

EMERGING TECH IN HEALTH 2019

21-22 May 2019

Rydges Latimer, Christchurch



Better health
care through
data analytics

Exploring the
digital future of
clinical practice

Novice and
advanced
breakout groups



SPONSORSHIP PROSPECTUS

A feature event in conjunction
with **Techweek 19**

 **HiNZ**
Health Informatics New Zealand

 **NZHIT**
Enabling a Healthier New Zealand

EVENT OVERVIEW

The Emerging Tech in Health (ETIH) event has a proven track record of attracting an engaged audience. The one-day ETIH events in 2017 (Wellington) and 2018 (Christchurch) were highly successful, with 163 and 224 delegates respectively. In May last year, the event ran in conjunction with 'Techweek18' and was a locally featured event in the Techweek calendar. ETIH 2019 will again be run in conjunction with Techweek.

Designed to suit a broader audience

Based on past delegate feedback and discussions with key stakeholders, we have redesigned the programme format to better fit their preferences and to attract a wider range of attendees:

- Each day has a different topic focus. The first day will focus on "better health care through data analytics" and the second day will "explore the digital future of clinical practice". Delegates have the option of attending both days or one day, so they can focus on their area of interest. DHBs have indicated a preference for sending employees to one day events and this programme design assists them in being able to send different people to each day.
- HiNZ and NZHIT are committed to a policy of keeping registration fees at affordable rates, in order to ensure that cost does not inhibit the ability of organisations to send attendees. Sponsors are fully credited at the event for their support being a key factor in making this possible.

More networking

Networking is valued by attendees and supporters as an important component of these events. Informal discussions can be highly valuable opportunities to meet and talk about more specific areas of interest. Based on feedback from past events we have recognised the importance of networking by building longer periods of networking into the programme, including:

- Longer break times – 30 minutes for morning/afternoon tea and 90 minutes for lunch
- A relaxed networking function at the end of the first day (5:30pm to 6pm), with the opportunity to continue networking at the venue's quality restaurant and bar downstairs, after the official function ends.
- The venue has two small breakout rooms, providing additional flexibility for sponsors with optional extras available, such as separate meetings, demos or display areas for pamphlets and laptop presentations.

Bigger venue

The 2018 venue (Rydgcs Latimer Christchurch) enables us to cater to a larger audience, with a capacity limit of 350-400 delegates. We will promote this event heavily at the HiNZ 2018 conference in Wellington, and in early 2019 through our combined communication channels.

Get close to decision-makers

HiNZ and NZHIT have proven they can reliably deliver sponsors a high-quality audience of decision-makers and key influencers, providing you with a powerful networking experience, in the more intimate setting of a smaller gathering. ETIH delegates include a mix of clinicians, non-clinicians, care provider organisations, industry partners, policy-makers and funders.

Provide a speaker

There is an opportunity for some sponsors to provide speakers. All speakers/topics are subject to prior approval by NZHIT & HiNZ, as they need to be suitable for the audience and fit within the overall programme topic mix. A content outline will need to be submitted before approval will be given. All presentations are required to have a balance of clinical, consumer and technology content – particularly in relation to models of care and clinical outcomes as enabled by technology. A sales focused presentation is not suitable for this event as it would be a missed opportunity to engage with the audience and (worse) could backfire on the sponsor, so a sales pitch wouldn't gain approval as a suitable presentation. If required, we are happy to work with you on crafting an effective topic angle that is relevant to the event.

Options can be customised

The sponsorship categories can be taken as single packages, or they can be combined to suit your specific requirements and the outcomes you want to gain from your involvement in this event. For example, you could combine the Premier Partner and Networking Drinks Partner levels to have a dominant position throughout the whole day. Similarly, you may combine 2-3 of the meals sponsorships and gain increased profile through supporting the morning tea, lunch and afternoon tea refreshments.

PREMIER 2-DAY PARTNER – has 20-minute speaking slot, both days

(exclusive - ONE only)

Investment: \$18,000 (ex GST)

As the Premier Partner you will be recognised as the principle supporter over the full two days of the event and will have a keynote speaker and a very high profile on all event documentation, conference presentations and marketing material. We will work with you to maximise your exposure as much as possible.

Benefits:

- A **keynote speaking slot** (20 minutes) in the symposium programme
- Complimentary registration for up to **6 delegates** from your organisation
- Verbal acknowledgement as the Premier Partner by the MC at the beginning and during the symposium
- Company logo on all event related website and printed materials
- Opportunity to display a company pull-up banner at the event
- Opportunity to display company-related items on a shared sponsor table beside the registration desk
- Opportunity to have a flyer put on every delegate seat
- Receive a list of delegates: name, job title and organization (provided after the event)

SYMPOSIUM 1-DAY PARTNER – has 10-minute speaking slot on one day

(limited to ONE per day)

Investment: \$7,000 (ex GST) per day

As a Symposium Partner you will be recognised as a key supporter of the event, have a speaking slot, and a high profile on all documentation, conference presentations and marketing material.

Benefits:

- A **speaking slot** (10 minutes) in the symposium programme
- Complimentary registration for up to **5 delegates** from your organisation
- Verbal acknowledgement as a Symposium Partner by the MC at the beginning of the symposium
- Company logo on all event related website and printed materials
- Opportunity to display a company pull-up banner at the event
- Opportunity to display company-related items on a shared sponsor table beside the registration desk
- Opportunity to have a flyer put on every delegate seat
- Receive a list of delegates: name, job title and organization (provided after the event)

NETWORKING DRINKS PARTNER - SOLD

(limited to ONE only)

Investment: \$3,500 (ex GST)

As the Networking Drinks Partner you will be recognised as a key supporter of the networking session (from 5-6.30pm) that follows the conclusion of the symposium. You will be profiled on all documentation, conference presentations and marketing material, especially where it relates to the networking event.

Benefits:

- Will be acknowledged as supporting the guest speaker at the networking drinks event
- Complimentary registration for up to **4 delegates** from your organisation
- Verbal acknowledgement as the Networking Drinks Partner by the MC
- Company logo on all event related website and printed materials
- Opportunity to display a company pull-up banner at the event
- Opportunity to display company-related items on a shared sponsor table beside the registration desk
- Opportunity to have a flyer put on every delegate seat
- Receive a list of delegates: name, job title and organization (provided after the event)

CATERING PARTNER

(limited to ONE only over the 2 days or one separate partner for each day)

Investment: \$1,900 (ex GST) per day or \$3,500 for both days

As the Catering Partner you will be recognised as a key supporter of the event and will be profiled on all documentation, conference presentations and marketing material.

Benefits:

- Complimentary registration for up to **4 delegates** from your organisation
- Verbal acknowledgement as the Catering Sponsor by the MC
- Company logo on all event related website and printed materials
- Company logo displayed on catering tables (printed and inserted it into table note holders)
- Opportunity to display a company pull-up banner at the event
- Opportunity to display company-related items on a shared sponsor table beside the registration desk
- Opportunity to have a flyer put on every delegate seat
- Receive a list of delegates: name, job title and organization (provided after the event)

SYMPOSIUM EXHIBITOR

Investment: \$1,000 (ex GST) per day or \$1,900 for both days

As a Symposium Exhibitor you gain the opportunity to connect with delegates and promote your services.

Benefits:

- Complimentary registration for up to **3 delegates** from your organisation
- Company logo on all event related website and printed materials
- Opportunity to display a company pull-up banner at the event
- Opportunity to display company-related items on your own sponsor table outside the session room
- Opportunity to display company-related items on a shared sponsor table beside the registration desk
- Opportunity to have a flyer put on every delegate seat
- Receive a list of delegates: name, job title and organization (provided after the event)

Location of exhibition tables:

The session rooms are located on level 1 at Rydges Latimer. The exhibition tables are immediately outside the session room being used for the event (Savoy West + Savoy 2 combined). The other rooms will be used as breakout rooms during the event.

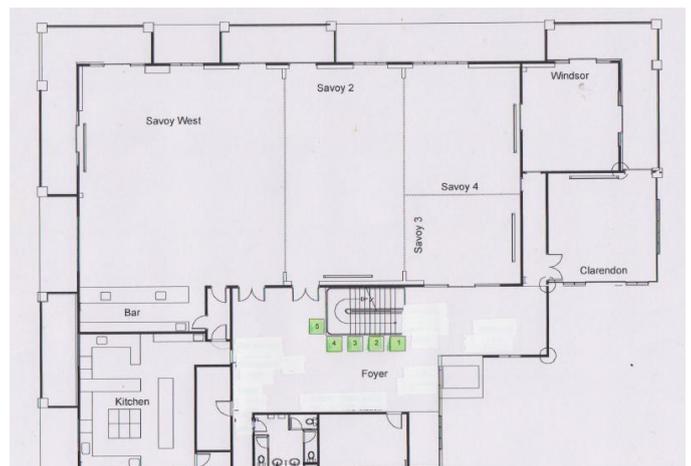
Location of pull up banners:

If you wish to display a pull up banner this will be put against the walls in the session rooms (not beside the exhibition tables in the foyer, due to venue health & safety space constraints).

Hassle-free exhibition set up:

The exhibitor fee includes the cost for HiNZ to hire and deliver a counter for you from Peek Exhibition in Christchurch. We take care of that so all you need to do is turn up on the day with your flyers.

LIMITED TO FIVE TABLES ONLY!



Octanorm Lockable Counter, White



SYMPOSIUM SUPPORTER

Investment: \$900 (ex GST) for two days

As a Symposium Supporter you gain the opportunity to connect with delegates and promote your services.

Benefits:

- Complimentary registration for up to **3 delegates** from your organisation
- Company logo on all event related website and printed materials
- Opportunity to display a company pull-up banner at the event
- Opportunity to display company-related items on a shared sponsor table beside the registration desk
- Opportunity to have a flyer put on every delegate seat
- Receive a list of delegates: name, job title and organization (provided after the event)

ORGANISERS OF THE EMERGING TECH IN HEALTH SYMPOSIUM 2018

NZHIT and Health Informatics New Zealand



NZHIT

“Enabling a Healthier New Zealand”

NZHIT is the industry body for health IT companies and organisations, healthcare providers, industry partners and consultants along with supporting members from Govt agencies and policy-makers. NZHIT represents the majority of IT firms operating in New Zealand’s health sector with these firms being responsible for approximately 95% of the country’s health-related data. Our members make a significant contribution to the delivery of health services and provide innovative solutions to influence and enable the future direction of healthcare, both in New Zealand and overseas. We work collaboratively with Government agencies such as the Ministry of Health, NZ Trade & Enterprise, Callaghan Innovation and ACC on several areas and projects to support the ongoing development and uptake of technology in the health sector nationally and internationally.

NZHIT provides a range of member benefits including [events](#), networking, sector updates, advocacy and industry-related advice and support.

For more information about NZHIT go to www.nzhit.nz

Health Informatics New Zealand (HiNZ)



“New Zealand’s meeting place for digital health”

HiNZ is a not-for-profit organisation that supports the field of health informatics and runs a range of events. Its annual [conference](#) is the largest digital health event in New Zealand and it has an [extensive archive of expert presentations](#) on digital health.

HiNZ members include health sector managers, clinicians, IT experts, industry managers, academics, students, and government personnel. HiNZ builds and strengthens connections between these groups and provides an impartial meeting place for sharing ideas and building knowledge about the use of IT in the health sector.

For more information about HiNZ go to www.hinz.org.nz