

eHealth Track Sponsorship Information

(Please note this is a draft agenda, details to be confirmed)

Tuesday, November 4, 2008

e-Health Breakfast – 7:30 am to 8:30 am

Exclusive Sponsorship – SOLD

The breakfast will be a great networking opportunity for CIOs - by invitation only. The breakfast will consist of an open discussion and insider briefing, similar to the one held at the e-Health Summit in Vancouver. Suggested speakers include: Gail Paech and Tom Closson.

e-Health Sessions

AM Session: 8:45 am – 10:15 am

Exclusive Sponsorship **\$15,000**
Co-Sponsorship **\$7,500 (limited to 4 sponsors)**

The morning session will be the Current Issues Debate - As the popularity of Personal Health Records (PHR) continues to grow amongst policy makers and consumer advocacy groups, it remains to be seen whether PHRs are simply another technology that the modern health care system will be forced to accommodate or whether they have the potential to fundamentally transform the way that patient care is delivered.

The session involves leaders in the Canadian and American health care systems debating on whether Personal Health Records will be a catalyst for positive change in the health care system.

Team 1: For

- Dr. Gail Casper, Researcher, Deputy Director, Project HealthDesign
- Dr. David Chan, Family Physician, McMaster University

Team 2: Against

- Dr. John Mattison, Chief Medical Information Officer, Kaiser Permanente
- Dr. Phillip Hassen, CEO, Patient Safety Institute

PM Session: 2:00 pm – 3:30 pm

Co-Sponsorship **\$7,500 (limited to 4 sponsors) - 3 spots remaining**

The afternoon session will be focused on Ontario's e-Health Strategy Update. Suggested speakers are the leads of e-Health Programs at the Ministry of Health and Long Term Care and others as identified.

e-Health Reception – 3:30 pm – 5:00 pm

Co-Sponsorship **\$7,500 (limited to 4 sponsors) - 3 spots remaining**

The reception will be held in the Wellness Studio on the Exhibit Floor. Attendees to the AM & PM sessions will receive coupons for complimentary drinks.

e-Health Track Sponsorship Entitlements

Exclusive Sponsorship Entitlements:

- Acknowledgement given in HealthAchieve2008 promotional material - sponsor logo with special listing of all sponsors
- Health Achieve2008 website listing of sponsor logo and a 50-word statement
- Signage to include your company logo will be placed near the session podium and entrance to your sponsored event/session
- Five complimentary three-day delegate registrations (lunch tickets included) and five Exhibit Floor passes
- Sponsor ribbons to identify your staff at HealthAchieve
- HealthAchieve web links page your company's name along with a link to your company's home page
- Complimentary mailing list of all pre-registered delegates for your pre-show promotion. Due to the Privacy Act (PIPEDA) only delegates who agreed to release their contact information will be included.
- Exclusive Sponsorship of the event/session. Your company representative will have five minutes at the beginning of the sponsored session/event to bring greetings.
- Sponsoring company may display own material (brochures only) during the session or may distribute promotional items/giveaways such as pens, note books, toys etc subject to Show Management approval. Please inquire.

Co- Sponsorship Entitlements:

- Acknowledgement given in HealthAchieve2008 promotional material - sponsor logo with special listing of all sponsors
- Health Achieve2008 website listing of sponsor logo and a 50-word statement
- Signage to include your company logo will be placed near the session podium and entrance to your sponsored event/session
- Three complimentary three-day delegate registrations (lunch tickets included) and three Exhibit Floor passes
- Sponsor ribbons to identify your staff at HealthAchieve
- HealthAchieve web links page your company's name along with a link to your company's home page
- Complimentary mailing list of all pre-registered delegates for your pre-show promotion. Due to the Privacy Act (PIPEDA) only delegates who agreed to release their contact information will be included.