

2021-2022 Sponsorship Opportunities



FOUR
VIRTUAL
EVENTS

WEEKLY
WEBINAR
WEDNESDAYS

INDUSTRY
SHOWCASE
WEBINARS

The value of virtual event sponsorship

PARTNER WITH DIGITAL HEALTH CANADA

- **ENJOY** promotional support and recognition as a sponsor with your logo featured on the event website, virtual event portal and all pre- and post-event promotional material
- **CONNECT** with digital health professionals across Canada
- **PROMOTE** new products and services to an engaged audience of health professionals
- **REACH** multiple industry sectors
- **INCREASE** brand awareness
- **IDENTIFY** new customers

4

WELL-ESTABLISHED
VIRTUAL EVENTS

200

AVG. ATTENDEES
PER EVENT

6,000+

OPTED-IN EMAIL
CONTACTS

19,000+

SOCIAL MEDIA
FOLLOWERS



Contact sponsorship@digitalhealthcanada.com for more information about Digital Health Canada sponsorship.

Best value! Multi-Event Bundle Sponsorship

\$10,000

\$10,000

Multi-Event Bundle Sponsorship Benefits




- Recognition as a Sponsor on promotional and conference materials for all four events
- Virtual portal promotion for each event: one sponsored in-portal announcement to all attendees; company logo in sponsor logo carousel; company logo in looped conference video
- Company logo on pre- and post-event promotional material for all four events
- Company logo with hotlink on each event website
- Three complimentary registrations for each event

CLICK HERE TO
INVEST IN BUNDLE
SPONSORSHIP



Click here to purchase or contact sponsorship@digitalhealthcanada.com for more information.

SINGLE EVENT SPONSORSHIP ATLANTIC REGION VIRTUAL CONFERENCE

EXCLUSIVE! \$6,000	\$3,000	ONLY 2 AVAILABLE! \$5,000
Atlantic Region Title Sponsor	Atlantic Region Sponsor	Atlantic Region Symposium
<ul style="list-style-type: none">➤ Recognized as the Title Sponsor on promotional and conference materials➤ Opportunity to sponsor, introduce, and moderate a session➤ Five complimentary registrations➤ Virtual Portal promotion: one session pre-roll video; one sponsored in-portal announcement to all attendees; company logo in sponsor logo carousel; company logo and promotional image in looped conference video➤ Prominent logo placement on pre- and post-event promotional material➤ Prominent logo placement with hotlink on event website 	<ul style="list-style-type: none">➤ Recognized as a Sponsor on promotional and conference materials➤ Three complimentary registrations➤ Virtual portal promotion: one sponsored in-portal announcement to all attendees; company logo in sponsor logo carousel; company logo in looped conference video➤ Company logo on pre- and post-event promotional material➤ Company logo with hotlink on event website 	<ul style="list-style-type: none">➤ Host your own dedicated session with a public sector partner addressing an aspect of the conference theme 'Patients in Technology'➤ Unique listing on the conference website and virtual portal, with symposium description and a link to your event page➤ Inclusion in pre-event Sponsor Symposium-dedicated e-blast to all delegates➤ Logo in sponsor logo carousel, looped conference video, and on event website➤ Two complimentary registrations  <p><i>Note: Symposia must be presented via Zoom; alternate systems are not compatible with the event platform software.</i></p>



OCTOBER 4, 2021: PATIENTS IN TECHNOLOGY

This one-day conference offers networking and learning for Atlantic Chapter members and digital health professionals from across the Atlantic Region, including Newfoundland and Labrador, Prince Edward Island, Nova Scotia, and New Brunswick.

Click here to purchase or contact sponsorship@digitalhealthcanada.com for more information.

SINGLE EVENT SPONSORSHIP **DRIVING THE FUTURE OF DIGITAL HEALTH**

EXCLUSIVE! **\$8,000**

Driving the Future **Title Sponsor**

- Recognized as the Title Sponsor on promotional and conference materials
- Opportunity to sponsor, introduce, and moderate a session
- Five complimentary registrations
- Virtual Portal promotion: one session pre-roll video; one sponsored in-portal announcement to all attendees; company logo in sponsor logo carousel; company logo and promotional image in looped conference video
- Prominent logo placement on pre- and post-event promotional material
- Prominent logo placement with hotlink on event website

BECOME
A TITLE
SPONSOR



\$4,500

Driving the Future **Sponsor**

- Recognized as a Sponsor on promotional and conference materials
- Three complimentary registrations
- Virtual portal promotion: one sponsored in-portal announcement to all attendees; company logo in sponsor logo carousel; company logo in looped conference video
- Company logo on pre- and post-event promotional material
- Company logo with hotlink on event website

BECOME
AN EVENT
SPONSOR



ONLY 2 AVAILABLE! **\$5,000**

Driving the Future **Symposium**

- Host your own dedicated session with a public sector partner addressing an aspect of the conference theme 'Connecting the Digital Health Ecosystem'
- Unique listing on the conference website and virtual portal, with symposium description and a link to your event page
- Inclusion in pre-event Sponsor Symposium-dedicated e-blast to all delegates
- Logo in sponsor logo carousel, looped conference video, and on event website
- Two complimentary registrations

HOST
YOUR OWN
SYMPOSIUM



Note: Symposia must be presented via Zoom; alternate systems are not compatible with the event platform software.

RENT A
VIRTUAL
EXHIBIT
BOOTH



Virtual Exhibit Booth | \$1,200 | Ten exhibit spaces available! Includes promotional banner, promotional video, and space for linked content. Exhibitor will be recognized on the virtual event portal, on pre- and post-event promotional material, and on event website. Includes one complimentary registration.



**DRIVING
THE FUTURE**
of Digital Health

CONNECTING THE DIGITAL HEALTH ECOSYSTEM

NOVEMBER 2, 2021: CRITICAL ENABLERS FOR DELIVERING ACCESSIBLE HEALTH IN A DIGITAL WORLD

A “digital first” approach has become an important mindset adopted by many sectors, organizations, and individuals. At the same time, the focus on health and wellness is sharpening as Canadians look to build back stronger post pandemic. A new vision is needed to integrate the digital and physical, and the transformation requires shifts in thinking and action related to people and skills, processes and places, and technology and information.

Click here to purchase or contact sponsorship@digitalhealthcanada.com for more information.

SINGLE EVENT SPONSORSHIP WESTERN REGION VIRTUAL CONFERENCE

EXCLUSIVE! **\$8,000**

Western Region Title Sponsor

- Recognized as the Title Sponsor on promotional and conference materials
- Opportunity to sponsor, introduce, and moderate a session
- Five complimentary registrations
- Virtual Portal promotion: one session pre-roll video; one sponsored in-portal announcement to all attendees; company logo in sponsor logo carousel; company logo and promotional image in looped conference video
- Prominent logo placement on pre- and post-event promotional material
- Prominent logo placement with hotlink on event website

BECOME
A TITLE
SPONSOR



\$4,500

Western Region Sponsor

- Recognized as a Sponsor on promotional and conference materials
- Three complimentary registrations
- Virtual portal promotion: one sponsored in-portal announcement to all attendees; company logo in sponsor logo carousel; company logo in looped conference video
- Company logo on pre- and post-event promotional material
- Company logo with hotlink on event website

BECOME
AN EVENT
SPONSOR



ONLY 2 AVAILABLE! **\$5,000**

Western Region Symposium

- Host your own dedicated session with a public sector partner addressing an aspect of the conference theme
- Unique listing on the conference website and virtual portal, with symposium description and a link to your event page
- Inclusion in pre-event Sponsor Symposium-dedicated e-blast to all delegates
- Logo in sponsor logo carousel, looped conference video, and on event website
- Two complimentary registrations

HOST
YOUR OWN
SYMPOSIUM



Note: Symposia must be presented via Zoom; alternate systems are not compatible with the event platform software.






FEBRUARY 7 + 8, 2022

Digital Health Canada's Western Region Conference highlights the latest member activity in Canada's western region, combining the annual Digital Health Canada/ANHIX Calgary Winter Conference and the Vancouver Ahead of the Curve Conference into one outstanding digital health event.

Click here to purchase or contact sponsorship@digitalhealthcanada.com for more information.

SINGLE EVENT SPONSORSHIP **UPONDIGITAL UPDATE ON ONTARIO DIGITAL HEALTH**

EXCLUSIVE! \$6,000	\$3,000	ONLY 2 AVAILABLE! \$5,000
UpOnDigital Title Sponsor	UpOnDigital Sponsor	UpOnDigital Symposium
<ul style="list-style-type: none">➤ Recognized as the Title Sponsor on promotional and conference materials➤ Opportunity to sponsor, introduce, and moderate a session➤ Five complimentary registrations➤ Virtual Portal promotion: one session pre-roll video; one sponsored in-portal announcement to all attendees; company logo in sponsor logo carousel; company logo and promotional image in looped conference video➤ Prominent logo placement on pre- and post-event promotional material➤ Prominent logo placement with hotlink on event website 	<ul style="list-style-type: none">➤ Recognized as a Sponsor on promotional and conference materials➤ Three complimentary registrations➤ Virtual portal promotion: one sponsored in-portal announcement to all attendees; company logo in sponsor logo carousel; company logo in looped conference video➤ Company logo on pre- and post-event promotional material➤ Company logo with hotlink on event website 	<ul style="list-style-type: none">➤ Host your own dedicated session with a public sector partner addressing an aspect of the conference theme➤ Unique listing on the conference website and virtual portal, with symposium description and a link to your event page➤ Inclusion in pre-event Sponsor Symposium-dedicated e-blast to all delegates➤ Logo in sponsor logo carousel, looped conference video, and on event website➤ Two complimentary registrations <p><i>Note: Symposia must be presented via Zoom; alternate systems are not compatible with the event platform software.</i></p> 



MARCH 7, 2022

UpOnDigital: Update on Ontario Digital Health brings public sector leaders together to explore themes of importance to Ontario patients, caregivers, and digital health professionals.

Click here to purchase or contact sponsorship@digitalhealthcanada.com for more information.

SPECIFICATIONS

Title Sponsors	Sponsors	Symposia	Exhibitors
<p>LOGO</p> <ul style="list-style-type: none"> • Upload through your unique sponsor portal • Use a high-resolution .png version of your logo • Use the wide version of your logo image • The event platform will resize the logo image to fit the display area <p>THUMBNAIL LOGO</p> <ul style="list-style-type: none"> • Upload through your unique sponsor portal • 500 x 500 .png thumbnail/icon <p>SPONSOR PORTAL BANNER</p> <ul style="list-style-type: none"> • Upload through your unique sponsor portal • 1000 x 400 .png or .jpg logo or image <p>PROMOTIONAL IMAGE FOR CONFERENCE VIDEO</p> <ul style="list-style-type: none"> • Email to events@digitalhealthcanada.com • 16:9 ratio .png or .jpg logo or image <p>SESSION PRE-ROLL VIDEO</p> <ul style="list-style-type: none"> • Upload through your unique sponsor portal • Ratio is 16:9 • File type is MP4 • Maximum size is 100MB 	<p>LOGO</p> <ul style="list-style-type: none"> • Upload through your unique sponsor portal • Use a high-resolution .png version of your logo • Use the wide version of your logo image • The event platform will resize the logo image to fit the display area <p>THUMBNAIL LOGO</p> <ul style="list-style-type: none"> • Upload through your unique sponsor portal • 500 x 500 .png thumbnail/icon <p>SPONSOR PORTAL BANNER</p> <ul style="list-style-type: none"> • Upload through your unique sponsor portal • 1000 x 400 .png or .jpg logo or image 	<p>CONTENT</p> <ul style="list-style-type: none"> • Symposia programming should suit the interests of conference attendees and fit with the conference theme • Successful symposia hosts present with a regional public-sector partner or client • Symposia must be presented via Zoom; alternate systems are not compatible with the event platform software <p>LOGO</p> <ul style="list-style-type: none"> • Upload through your unique sponsor portal • Use a high-resolution .png version of your logo • Use the wide version of your logo image • The event platform will resize the logo image to fit the display area <p>THUMBNAIL LOGO</p> <ul style="list-style-type: none"> • Upload through your unique sponsor portal • 500 x 500 .png thumbnail/icon 	<p>LOGO</p> <ul style="list-style-type: none"> • Upload through your unique exhibitor portal • Use a high-resolution .png version of your logo • If you have one, use the wider version of your logo image • The event platform will resize the logo image to fit the display area <p>THUMBNAIL LOGO</p> <ul style="list-style-type: none"> • 500 x 500 .png thumbnail/icon <p>EXHIBITOR BANNER</p> <ul style="list-style-type: none"> • 1000 x 400 .png or .jpg logo or image <p>EXHIBITOR PROMOTIONAL VIDEO</p> <ul style="list-style-type: none"> • Ratio is 16:9



Digital Health Canada virtual conference sessions are presented via Zoom, with all sessions, speakers, and sponsors hosted in the Pheedloop conference delivery platform. Virtual networking sessions take place in the interactive and immersive Remo platform.

More digital health sponsorship opportunities

70+

AVG. ATTENDEES
PER EVENT

6,000+

OPTED-IN EMAIL
CONTACTS

19,000+

SOCIAL MEDIA
FOLLOWERS

\$2,500

Webinar Wednesday Sponsor

- **INCREASE** brand awareness and find new customers
- **PROMOTE** new products and services to an engaged audience (average weekly attendance = 70+)
- **REACH** multiple industry sectors
- **CONNECT** with digital health professionals across Canada
- **ENJOY** recognition as the Webinar Wednesday sponsor for the month on the website, before each Webinar Wednesday, and in a weekly pre-webinar email to all contacts

SPONSOR A
MONTH OF
WEBINARS




\$5,000

Industry Showcase Webinar

- **INCREASE** brand awareness and find new customers
- **PROMOTE** new products and services to an engaged audience (average attendance = 100+)
- **REACH** multiple industry sectors
- **CONNECT** with digital health professionals across Canada
- **ENJOY** promotional support from Digital Health Canada with your event featured on the website event calendar and promoted on social media, in the member newsletter, and in a pre-showcase email blast

HOST AN
INDUSTRY
SHOWCASE





Digital Health Canada connects, inspires, and empowers the digital health professionals creating the future of health in Canada. Our members are a diverse community of accomplished, influential professionals working to make a difference in advancing healthcare through information, data and technology.

Digital Health Canada fosters network growth and connection; brings together ideas from multiple segments for incubation and advocacy; supports members through professional development at the individual and organizational level; and advocates for the Canadian digital health industry.

For more information, visit **digitalhealthcanada.com**.