Minnesota e-Health Summit

Connectivity. Equity. Health.

June 15, 2017

Earle Brown Heritage Center

Brooklyn Center, MN

Sponsorship Prospectus

Showcase your offerings and capabilities at the annual event

Minnesota e-Health

JOIN EARLY SPONSORS:

HealthPartners **trissential**

ABOUT THE 2017 SUMMIT

The Summit will explore how optimizing the use of electronic health record (EHR) systems and other health IT is transforming health care and advancing population health, as well as delve into challenges and opportunities for connecting the continuum of care. Sessions will highlight practical information with the latest knowledge, insights, tools, and resources to connect communities.

Become a Sponsor Today!

1. **Everyone who attends the Summit is involved with — or interested in — e-Health.** Unlike other events with a broader focus, the people who attend represent your target demographic. Here's your opportunity to reach 400+ Minnesota leaders and professionals from a broad range of settings who are planning for or implementing EHRs, other health information technology (HIT) or exchange of health information.

2. **E-Health in Minnesota continues to represent a vibrant and dynamic marketplace.** Minnesota has been ahead of the curve in this field. The early adopters need additional equipment and services or the latest technologies. The wave of change is now reaching the specialty organizations. What's more, what happens here doesn't stay here. It filters through other parts of the country — bringing with it recommendations based on what has been used.

3. **Showcase what you have.** Impress your current and potential customers by showcasing your company's new or upgraded products, services and technologies. Hands-on demonstrations are key to success!

4. **Better understand your customers' needs.** Attend sessions to understand the status of adoption and use of technology across many settings. Talk with attendees to discover the gaps and what you can do to respond.

5. **Stay ahead of the curve.** E-health is a rapidly changing field. Gain insights about possible future trends. Join the e-Health community as we work on "Closing the Gaps to Achieve Healthy Communities"

6. **It's THE premier e-Health event in the midwest.** The Summit is well known as a valuable educational experience. Besides updates from national and state leaders on progress toward implementing interoperable electronic health records, it provides a forum to share best practices, how-to's, success stories and lessons learned as well as the latest trends and state of the art equipment

Summit Sponsorships At-a-Glance

Sponsor Benefits	Title Sponsor $10,000 (1 available)	Gold Sponsor Lunch program, Reception, Breaks or Conference Apps $5,000 (4 available)	Silver Sponsor Break-out Session or Plenary Session Sponsor $3,500 (5 available)	Bronze Sponsor $1,500 (10 available)	Exhibitor $500 for profit $300 nonprofit (13 booths available)
Name included where Summit Title is featured (MN e-Health Summit sponsored by...)	*				
Logo and website URL on Summit Website	*				
5-minute address before keynote	*				
Logo on name badge and/or conference bag	*				
Logos on large screen during keynote and plenary sessions	*	*			
Exclusive branding at sponsor events: Logo/name or signage at sponsor event (e.g. lunch)		*			
Logo on shared banner in common space	*	*	*		
Branding on pre-summit marketing communications	*	*	*		
Name recognition in program by sponsored item		*	*		
Ad in program	**Full page, full color, inside front cover**	**Full page, b&w**	**1/2 page, b&w**	**1/4 page, b&w**	
Complimentary session registrations	4	2	2	2	1
Collateral in conference bag (1 piece)	*	*	*		
Prime exhibit location	*	*	*		
Access to post-conference opt-in attendee list	*	*	*	*	
Table top exhibit space	*	*	*	*	*
Listing in exhibitor section of conference program	*	*	*	*	*

Title Sponsor $10,000

Receives Maximum Exposure Before, During and After the Summit:

- Name included where Summit Title is featured (MN e-Health Summit sponsored by...)
- Opportunity to present at break-out session or on panel discussion
- Logo and website URL on Summit Website
- 5-minute address before keynote
- Logo on name badge and/or conference bag
- Logos on large screen during keynote and plenary sessions
- Exclusive branding at sponsor events: Logo/name or signage at sponsor event (e.g. lunch)
- Logo on shared banner in common space
- Branding on pre-summit marketing communications
- Name recognition in program by sponsored item
- Ad in program (Full page, full color, inside front cover)
- Complimentary session registrations (4)
- Collateral in conference bag (1 piece)
- Prime exhibit location
- Access to post-conference opt-in attendee list
- Table top exhibit space
- Listing in exhibitor section of conference program

Gold Sponsor $5,000

Receives Exclusive Exposure During Sponsor Events:

- Logo/name or signage at sponsor event (e.g. lunch)
- Name recognition in program by sponsored item

Other Benefits:

- Logos on large screen during keynote and plenary sessions
- Logo on shared banner in common space
- Branding on pre-summit marketing communications
- Ad in program (full page, black and white)
- Complimentary session registrations (2)
- Collateral in conference bag (1 piece)
- Prime exhibit location
- Access to post-conference opt-in attendee list
- Table top exhibit space
- Listing in exhibitor section of conference program

Silver Sponsor $3,500

Benefits

- Logo on shared banner in common space
- Branding on pre-summit marketing communications
- Name recognition in program by sponsored item
- Ad in program
- Complimentary session registrations (2)
- Collateral in conference bag (1 piece)
- Prime exhibit location
- Access to post-conference opt-in attendee list
- Table top exhibit space
- Listing in exhibitor section of conference program

Bronze Sponsor $1,500

Benefits

- Ad in program
- Complimentary session registrations (2)
- Access to post-conference opt-in attendee list
- Table top exhibit space
- Listing in exhibitor section of conference program
- Table top exhibit space

Exhibitor $500 (nonprofit rate: $300)

Benefits

- Table top exhibit space
- Listing in exhibitor section of conference program
- Complimentary session registration (1)

Liability

Sponsors choosing to exhibit assume responsibility and agree to indemnify and defend the Minnesota e-Health Summit, the Earle Brown Heritage Center and their respective employees and agents against any cost or expenses arising from the exhibitor's action at the exhibition premises. The e-Health Summit does not maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance if desired.

If the exhibit hall is uninhabitable by any cause over which e-Health Summit has no control during any or whole of the exhibition, the e-Health Summit is not responsible and the Exhibitor hereby waives any claim against the Summit for losses or damage which may arise in consequence of such inability to occupy assigned space.

Cancellation Policy

Once a sponsorship or exhibit space has been applied for, any cancellation of a booth or sponsorship will result in forfeiture of payments as follows:

- 50% of total cost of booth or sponsorship if cancellation occurs before May 9, 2017
- 100% of total cost of booth or sponsorship if cancellation occurs on or after May 9, 2017

Summit Format:

This year's event includes keynotes, plenary panels, breakout sessions and rapid-fire sessions. Special features include association-sponsored workshops focused on specific care settings.

Summit Target Audiences:

- Minnesota HIT leaders and professionals representing all health care settings and systems, public health, managed care, information systems, purchasers, payers, and academia
- Anyone planning for or implementing EHRs or other HIT
- Anyone working on electronic exchange of health information

Registration is online only at:

www.regonline.com/2017eHealthSponsor

Participation status is not final until payment is received.

Questions about sponsoring at the Summit or exhibiting should be directed to Terri Swanson at tswanson@mngts.org or 952-885-4323.

Minnesota e-Health
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MDH
Minnesota Department *of* Health

Minnesota e-Health
Advisory Committee

StratisHealth