

Sponsorship Prospectus

eHealthNews.nz LIVE Webinar Series



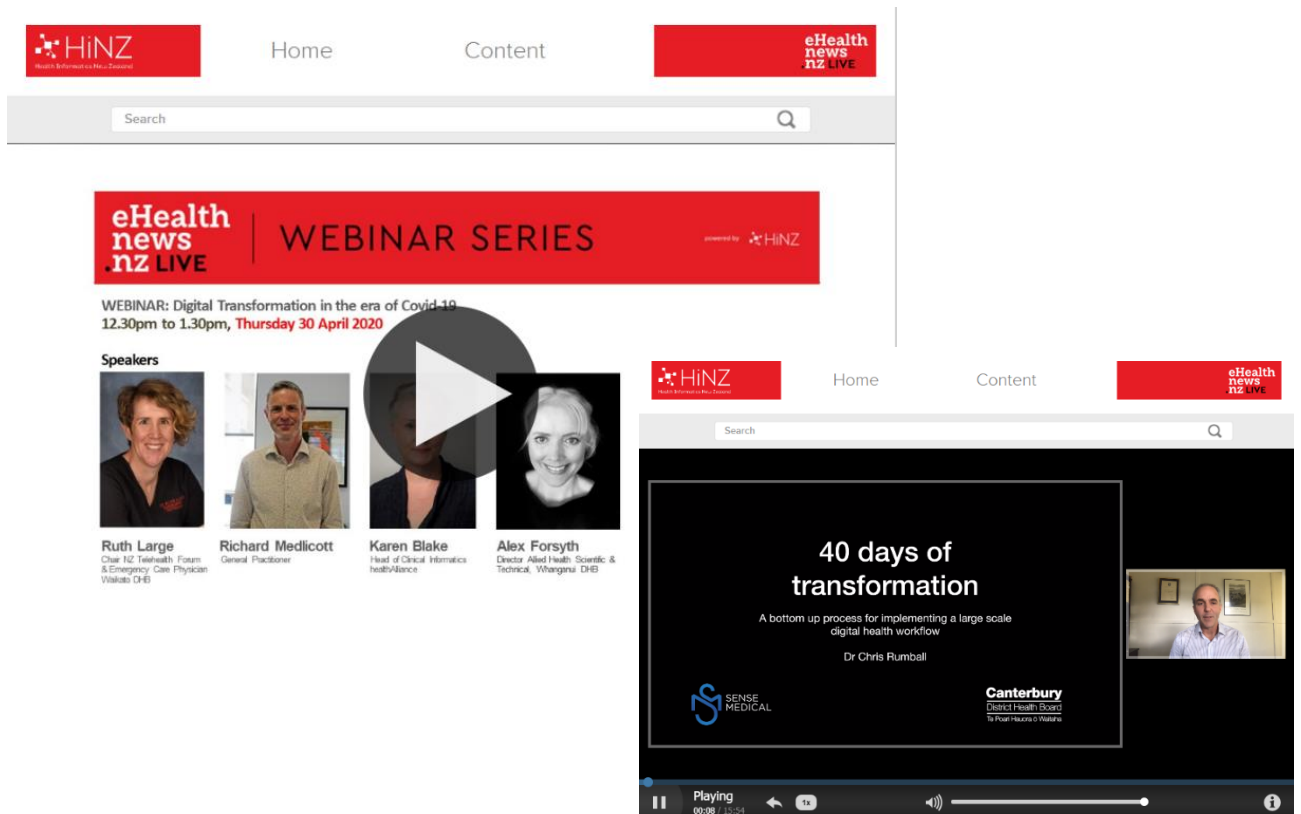
The eHealthNews.nz LIVE Webinar Series is a virtual news and information source published by eHealthNews, New Zealand's trusted course of digital health news.

As at 1 June 2020, there are over 1200 registrants for the webinar series since it launched on 30th April 2020. This audience is predominantly made up of eHealthnews.nz subscribers – clinical IT decision makers. Anyone can view the eHealthNews.nz LIVE Webinar Series for free. The content is hosted in the eHealthTV webcast library to view **live and on demand**.

Get in front of clinical decision-makers

HiNZ has a proven track record of reliably delivering a high-quality audience of decision-makers and key influencers. The eHealthNews.nz LIVE Webinar Series attracts an engaged, captive audience for one hour every week, with syndicated topical news and information aligning with the fortnightly eHealthNews.nz newsletter and home page content for a multi-media experience.

The first webinar in the series on Thursday 30 April: Digital Transformation in the era of Covid-19 attracted over 200 registrants within the first 90 minutes of being announced, and has had 565 views (live and on demand combined) as at 1st June 2020.



For more information or to book email one of these packages contact Kylie at gm@hinz.org.nz

THOUGHT-LEADERSHIP WEBINAR

\$5,900 + GST

This sponsorship enables you to propose a topic and up to four speakers for a future webinar. There are limited time slots available in 2020 so book early to avoid disappointment.

(The ability to book this sponsorship package is dependent on HiNZ management approval of the proposed content and speakers. HiNZ reserves the right to decline your proposed webinar if the topic and speakers are not considered of sufficient relevance or interest to the HiNZ community.)

Webinar co-creation

- A webinar on a topic you propose, hosted in the *eHealthNews.nz LIVE webinar* library.
- Up to four speakers invited (up to five onscreen in speaker Q&A panel, including moderator).
- The audience can submit written questions for the speakers via the webinar software.
- HiNZ will provide a moderator (usually the *eHealthNews.nz* editor) to facilitate the welcome and closing statements, and to moderate the speaker Q&A.

Brand exposure

- Your logo placed on the webinar page within the HiNZ website.
- Your logo and up to one sentence on webinar holding slide (just before webinar starts) and on closing slide when it finishes.
- Opportunity to add onscreen advertisement video as webinar closing reel, before closing slide.
- Your logo and brand closely associated with the trusted *eHealthNews* brand.

Promotion of webinar

- Promotion of webinar in *eHealthNews.nz* newsletter to 7500 email database, prior to live event.
- One horizontal banner advertisement in *eHealthNews.nz* newsletter & home page, prior to live event.
- Promotion of webinar via HiNZ social media channels (LinkedIn & Twitter)

Logistics support

- Live online tech support, while our production team host your webinar.
- Webinar presentations usually delivered live. Presentations can be pre-recorded and edited, for an additional fee. Price on request.
- To retain audience engagement, we recommend you keep presentations short (< 10 minutes).
- Webinar permanently hosted within *eHealthNews.nz LIVE webinar* library. Webinar available to HiNZ members for on-demand viewing within 12 hours of the live webinar broadcast concluding.
- Sponsor provided with public-access link, so that sponsor can share the on-demand webinar with your own client list, without their access being blocked by the HiNZ member gateway. The public link will be provided to you one week after the live broadcast date.

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WEBINAR BRANDING RIGHTS

\$2,900 + GST

This sponsorship enables you to associate your brand with a future webinar.

There are limited time slots available in 2020 so book early to avoid disappointment.

List of future webinar topics and space availability available on request

Brand exposure

- Your logo associated with a webinar, hosted in the *eHealthNews.nz LIVE webinar* library.
- Your logo placed on the webinar promotion page within the HiNZ website, with the message “HiNZ thanks Your Brand. Their support has made this webinar possible”.
- Your logo on holding slide (just before live webinar starts) and on closing slide when it finishes.
- Your logo and brand closely associated with the trusted eHealthNews brand.

Promotion of webinar prior to live event

- Promotion of webinar in *eHealthNews.nz* newsletter to 7500 email database.
- One horizontal banner advertisement in *eHealthNews.nz* newsletter and home page
- Promotion of webinar via HiNZ social media channels (LinkedIn & Twitter)

Links to webinar

- Webinar permanently hosted within *eHealthNews.nz LIVE webinar* library. Webinar available to HiNZ members for on-demand viewing within 12 hours of the live webinar broadcast concluding.
- Sponsor provided with public-access link, so that sponsor can share the on-demand webinar with your own client list, without their access being blocked by the HiNZ member gateway. The public link will be provided to you one week after the live broadcast date.

The screenshot displays the eHealthNews.nz website interface. At the top, there is a blue banner for 'MANAGE MY HEALTH' with the text 'Thinking of using Video Consultations? Find out how ManageMyHealth makes Video Consults easier!'. Below this is the eHealthNews.nz logo and the text 'NZ's trusted source of digital health news', alongside the HiNZ logo 'Health Informatics New Zealand'. A 'NEWS' section is visible, featuring a 'COVID-19 DIGITAL RESPONSE' banner. The main content area includes several news articles: 'GPs move to digital first approach' (dated 20 April 2020), 'Covid-19 digital response – secondary care' (dated 15 April 2020), 'National contact tracing app weeks away' (dated 27 April 2020), and 'Bridging the digital divide' (dated 14 April 2020). On the right side, there are promotional banners for 'ALCIDION A next gen mobile EMR' and 'eHealthNews LIVE WEBINAR SERIES FREE Register here'. A 'Read more news articles' button is also present.

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