



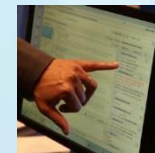
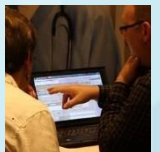
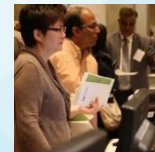
EMR EVERY STEP CONFERENCE

2020 SPONSORSHIP INFORMATION

Please contact Revin Samuel for
sponsorship inquiries:

(647) 403-1837

revin.samuel@ontariomd.com



The EMR: Every Step Conference is:

- Canada's largest conference series focused on electronic medical records (EMRs), digital health and the physicians who use them
- An interactive day for clinicians to learn about how to optimize their EMR use and other digital health tools
- A chance to get up close and personal with EMRs in the Vendor Showcase and EMR training sessions
- An important networking day for the EMR and Digital Health community

2020 Conference Date

- Thursday, June 4, London, Ontario
- Fall 2020, Toronto, Ontario

Why Clinicians attend

- For hands-on EMR demonstrations, learning opportunities and training
- To earn Continuing Medical Education credits
- We feature new physician-driven content each year
- **To learn more about technology, digital health, EMR updates and meet with EMR vendors, exhibitors and health care stakeholders under one roof**
- They leave the conference with a better understanding of how to get maximum clinical value from their EMR and other digital health tools

2019 Attendance Highlights

- Over 800 clinicians and digital health stakeholders attended EMR: Every Step Conference(s) in 2019
- 88% overall satisfaction rate from exhibitors
- 92% overall satisfaction rate from attendees



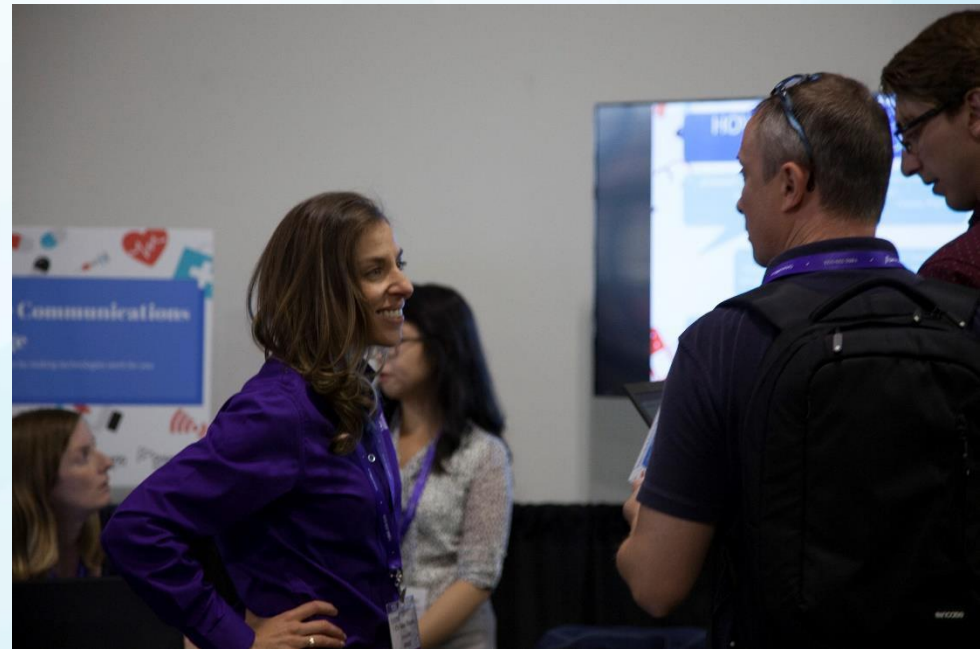
The Vendor Showcase

- The Vendor Showcase area is **designed to connect clinicians and their staff with product offerings** that can enhance their practice efficiency.
- The **high-traffic area** allows exhibitors to showcase their products to **hundreds of potential customers**.
- Feedback confirms that **exhibitors consistently see great value** in the EMR: Every Step Conference and Vendor Showcase.



EMR: Every Step Conference Sponsorship

- As a conference sponsor, you can **promote your organization, products and services through a variety of channels before, during and after the conference** – connecting with key decisionmakers every step of the way.



Sponsorship Benefits

- Increase brand awareness with your target customer base
- Uncover new business opportunities
- Network with hundreds of physicians and digital health stakeholders



PLATINUM SPONSORSHIP

- 20 x 14 space (table and four chairs)
- Maximum visibility to physicians and their staff
- Sponsor of keynote address (Includes your company pop up banner outside the room)
- 2 minute promo video on your company played multiple times during conference between breaks
- Full page ad in conference program
- Spotlight on OntarioMD website as platinum sponsor
- Link to company website from OntarioMD website
- Promo item/Literature in attendee Bag
- Complimentary Power and Internet
- Logo as title sponsor in the event app and on front cover of event program handed out to attendees
- Access to attendee list prior to and after conference (pending attendee consent)
- Listed as the title sponsor in the evite invitation
- Listed as the title sponsor in social media call outs
- Complimentary registration for eight representatives (Includes meals, session and exhibit area)
- Option to do a prize draw and announcement of winner
- Right to use OntarioMD logo for promotional purposes
- Logo on print advertising post cards (If not printed already)
- Verbal Recognition during the event

Value - \$15,000 (One Available)

GOLD SPONSORSHIP

- 10 x 7 space (table and two chairs)
- Increased visibility to physicians and their staff
- Sponsor of a plenary room for a full day (Includes pop-up banner outside the room)
- Logo on signage and screen before and after presentations
- Logo on OntarioMD website as gold sponsor
- Link to your organization's website posted on OntarioMD website
- Promo item/literature in attendee bag
- Logo as sponsor on back cover of event program handed out to attendees (top placement)
- Verbal recognition during the event

Value - \$12,000 (One Available)

- Listed in the conference evite
- Access to attendee list prior to and after the conference (Pending attendee consent)
- Mentioned as a lead sponsor in OntarioMD social media
- Complimentary registration for eight representatives (Includes meals, session and exhibit area)
- Option to do a prize draw and announcement of winner
- Half page ad in conference program
- Complimentary power and internet for exhibitor space

- Right to use OntarioMD logo for promotional purposes



SILVER SPONSORSHIP

- 10 x 7 space (table and two chairs)
- Increased visibility to physicians and their staff
- Sponsor of a breakout room for a full day (Logo and name listed on easel outside the room)
- Logo on OntarioMD website as silver sponsor
- Link to your organization's website posted on OntarioMD website
- Logo as sponsor on back cover of event program handed out to attendees
- Verbal recognition during the event
- Access to attendee list prior to and after the conference (Pending attendee consent)
- Listed in the conference evite
- Complimentary registration for six representatives (Includes meals, session and exhibit area)
- Right to use OntarioMD logo for promotional purposes
- Complimentary power and internet for exhibitor space

Value - \$10,000 (Two Available)

BRONZE SPONSORSHIP

- 10 x 7 space (table and two chairs)
- Increased visibility to physicians and their staff
- Logo on OntarioMD website as bronze sponsor
- Link to your organization's website posted on OntarioMD website
- Logo as sponsor on back cover of event program handed out to attendees
- Access to attendee list prior to and after the conference (Pending attendee consent)
- Listed in the conference evite
- Complimentary registration for four representatives (Includes meals, session and exhibit area)
- Right to use OntarioMD logo for promotional purposes

Value - \$7,500 (Three Available)

BREAKFAST SPONSOR

All attendees will need proper nutrition to help ensure a productive day – and your company's logo can be the first one they see.

Breakfast sponsorship benefits include:

- 10 x 7 space (table and two chairs)
- Three Registration Passes (Includes meals, session and exhibit area)
- Signage at breakfast stations
- Verbal recognition prior to the keynote address
- Collateral stands by the breakfast stations
- Individual Recognition in the conference program and conference website
- Attendee bag insert

Value - \$6,000 (One Available)

LUNCH SPONSOR

Lunch is your opportunity to get your brand in front of the conference audience at its peak.

Lunch sponsorship benefits include:

- 10 x 7 space (table and two chairs)
- Five Registration Passes
(Includes meals, session and exhibit area)
- Multiple signage pieces at lunch stations
- Verbal recognition prior to and after lunch at the close and beginning of sessions
- Individual Recognition in the conference program and conference website
- Attendee Bag Insert
- Half Page Ad in Conference Program

Value - \$8,000 (One Available)

KEYNOTE SPONSOR

The Keynote Address sets the tone for the conference, and is an opportunity to have your company's logo front and centre at the start of the day.

Keynote sponsorship benefits include:

- Your logo on screen before and after keynote address
- Pop-up banner or signage for your company outside the plenary room
- Verbal recognition prior to the keynote address and after lunch
- Recognition in the conference program and website
- 10 x 7 exhibit table
- Two Registration Passes

One available per conference. Value - \$4,000 (One Available)

MORNING OR AFTERNOON BREAK SPONSOR

The coffee stations are high-traffic areas where attendees will go to get their caffeine fix and recharge during designated breaks in the conference schedule.

Coffee break sponsorship benefits include:

- Signage at coffee stations
- Recognition in the conference program and website
- Verbal Recognition before sessions begin
- One Registration Pass

One available per conference. Value - \$1,500 (One Available)

WIFI SPONSOR

Staying connected is essential for conference success, and we will offer wireless internet access throughout the venue at no charge to attendees. WIFI allows attendees to access the conference mobile app, social media and any other online needs.

WIFI sponsorship benefits include:

- Signage on every table and other relevant signage noting your company as the wireless sponsor
- Three Registration Passes
- Recognition in the conference program and website
- Verbal recognition prior to morning sessions in each room
- Conference Bag Insert
- Ad in Conference Program

One available per conference. Value - \$11,000 (One Available)

CHARGING STATION SPONSOR

The charging station allows attendees to charge their mobile devices at any time during the conference and is a great opportunity for attendees to engage with your brand.

Charging station sponsorship benefits include:

- Verbal Recognition at the conference
- Recognition in the conference program and conference website
- 10 x 7 Exhibit Space
- Two Conference Passes

One available per conference. Value - \$3,000 (One Available)

BREAKOUT ROOM SPONSOR

Sponsoring a conference breakout room for the entire day gives attendees the opportunity to see your logo on signage as they enter and exit rooms.

Breakout room sponsorship benefits include:

- Logo on easel outside the room
- Recognition in the conference program and website
- Verbal Recognition prior to sessions beginning
- One Conference Passes
- **Three available per conference. Value - \$3,000 (One Available)**

MARKETING OPPORTUNITIES

Options	Toronto Value
Promo item/Literature in Attendee conference bag	\$1,200
Full-page ad in conference program	\$1,000
Half-page ad in conference program	\$800
Quarter-page ad in conference program	\$350
Conference mobile app ad	\$800

Contact OntarioMD

- We can also customize a sponsorship option that suits your organization.
- Exhibitor Rates can be found on the exhibitor participation form.
- Please contact Revin Samuel at OntarioMD to further discuss EMR: Every Step Conference sponsorship and advertising opportunities. You will be sent an agreement outlining and confirming your requested sponsorship.
- P: 647-403-1837 E: revin.samuel@ontariomd.com