2017 Exhibit, Sponsorship and Advertising Opportunities

Drive Change

HealthAchieve
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We’re looking for more agents of change

HealthAchieve is more than an annual conference and trade show. It’s an agent of change that drives the evolution of the health care system by focusing on the future. We are constantly evolving in order to provide value and bring the best possible experience to our delegates, exhibitors and sponsors.

Global health care and business leaders come to HealthAchieve to be empowered by the potential that change holds. They seek new ways to push boundaries that move the health care system forward, to learn from and collaborate with industry leaders and innovators, and, ultimately, to change lives by helping to create a high-performing health system that is truly focused on putting patients first.

We’re looking for you

You can help drive change by sharing your corporate vision and by putting your latest products and services in front of thousands of C-level executives and decision-makers from across North America. These are the leaders who are empowered to make change and who are looking for you to share innovative ideas and solutions that will help them put their patients first.
What you Need to Know

Who Attends

Job Category

- Senior Administrator (Vice President, Director, Senior Manager)
- President/Chief Executive Officer
- Information Technology/eHealth Administration
- Finance and Operations
- Clinical Staff
- Consulting
- Nursing
- Human Resources
- Marketing/Communications
- Facility Management
- Sales/Purchasing
- Board Member/Trustees

Organization Type

- Hospital
- Local Health Integration Network (LHIN)
- Government/Ministry
- Rehab/Complex Continuing Care (CCC)
- Long-Term Care Facility
- Community Care Access Centre (CCAC)
- Public Health Agency
How many new potential clients can you expect to meet?

35% of our attendees are new potential clients looking for information on your products and services.

What are the top 3 reasons people attend HealthAchieve?

1. Educational sessions/high profile speakers
2. Exhibit floor
3. Networking

Our exhibitors see immense value

60% of our exhibitors and sponsors keep coming back year after year because they see the value of being part of HealthAchieve.

What products and services do delegates want to see on the exhibit floor?

- Alternative Medicine
- Business Intelligence
- Community Health Services
- Continuing Education
- eHealth
- Energy Solutions
- Green Health Care
- Health and Safety
- Health Information Management Systems
- Infection Control
- Information Technology
- Innovative Solutions
- Laboratory Sciences
- Leadership
- Medical Equipment
- Mental Health
- Mindfulness
- Mobile Solutions
- Patient Safety
- Privacy
- Surgical Equipment
- Telehealth
- Telemedicine

A launching pad

Over 3 years, 150 new products have been launched and showcased at HealthAchieve. If you’re looking for a venue to showcase your latest innovation, HealthAchieve is the place to be.

Who Exhibited and Sponsored in 2016?

View 2016 Exhibitors
View 2016 Sponsors

To view a full list of Exhibitors and Sponsors visit, healthachieve.com/exhibit-sponsor
More Bang for Your Buck
The Added Value of Exhibiting at HealthAchieve

1. Pre and Post-Show Delegate Lists
Highly sought after by exhibitors. In 2016, almost half of our delegates opted-in to receive information from exhibitors, and each of our exhibitors received these lists.

2. Free Access to All Educational Sessions
Valued at over $5,000, you can attend all education sessions free of charge, with the exception of events by invitation or ticket only. At least 5 complimentary badges are included for you and your colleagues.

3. Exclusive Exhibit Floor Hours
During these 6 hours, no educational sessions will be taking place and delegates are driven to the exhibit floor:

   Monday, November 6:
   9:00am – 10:00am
   11:30am – 1:30pm

   Tuesday, November 7:
   11:30am – 1:00pm
   2:30pm – 3:30pm

   We’ve designed the HealthAchieve experience to maximize the amount of time that delegates have to explore the exhibit hall, which will now be located next door to keynote session rooms. With such close proximity, thousands of delegates will easily transition into the exhibit hall following each keynote.

4. Launch Your New Product
Delegates tell us they come to HealthAchieve to see the latest and greatest health care innovations. In the past 3 years, over 150 new products have been introduced into the Canadian market through HealthAchieve.

5. Increased Web Exposure
Interactive floor plan categories help delegates find you based on the product/service they’re interested in. Plus, through our website, which boasts over 300,000 annual page views, you have the opportunity to share your organization’s resources, including promotional videos.

6. Increased Foot Traffic
You can participate in our new, wildly successful HealthAchieve Go mobile scavenger hunt game (with hundreds of players) to engage delegates and increase traffic to your booth.

7. Social media networks
Tap into our growing online community and increase your exposure. HealthAchieve’s award-winning social media networks are growing at an average rate of 30% per year, and collectively boast over 8,000 followers. Use the #HealthAchieve hashtag, which held 1st place trending rank in Canada during the 2016 HealthAchieve event, with over 15 million impressions.

8. Multiple Networking Opportunities
With over 6,000 attendees including C-suite decision makers, there are multiple receptions and networking opportunities. These include an Opening Reception on Monday, a Meet and Mingle on Tuesday as well as multiple receptions and networking opportunities, including an Opening Reception on Monday and a Meet and Mingle on Tuesday.

9. A Chance to be Featured in our Promotional Video
You’ll have a unique chance to increase exposure for your product/service at HealthAchieve, share your experience with future delegate and express your thoughts on industry trends and changes.

10. On-Site Business Development
Conduct private business meetings and follow-up on new leads using our private meeting room. Also, delegates schedule meetings with exhibitors in advance using our appointment booking system.

The Value

HealthAchieve 2017
Exhibit

4 Easy Steps to Book Your Space

1. Select an Exhibit Space
2. Check out the Exhibit Space Rates
3. Complete our Reservation Package
4. Send completed forms to Isabella Wai at iwai@healthachieve.com

What’s included as part of your exhibit space purchase?

- Initial and daily cleaning of the exhibit space. Such cleaning shall be limited to vacuuming, dusting, cleaning of tables and emptying of wastebaskets.
- A draped display exhibit (pipe and drape)
- Electrical outlet/s which will provided as follows:
  - 100 to 200 sq. ft. - 1 outlet
  - 201 to 400 sq. ft. - 2 outlets
  - 401 or more sq. ft. - 3 outlets
- All electrical outlets are 800 watt, 120 volt duplex outlets.
- Five complimentary badges for Exhibitor’s personnel for each 10’ x 10’ exhibit space reserved.
- Complimentary registration for Exhibitor’s personnel to all educational sessions except for events by invitation or ticket only.
- Free listing on HealthAchieve’s mobile app by company name.
- Free listing on HealthAchieve’s website and a link to the Exhibitor’s website.

Exhibit Space Rates

Please note the following rates are in Canadian funds. US funds will be subject to a 0.76 conversion rate.

<table>
<thead>
<tr>
<th>Choose your space</th>
<th>Exhibit Rate</th>
<th>13% HST</th>
<th>Corner</th>
<th>13% HST</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’x10’</td>
<td>$3,800.00</td>
<td>$494.00</td>
<td>–</td>
<td>–</td>
<td>$4,294.00</td>
</tr>
<tr>
<td>*Limited number available</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10’x10’ +1 corner</td>
<td>$3,800.00</td>
<td>$494.00</td>
<td>$320.00</td>
<td>$41.60</td>
<td>$4,655.60</td>
</tr>
<tr>
<td>10’x10’ +1 corner</td>
<td>$7,500.00</td>
<td>$975.00</td>
<td>$320.00</td>
<td>$41.60</td>
<td>$8,836.60</td>
</tr>
<tr>
<td>*Limited number available ($3,750.00 x2)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10’x20’</td>
<td>$7,500.00</td>
<td>$975.00</td>
<td>–</td>
<td>–</td>
<td>$8,475.00</td>
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<tr>
<td>*Limited number available ($3,750.00 x2)</td>
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<tr>
<td>10’x20’ +2 corners</td>
<td>$7,500.00</td>
<td>$975.00</td>
<td>$640.00</td>
<td>$83.20</td>
<td>$9,198.20</td>
</tr>
<tr>
<td>($3,750.00 x2)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20’x20’ +4 corners (Island)</td>
<td>$14,800.00</td>
<td>$1,924.00</td>
<td>$1,280.00</td>
<td>$166.40</td>
<td>$18,170.40</td>
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<tr>
<td>($3,700.00 x4)</td>
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Book your space today! Visit healthachieve.com/book
HealthAchieve offers multiple opportunities to participate and be involved. Choose from our pre-set packages or customize your own package. Don’t see what you’re looking for here? Call us and we’ll help find opportunities to meet your requirements.

Pre-Set Packages

Choose from the following two pre-set packages which include an exhibit space and education program sponsorship:

### Premium Package – $21,900

- 20’ x 20’ exhibit space in a prime location on the exhibit floor
- Exclusive sponsorship of one general education session (subject to availability)
- One complimentary lead retrieval unit
- 4 complimentary two-day sponsor representative registrations with access to educational sessions and including lunch tickets
- 15 complimentary exhibit personnel registrations with access to educational sessions
- Branded promotional item (no paper) to be included in all delegate tote bags (item to be supplied by sponsoring company – approximately 3,000 pieces required).

### Optimum Package – $9,100

- 10’ x 10’ exhibit space with corner exposure
- Co-sponsorship of one general education session (subject to availability)
- One complimentary lead retrieval unit
- 3 complimentary two-day sponsor representative registrations with access to educational sessions including lunch tickets
- 5 complimentary exhibit personnel registrations with access to educational sessions

For details on these opportunities and related entitlements, contact sponsor@healthachieve.com or 416-205-1520.
Customize Your Own Package
In 3 easy steps:

1. Choose your session – subject to availability

Take your pick of over 50 general educational sessions that cover a wide range of topics including finance, human resources, patient safety, lean health care and much more.

2. Choose your level – Exclusive or Shared

<table>
<thead>
<tr>
<th>Exclusive Sponsorship</th>
<th>Co-Sponsorship</th>
</tr>
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<tbody>
<tr>
<td>Exclusive sponsorship of the session</td>
<td>Shared sponsorship of the session</td>
</tr>
<tr>
<td>Acknowledgement of session sponsorship: verbally at the session, online on the HealthAchieve website and onsite through signage and applicable printed material</td>
<td>Acknowledgement of session sponsorship: verbally at the session, online on the HealthAchieve website and onsite through signage and applicable printed material</td>
</tr>
<tr>
<td>3 complimentary registrations</td>
<td>2 complimentary registrations</td>
</tr>
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Opportunity to bring greetings at the beginning of sponsored session, show a promotional video and distribute one piece of collateral (promotional brochure/flyer) to session attendees

3. Choose your custom add ons

- **Delegate Bag Inserts**
  - Promotional Item – SOLD
  - Postcard (limited to 3 sponsors) – SOLD
  - Full page flyer (limited to 3 sponsors) – SOLD

- **Mobile App Promotion**
  - 600 x 100 Rotating Banner Ad (limited to 6 sponsors) – $750

- **Escalator Glass Panel Clings (From level 700 to level 800)**
  - Single sided = $7,000
  - Double sided = $9,000

- **Vinyl Floor Stickers**
  - 5’ x 3’ = $550 each or 3 for $1,500
  - 3’ x 3’ = $400 each or 3 for $1,050

- **Pillar Wraps**
  - High profile main entrance pillars (limited to 2 sponsors) - $5,000 each or 2 for $8,000
  - Exhibit hall pillars – $4,000 each

- **Banner Ad**
  - Placement in OHA’s bi-weekly e-newsletter, healthscape – $550

- **Exhibit Space**
  - Standard 10’ x 10’ space – $3,800

For details on these opportunities and related entitlements, contact sponsor@healthachieve.com or 416-205-1520
In addition to the pre-set and custom packages, there are a variety of additional options available to you – whether it be an educational session, reception, special attraction or any other aspect of the event. Below are some additional opportunities for consideration.

**Educational Sessions**

Take your pick of over 50 general educational sessions that cover a wide range of topics including finance, human resources, patient safety, lean health care and much more. All sessions are available for sponsorship at exclusive and co-sponsorship levels. For a listing of available sessions visit [healthachieve.com](http://healthachieve.com) or contact us at sponsor@healthachieve.com

<table>
<thead>
<tr>
<th></th>
<th>Price</th>
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<tbody>
<tr>
<td>Exclusive sponsorship</td>
<td>$8,550</td>
</tr>
<tr>
<td>Co-sponsorship</td>
<td>$5,500</td>
</tr>
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**High Profile Sponsorship**

These sessions offer the exclusive opportunity to sponsor high profile keynote events with larger audiences. With growing popularity, these sessions are selling out fast – don’t delay, book today.

<table>
<thead>
<tr>
<th>Session</th>
<th>Price</th>
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<tbody>
<tr>
<td>Canadian College of Health Leaders (CCHL)</td>
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</tr>
<tr>
<td>Leadership Luncheon</td>
<td></td>
</tr>
<tr>
<td>Opening Reception</td>
<td>$10,000</td>
</tr>
<tr>
<td>Opening Keynote Session</td>
<td></td>
</tr>
<tr>
<td>Closing Keynote Session</td>
<td>(SOLD)</td>
</tr>
<tr>
<td>Feature Breakfast Session</td>
<td>(SOLD)</td>
</tr>
<tr>
<td>eHealth Keynote Session</td>
<td>(SOLD)</td>
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**Special Attractions and More**

<table>
<thead>
<tr>
<th>Attraction</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wifi</td>
<td>$14,000</td>
</tr>
<tr>
<td>Digital Delegate Lounge</td>
<td>(SOLD)</td>
</tr>
<tr>
<td>Innovation Lane</td>
<td>$4,000</td>
</tr>
<tr>
<td>Lanyards</td>
<td>(SOLD)</td>
</tr>
<tr>
<td>Tote Bags</td>
<td>(SOLD)</td>
</tr>
</tbody>
</table>

For details on these opportunities and related entitlements, contact sponsor@oha.com or 416-205-1520
Advertise

Make a strong and lasting impression at HealthAchieve by getting your message to delegates. Advertise ahead of time through our pre-show communication vehicles and let delegates know you’ll be waiting to see them. Remind delegates to come and visit you by taking advantage of the onsite program and mobile app advertising opportunities.

Pre-Event Advertising

**HealthAchieve Emails**
Put your message out in front of potential and confirmed delegates planning to attend HealthAchieve by including your ad in one of the many HealthAchieve e-communications. Space is reserved for confirmed sponsors/exhibitors, and is limited to specific communications.

*Ad size:*
468 x 60 – $1,500

**healthscape Emails and Website**
As the official bi-weekly e-newsletter and microsite of the Ontario Hospital Association, your ad will have the opportunity to be seen by over 20,000 subscribers interested in learning about the latest health care news and information.

*e-newsletter ad size:*
728 x 90 – $750

*website ad size:*
970 x 90 – $600

**BOARDS Magazine**
As the official publication of the Ontario Hospital Association’s Governance Centre of Excellence, the BOARDS online magazine reaches health care and not-for-profit board members on a quarterly basis. This is your opportunity to direct your message to these leaders in the health care and not-for-profit sector. Available issues include September 2017 and November 2017 (released at HealthAchieve in print and online formats).

*Ad rates:*
Full Page – $1,500
Half Page – $1,250
Quarter Page – $1,000

Onsite Advertising

**Onsite Program**
Remind delegates they need to see you while at the event by having your ad appear in one of the limited advertising opportunities in the onsite program.

*Insider Front Cover – $5,000*
*Inside Back Cover – $5,000*
*Outside Back Cover – (SOLD)*

**Mobile App**
Each year the number of delegates using the HealthAchieve mobile app increases and with all the information they need about the event being right at their fingertips, advertising in the mobile app is a sure way to get their attention. Advertising space in the app is limited to 6 spots.

*Ad size:*
600 x 100 – $750

For details on these opportunities contact sponsor@healthachieve.com or 416-205-1520