



**7<sup>th</sup> Annual Canadian Informatics Awards Gala, November 9, 2011 Royal York Hotel, Toronto**

**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.

Show your support and maximize your exposure to the e-Health industry as a sponsor of this prestigious event. Sponsorship packages have been developed to position your organization as an innovator and leader in the industry. We are flexible in the sponsorship approach. Levels may be customized to maximize your positioning and branding opportunities.

**Sponsors will receive the following benefits \***

- On stage acknowledgement by the CHIA Gala host
- Company logo included in the show production reel on screen throughout the evening
- Logo and 50 word company description on awards site with link to your company website
- Create a 20 – 25 second video ad (without audio) or static advertisement to post on dedicated plasma screens in the reception area

**Champions - \$12,000**

- One Year logo placement on ITAC Health and COACH Website with URL link
- ***Premier seating at two tables of 10 at CHIA Gala***
- Company logo on evite
- Company logo on confirmation email once registered
- Podium logo positioning
- VIP access for four guests at President's Cocktail Reception

**Visionaries- \$8,000**

- Premier seating at one table of 10 at CHIA Gala
- Company logo on confirmation email once registered
- VIP access for four guests at President's Cocktail Reception

**Architects - \$7,000**

- Premier seating at one table of 10 at CHIA Gala
- Company logo on confirmation email once registered
- VIP access for two guests at President's Cocktail Reception

**Enhancers- \$5,500**

- Premier seating at one table of 10 at CHIA Gala



## Sponsorship Grid

<b>Deliverable</b>	<b>Champions \$12,000</b>	<b>Visionaries \$8,000</b>	<b>Architects \$7,000</b>	<b>Enhancers \$5,500</b>
On stage acknowledgement by the CHIA Gala host	yes	Yes	yes	yes
Company logo included in the show production reel on screen throughout the evening	yes	yes	yes	yes
Logo and 50 word company description on awards site with link to your company website	yes	yes	yes	yes
Create a 20 – 25 second video ad (without audio) or static advertisement to post on dedicated plasma screens in the reception area	yes	yes	yes	yes
One Year logo placement on, ITAC Health and COACH Website with URL link	yes	n/a	n/a	n/a
Company logo on evite	yes	n/a	n/a	n/a
Company logo on confirmation email once registered	yes	yes	yes	n/a
Premier seating at two tables of 10 at CHIA Gala	yes	n/a	n/a	n/a
Podium logo positioning	yes	n/a	n/a	n/a
Premier seating at one table of 10 at CHIA Gala	n/a	Yes	Yes	yes
VIP access for four guests at President's Cocktail Reception	yes	yes	n/a	n/a
VIP access for four guests at President's Cocktail Reception	n/a	n/a	Yes	n/a



### **Additional Sponsorship Opportunities**

#### **A la Carte Options**

##### **Registration sponsor - \$2,500.00**

- Registration staff will wear shirts branded with your logo
- Access for two guests at the awards Cocktail Reception
- Shirts to be provided by supplier (sizes confirmed four weeks in advance)
- Place your company logo on the awards registration site
- Access for two guests at the awards Cocktail Reception

##### **Custom carpet sponsor – \$1,500**

- Make a positive first impression with guests when you help them arrive in style. Greet attendees with a Custom Carpet emblazoned with your company name, logo and promotional message.
- Access for two guests at the awards Cocktail Reception

##### **Table top graphics sponsor - \$1,500**

- Your company can impress attendees every time during the cocktail reception with Table Top Graphics. Six table tops will prominently display your creative messaging and logo
- Access for two guests at the awards Cocktail Reception

##### **\* A la carte sponsors do not receive these benefits**

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- Logo and 50 word company description on awards site with link to your company website
- Create a 20 – 25 second video ad (without audio) or static advertisement to post on dedicated plasma screens in the reception area
- Create a 20 – 25 second video ad (without audio) or static advertisement to post on dedicated plasma screens in the reception area



### **Your Commitment**

If you would like to participate in the 7<sup>th</sup> Annual Canadian Informatics Awards Gala, please contact Marianne Wilson ([mwilson@tkevents.ca](mailto:mwilson@tkevents.ca)) indicating your choice of sponsorship levels as outlined above. After May 31, 2011, sponsors will be chosen on a first come, first serve basis. Your participation as a sponsor is subject to your written acceptance of the CHIA sponsorship terms and conditions. We look forward to hearing from you.

**The sponsorship levels have been developed in the spirit of the Artist's Interpretation of award statue**

*"The elevated arms of what I like to call the 'Bearer' are for me raised both in victory and in offering. The figure for me is a classical choice for the depiction of both humanistic ideals, health, vitality and for the individual as the subject of the award. It is my hope that the combination of the raised, straitened and supportive arms in concert with the bowed head help to reinforce notions of accomplishment, prosperity and service. For me, it is not an individual's bowl the 'Bearer' presents; it is to and for the community. I chose the bowl to illustrate symbols of: the circle, community, inclusion, container and plenty."*

**ITAC** **ACTI**  
health santé

ASSOCIATION CANADIENNE  
D'INFORMATIQUE DE LA SANTÉ

**COACH**<sup>TM</sup>  
CANADA'S HEALTH  
INFORMATICS ASSOCIATION  
*The Voice for Canadian Telehealth*