <b>Swag in Attendee Bags (5 available)</b> <ul style="list-style-type: none"> <li>○ Include a promotional swag item or literature in the attendee bags.</li> </ul> </li> </ul>

# 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](http://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](http://www.infoway-inforoute.ca/partnership).

## Thank You!

Secure your sponsorship by going to our online confirmation form [here](#).  
If you have any questions, please contact:

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