



Metro Toronto Convention Centre

May 31 - June 3, 2015



Corporate Invitation

Metro Toronto Convention Centre
Toronto, Ontario, Canada
www.e-healthconference.com

e-Health 2015: Making Connections

Canada's ONLY national e-health conference and tradeshow.



Conference Hosts

ASSOCIATION CANADIENNE
D'INFORMATIQUE DE LA SANTÉ



CANADA'S HEALTH
INFORMATICS ASSOCIATION



Canadian Institute
for Health Information

Institut canadien
d'information sur la santé



Canada Health Infoway
Inforoute Santé du Canada

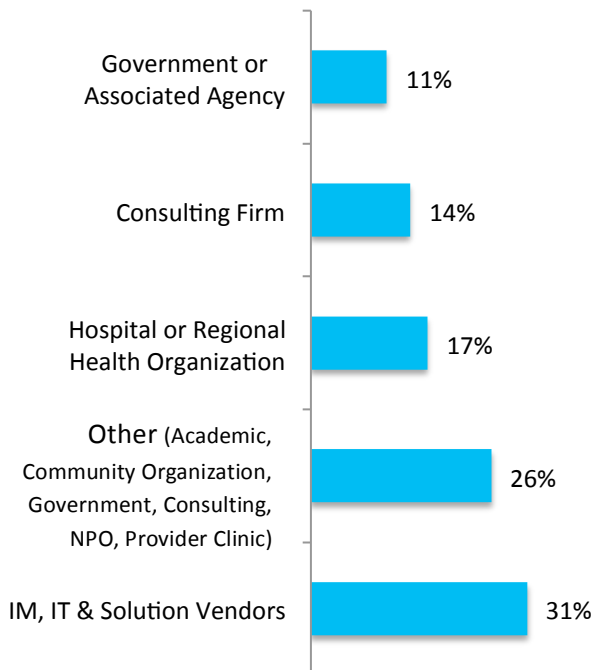
Why Participate

1. **NETWORK** with over 1500 e-health stakeholders including key opinion leaders in technology, healthcare providers, mobile operators/carriers, public health workers, policymakers, researchers, academics, government officials and international agencies.
2. **SELL** to all of your existing clients and targeted prospects and new industry leads.
3. **PROMOTE** your company's leadership to high-level decision makers and attendees through the many branding opportunities offered in each sponsorship package. Raise your company profile by identifying your company as a leader in the e-health space.
4. **DEMONSTRATE** your company's thought leadership in the e-health area by having an exclusive seminar session.

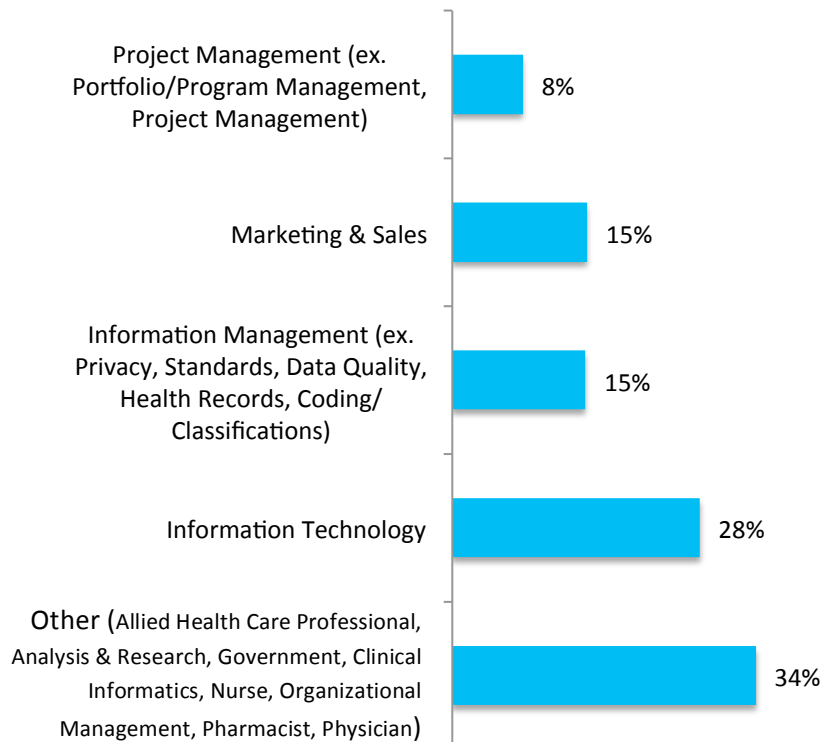
2014 Attendees

Here is who attended our successful 2014 Conference in Vancouver, British Columbia.

Employment Setting



Professional Role



What Exhibitors Can Expect

In 2015 the exhibit area in the Metro Toronto Convention Centre will be located in the North Building in Exhibit Hall B and will feature:

- Conference mobile app with details about each sponsor and exhibitor
- E-poster stations - presentations in an electronic and interactive format on the exhibit floor
- Networking events in the exhibit hall to leverage the presentations during the program
- Exclusive exhibit only hours each day
- Food & beverage areas located throughout the exhibit area
- Communications Café including internet stations & a re-charge station
- Early Bird registration rate for sponsors and exhibitors



What Sponsors Can Expect

(Refer to Sponsorship Grid section for details)

- Meeting spaces located in the exhibit hall that can be booked on a daily basis
- Larger rooms for Sponsor Symposia
- Breakfast Sponsor Symposia
- Provincial Success Stories
- The Showcase
- The Hackathon
- The Canadian Health Information Awards (CHIA) Gala



Photo from Hackathon, e-Health 2014

*Photo credited to Jon Benjamin, Official Conference Photography

Conference Co-Hosts



Canada Health Infoway (Infoway) is an independent, not-for-profit organization funded by the federal government. *Infoway* jointly invests with every province and territory to accelerate the development and adoption of electronic health information systems in Canada. These secure systems will allow authorized health care providers to have quick access to their patients' vital health information when and where they need it. This will contribute to better patient care. As well, these systems will eventually provide Canadians with electronic access to their health information to help them manage their own health. For more information about Canada's efforts to implement information and communications technologies in health care, visit www.infoway-inforoute.ca.



Canadian Institute
for Health Information
Institut canadien
d'information sur la santé

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

ASSOCIATION CANADIENNE
D'INFORMATIQUE DE LA SANTÉ



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



Photo from Showcase, e-Health 2014

*Photo credited to Jon Benjamin, Official Conference Photography

Sponsorship Opportunities & Benefits Grid

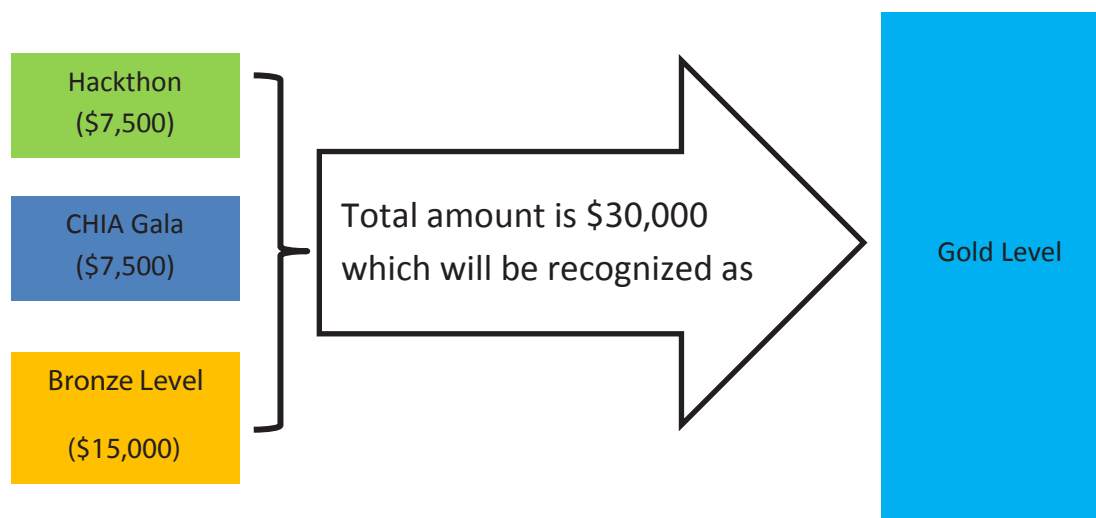
Benefits	Platinum \$50,000	Diamond \$40,000	Gold \$30,000	Silver \$22,000	Bronze \$15,000	Friends \$7,500
Three (3) 10' x 10' Exhibit Spaces	X					
Two (2) 10' x 10' Exhibit Spaces		X	X			
Single 10' x 10' Exhibit Space				X	X	
Priority Exhibit Space for 2015	1st	2nd	3rd	4th		
Complimentary Full Registration(s)	6	5	4	3	2	1
Exhibit Area Only passes	6	4	4	2	2	
Sponsor Symposia	X	X	X			
Sponsor Breakfast Symposia				X		
Delegate Bag Insert	X	X	X	X	X	
Onsite Pocket Program Ad Space	Full Page	Full Page	Full Page	Half Page	Quarter Page	
Visual and Verbal Recognition in Plenary Sessions	X	X	X	X	X	
Delegate contact list in advance of the conference	X	X	X	X	X	
Logo & Link on Home Page & Sponsor Page of Website	X	X	X	X	X	X
Logo on Conference Mobile App listing	X	X	X	X	X	X
Logo on Onsite Conference Signage	X	X	X	X	X	X
Exclusive Sponsorship of One of the Following:						
Logo on Lanyards	X					
Logo on Delegate Bags		X				
Opening Keynote Session		X				
Hackathon		X				
Introduction of a speaker at a Plenary Session			X			
Welcome Reception			X			
Mobile App			X			
Hotel Key Cards			X			
Pocket Program			X			
Monday Exhibitor Reception				X		
e-Posters				X		
Conference Lunch in Exhibit Hall (2 available)				X		
Tuesday Afternoon Exhibitor Reception				X		
Communications Café & Re-charge Station				X		
Escalator Sign Bands				X		
President's Reception				X		
Exhibit Atrium Glass Panels				X		
e-health Fun Run					X	
Speaker Ready Room					X	
Refreshment Breaks (4 total)					X	

The Conference Secretariat reserves the right to make changes to this Corporate Invitation without notice.

This year there are five changes in the Sponsorship recognition program.

1. **A new Platinum Level--\$50,000**
2. Sponsorship of the various components of the Hackathon
3. Sponsor sign bands on the escalators leading to the exhibit hall floor
4. Sponsor sign bands on the glass panels surrounding the exhibit atrium
5. **A new way to achieve a level of sponsorship**

You can become a sponsor at a specific level based on your total spending as a sponsor and exhibitor. For instance, you can sponsor an element at the Bronze level (\$15,000), the CHIA Gala (\$7,500), and the Hackathon (\$7,500). The total amount of sponsorship fees is \$30,000 and therefore will be recognized as a Gold sponsorship.



Ad Space in Onsite Final Program

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

	B/W	4 Color
½ Page	\$600	\$800
1 Full Page	\$1,000	\$1,200

Description of Sponsorship Properties by Level

Platinum - \$50,000 (1 available):

Conference Symposia

Platinum sponsors have the option to conduct their own symposium session that will take place during the conference program. Sponsors fully control the agenda of these sessions. The symposia will be advertised in the Final Program and on the Mobile App. No other conference education programming will take place during these time periods aside from other Gold and Diamond sponsored symposia.

Logo on Lanyards

Platinum Sponsors will have their logo printed on the delegate lanyards. This opportunity provides the maximum amount of exposure as the lanyards are used by all delegates throughout the conference and provide high visibility of your brand.

Diamond - \$40,000 (3 available):

Conference Symposia

Diamond sponsors have the option to conduct their own symposium session that will take place during the conference program. These sponsors fully control the agenda of these sessions. The symposia will be advertised in the Final Program and on the Mobile App. No other conference education programming will take place during these time periods aside from other Platinum and Gold sponsored symposia.

Choice of one of the following items:

Logo on Delegate Bags

Diamond Sponsors have the option of having their logos printed on the delegate bags. This option provides great exposure as the delegate bags will be given out to all delegates when they register on site. They are reusable bags that will have your branding on them with the conference branding and are used throughout the conference and beyond.

Opening Keynote Session Sponsorship

The Sponsor of the Opening Keynote Session will have the opportunity to make a brief introduction of the Keynote Speaker at the start of the session, which is typically the most highly attended session during the conference. This sponsor will also be recognized with signage outside the session room, in the final program and in the conference mobile app.

Hackathon

In conjunction with Hacking Health Canada the second annual Hackathon at e-Health will again be an exciting component of our Conference. The Diamond Sponsor will be identified as the "Presenting Sponsor."

Description of Sponsorship Properties by Level

Gold - \$30,000 (7 available):

Conference Symposia

Gold sponsors have the option to conduct their own symposium session that will take place during the conference program. These sponsors fully control the agenda of these sessions. The symposia will be advertised in the Final Program and on the Mobile App. No other conference education programming will take place during these time periods aside from other Platinum and Diamond sponsored symposia.

Choice of one of the following items:

Plenary Session Sponsorship (2 available)

Sponsors of the Plenary Sessions will have the opportunity to make a brief introduction of the session speaker. This sponsor will also be recognized with signage outside the session room, in the final program and in the conference mobile app.

Welcome Reception

The Welcome Reception is the event that kicks off the conference and is a great opportunity for networking. The sponsor of the Welcome Reception will be recognized with signage at the event, in the final program and in the mobile app. They will also have the opportunity to provide additional materials for the event as long as they are approved by conference management.

Mobile App

The conference mobile app will be available to attendees throughout the conference as well as both before and after the conference. The sponsor of the conference mobile app will have their logo on the introductory screen which will provide great exposure as we expect the majority of attendees with smart phones to engage using the Mobile App.

Hotel Key Cards

The sponsor of the hotel key cards will be able to provide their branding on the key cards for all the conference hotels. This is an excellent opportunity to direct delegates to your initiatives at the Conference as it is something they will use throughout the conference and will receive upon arrival at the hotels.

Pocket Program

The Pocket Program is used frequently during the Conference by delegates as a supplement to the Conference App. Each delegate receives a Pocket Program. The sponsor is identified on the front cover of the Program and has a full page ad on the inside front cover.

Description of Sponsorship Properties by Level

Silver - \$22,000 (9 available):

Breakfast Symposia

Silver sponsors will have the option to host a symposium prior to the morning plenary sessions (breakfast costs are not included). Sponsors fully control the agenda of these sessions. The symposia will be advertised in the Final Program and on the Mobile App. No other conference education programs will take place during these time periods.

Choice of one of the following items

Exhibitor Reception

The sponsor of the Exhibitor Reception will have recognition signage at the event and in the final program.

e-Posters

The e-poster area will again be on the exhibit floor for delegates to review presentations in an electronic and interactive format. This is an opportunity for the sponsor to be identified with the “thought leadership” component of the Conference. The sponsor of this area will be recognized on signage and in the final program.

Conference Lunch (2 available)

Lunch on Monday and Tuesday is included in the registration fees. Historically, these food and beverage functions have been a great opportunity for networking and have been well attended. This opportunity will provide sponsors with a very visible, high profile presence with all participants. The sponsor’s name and logo will be prominently displayed in the Exhibit Hall, print materials, mobile app and all food and beverage stations.

Tuesday Afternoon Wine Reception

The Wine Reception will be held on the exhibit hall floor after the scientific program has ended for the day. Delegates consider it a great opportunity to network with exhibitors and sponsors.

Communications Café & Re-charge Station

The Communications Café will be set-up in the exhibit area with internet stations and a re-charge station that all the delegates will be able to access. The sponsor of this area will have signage recognizing the sponsor and the company logo on the monitors.

Escalator Sign Bands

Both the glass panels and the “Well Runners” of the escalators leading from the Registration level to the Exhibit Floor are available for sponsor advertising throughout the Conference on an exclusive basis.

President’s Reception

The President’s Reception is held on Sunday in advance of the Welcome Reception. The event brings together the key opinion leaders in the industry along with Board members and executives from the three co-hosts.

Exhibit Atrium Glass Panels

The glass panels around the Exhibit Atrium are available for “Hanging Banners” of a sponsor on an exclusive basis.

Description of Sponsorship Properties by Level

Bronze - \$15,000:

Choice of one of the following items

e-Health Fun Run

The e-Health Fun Run takes place every year and is an activity that all delegates are invited to take part in regardless of their fitness level.

Speaker Ready Room

The Speaker Ready Room will be used throughout the conference for the speakers to prepare their themselves and their presentations. The sponsor of this area will be recognized on the signage outside the room.

Refreshment Breaks

There are four Refreshment Break opportunities available during Monday, Tuesday and Wednesday. At each Break the sponsor will have branding options that are very visible and evident to all delegates. The sponsors will be recognized in print materials, mobile app and at all food and beverage stations.

Friends of e-Health - \$7,500:

Companies that are looking for a recognition opportunity at the conference without an exclusive sponsorship property can achieve this objective by becoming a Friend of the Conference. Recognition includes 1 Full Registration, print materials, the mobile app and on site signage.

*

2015 HACKATHON

Capitalizing on the tremendous success of the 2014 Hackathon, our Conference will be producing a second event within the Conference in conjunction with "Hacking Health Canada." For over 48 hours beginning on Sunday designers, project managers and patients collaborate with doctors, nurses, hospital administrators to rapidly develop digital & mobile health solutions leading to viable business opportunities.

The Hackathon sponsorship options include:

EXCLUSIVE PRESENTING SPONSOR \$40,000

- Recognized as a Diamond Level Sponsor with Diamond level benefits

NETWORKING RECEPTION SPONSOR \$7,500

- * This event will be held on Sunday afternoon in advance of the Conference Welcome Reception
- Receive ONE full delegate badge

JUDGING & AWARDS EVENT \$7,500

- *This event will be held on Tuesday afternoon
- Receive ONE full delegate badge

2015 SHOWCASE

The Showcase has been an integral part of e-Health since 2007. Building on the outstanding success of the provincial success stories component that was introduced last year we will again be featuring some of the great innovations and collaborations between the public and private sector.

We are inviting organizations who are interested in demonstrating their innovative solutions to be part of this exciting 2015 Showcase. Participation is available at three different levels:

LEADER - \$7,500

- Multiple opportunities to participate including presenting and displaying information in conjunction with clients
- Prominent listing in conference app and website
- 15 minute speaking opportunity/demonstration in Showcase area
- Prime location for your corporate station and signage outside of the Showcase
- 3 exhibit area only passes

INNOVATOR - \$5,000

- Listing in conference app and website
- Prominent location for your corporate station and signage outside of the Showcase
- 2 exhibit area only passes

ADAPTER - \$3,000

- Listing in conference app and website
- Individual corporate station and signage outside of the Showcase
- 1 exhibit area only pass

10th Annual Canadian Health Informatics Awards Gala

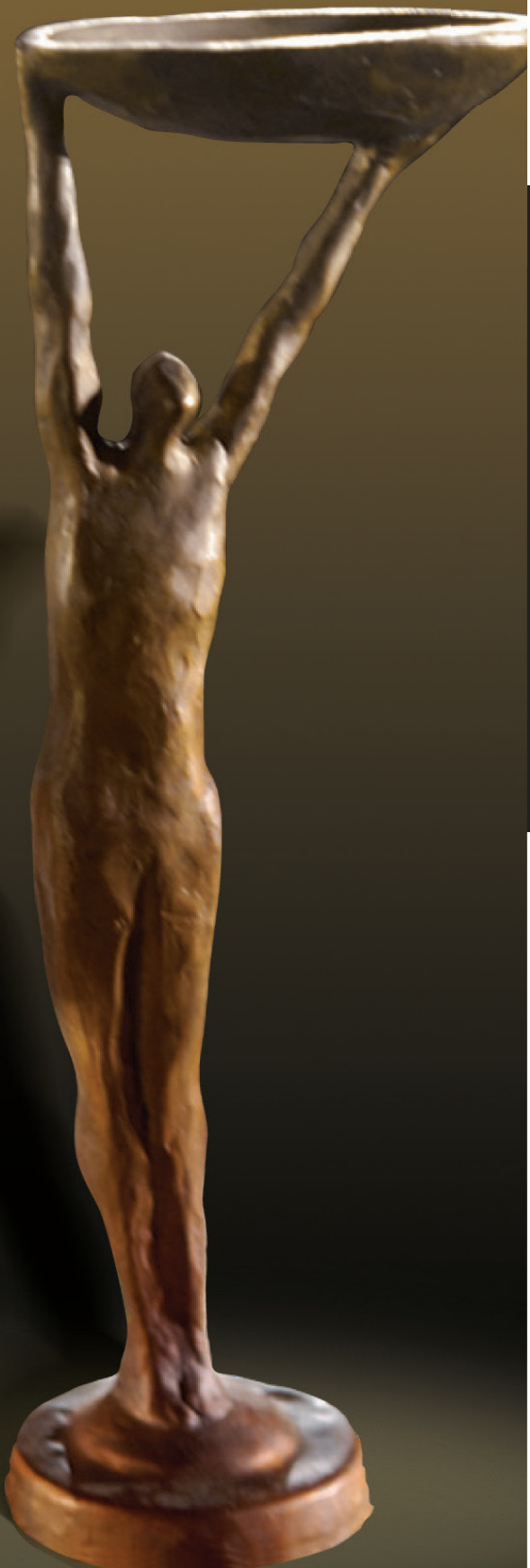
June 2nd, 2015

Metro Toronto Convention Centre

The Canadian Health Informatics Awards Gala is an exclusive event celebrating the outstanding achievements and excellence in the Canadian health informatics community. The CHIA Gala recognizes and honours the contributions of individuals and companies in the efficient use of information technology to improve the health of all Canadians.

The CHIA Gala will take place in conjunction with e-Health 2015. 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 exclusively or they can add it to their e-Health sponsorship or exhibit presence. The sponsorship packages have been developed to position your organization as an innovator and leader in the industry.



Benefit	Visionary - \$7,500	Architect - \$5,000	Enhancer - \$2,500
Opportunity to introduce the CHIA Gala hosts	X		
Logo on CHIA Gala menus	X		
Logo on CHIA Gala cocktail napkins	X		
Premium reserved table for 8 registered guests*	X	X	
Additional tickets to the CHIA Gala	4	2	1
Logo on CHIA Gala signage	X	X	X
On stage acknowledgement by the CHIA Gala host	X	X	X
Company logo included on screen during the CHIA Gala	X	X	X
Logo and 50 word company description on awards site sponsor page with link to your company website	X	X	X
Recognition in the e-Health conference program	X	X	X
One Year logo placement on ITAC Health and COACH Website with URL link	X	X	X

*Table reservation does not include tickets to the event, however, full-conference attendees registered for e-Health will have received a ticket as a part of their registration.

Sponsorship Procedures

Logo & Link on the Conference Website, Mobile App and in Print Materials

Sponsor logos and links to their websites will be included on the official conference website, in the mobile app as well as in the pocket program. Since the key services for delegates such as conference registration, hotel registration and abstract submission details are on-line, sponsors can count on extensive visibility and recognition of their association with the conference.

Conference Symposia

Diamond and Gold sponsors have the option to conduct their own symposium session that will take place on June 2nd from 10:30 AM to 11:30 AM or June 3rd from 10:00 AM to 11:00 AM. Silver sponsors will have the option to host a breakfast symposium on June 2nd from 7:30 AM to 8:15 AM or June 3rd from 7:00 AM to 7:45 AM prior to the morning plenary sessions (breakfast costs are not included). These sponsors fully control the agenda of these sessions. The symposia will be advertised in the Final Program and on the Mobile App. No other conference education programs will take place during these time periods.

Eligibility & Confirmation

The e-Health 2015 Steering Committee through its Conference Secretariat, in its sole discretion will determine the eligibility of any applicant to sponsor and exhibit at the conference. The decision of the Conference Secretariat will be final and binding. The Conference Secretariat may apply the following factors in determining whether or not to accept applications from Sponsors or Exhibitors:

- Technical and scientific documentation may be required for products or services not regulated by Canadian Government Agencies.
- The Conference Secretariat may decline sponsor and exhibit space, discontinue any promotion, wholly or in part, that in its opinion is not in keeping with the character and purposes of e-Health 2015.

Upon approval of application, written confirmation of sponsorship level, accompanying benefits, booth assignment, invoice for payment and all necessary information will be provided by the Conference Secretariat.

Booking Policies

- Booth assignment and confirmation will take place once full payment has been received. Upon acceptance and approval of an application for sponsorship or exhibit space, confirmation details will be provided in writing by the Conference Secretariat.
- The signature of an authorized signing authority is required from all sponsors and exhibitors and is considered binding for all terms and conditions of exhibiting.
- While all efforts will be made to accommodate a requested exhibit space location, the Conference Secretariat reserves the right to accept or reject an application and to assign the applicant Sponsor/Exhibitor another space with the full understanding that if this space is not accepted by the Sponsor/Exhibitor within fourteen (14) days of notification, payment for space will be refunded in full without interest, prejudice or any further recourse.

Sponsorship Procedures

Cancellation Policy

- On or before February 2, 2015 50% refund
- On or after February 3, 2015 No refund - 100% non-refundable
- Cancellations will be refunded in the form of payment was made under the rules and conditions of eligibility to sponsors.

Summary of Key Dates

February 3rd to June 3rd No booth space payments refunded--100% non refundable

May 30 Exhibit Move In 12:00 PM to 8:00 PM

May 31 Exhibit Move In 8:00 AM to 8:00 PM

June 1 Exhibit Hall Open 10:00 AM to 7:00 PM

June 2 Exhibit Hall Open 9:30 AM to 5:00 PM

June 2 Exhibit Move Out 5:30 PM to midnight

*These exhibit hall hours are subject to change by the Conference Secretariat.

Exhibitors

Fees for Exhibit Space

	Early Bird Deadline February 2, 2015	Regular Fee February 3 to May 26, 2015
Single Space - 10 x 10	\$2,800.00	\$2,950.00
Single Corner - 10 x 10	\$3,200.00	\$3,350.00
Double Space - 10 x 20	\$4,900.00	\$5,050.00
Double Corner - 10 x 20	\$5,400.00	\$5,550.00
Quad Island - 20 x 20	\$9,600.00	\$9,850.00

*13% HST is not included in Booth Rental Fees and will be added to the final invoice.

Standard Exhibit Booth Rental Includes (per 10'x10' space)

- One 6' x 2' skirted table and 2 fabric chairs
- 8' high back wall, stepping down to 3' high side wings
- Set-up and dismantling of the standard booth described above
- One company sign booth header panel (22 characters maximum – no logos)
- One waste basket
- Overnight security in the exhibit area for the duration of the move-in/move-out
- Daily vacuuming of aisles and general housekeeping of the exhibit common areas.
- General show lighting for all the event areas
- A company listing in the Conference Program
- Access to all Conference Plenary sessions, Lunches and Refreshment Breaks
- Access to the Welcome Reception (cash bar)
- Two Exhibit Area Only passes per 10' x 10' booth space
- Exhibitor rates for any additional conference registrations

Additional Sponsor/Exhibitor Registrations	Fee
Sponsor/Exhibitor (Additional COACH Member)	\$ 975.00 CAD
Sponsor/Exhibitor (Additional Non Member)	\$1,175.00 CAD
Exhibitor Area Only (Additional)	\$ 300.00 CAD

Exhibit Area Meeting Rooms

Exhibit area meeting rooms can be booked by the half day. Maximize your time with your clients by booking a private room to continue your conversations or meeting. Each meeting room can accommodate up to 8-10 people per room and are available both Monday June 1st and Tuesday June 2nd, 2015.

Meeting Spaces	Fee
Half day	\$ 600.00 CAD
Full Day	\$1,000.00 CAD
Two Days	\$1,800.00 CAD

Sponsorship and Exhibitor Booth Registration

Sponsorship items, advertising and exhibit space locations can be applied for at <http://www.e-healthconference.com/sponsor>.

Please register for your selection as early as possible to avoid disappointment. If you have any questions about participating as a sponsor or exhibitor please contact:

Michael Davis, Director Client & Sponsor Solutions at michael.davis@mci-group.com or 604-661-4962

Exhibit Floor Plan

