



**“CANADIAN MEDTECH: WHAT’S HOLDING US BACK?”**

2018 – 3<sup>rd</sup> Annual  
Waterloo Region MedTech  
Conference

**Sponsorship Catalogue**

October 24<sup>th</sup>, 2018 | St. George Hall, Waterloo Ontario



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## General Information

### Event Date

#### Waterloo MedTech 3<sup>rd</sup> Annual Conference

Wednesday October 24<sup>th</sup>, 2018

Registration / Continental Breakfast:	7:30 am – 8:00 am
Conference:	8:00 am – 4:30 pm
Networking Reception:	4:30 pm – 6:00 pm

Venue:

St. George Banquet Hall  
665 King St. N.  
Waterloo, ON N2J 4G8



## About the Conference

This conference follows the previous two successful conferences held in 2016 and 2017. The conference was attended by participants from health care, research, industry, and government including key healthcare stakeholders in Ontario, and attracted many startups, scientists, industry experts, government officials, innovators and thought leaders

We expect attendance to be 150 to 200 delegates with 20 local, national and international speakers. Invited speakers include the President, College of Physicians and Surgeons of Ontario; the Deputy Director, Johns Hopkins Medicine Technology Innovation Center; the Director, Centre for eHealth Innovation, University Health Network; the President, Medtronic Canada; Director, eHealth Centre of Excellence & CIO, WWLHIN; researchers and executives from the University of Waterloo, Wilfrid Laurier University, University of Guelph and Conestoga College, community leaders from across Canada and most importantly, exciting start-ups and scale-ups.

The some of the areas of discussion for this year's conference are:

- Fostering Canadian MedTech
- Canadian MedTech: What's Holding Us Back
- The Innovators Roadmap at John Hopkins Technology Innovation Centre: How We Deal with Start-Ups
- The Role of The College of Physicians and Surgeons in Transformative Medicine
- Fostering Continued Innovation in a Large Company
- An Academic Researcher's Journey Through the Hospital Maze
- What's Holding Us Back – Tales from Two Scale-Ups
- Panel Discussion – Surviving From Start-Up to Scale-Up
- Innovation Showcase: Waterloo Region's Top Innovators and Entrepreneurs
- Digital Providers by Design
- Panel: How do We Change From Holding MedTech Back to Moving MedTech Fast Forward.

The conference is being organized by [Waterloo MedTech](#), a not-for-profit formed out after the 2016 conference, aimed at leveraging our Region's unique collaborative innovation culture to address the gap between healthcare research and its adoption in practice.

## Sponsorship Levels

Whether your organization's goals include promoting new and exciting products, generating new leads, or simply increasing your brand awareness to the healthcare and research community, Waterloo MedTech's Annual Conference is the platform that can help you reach your goals.

### **Why Sponsor and/or Exhibit at the 2018 Annual Waterloo Region MedTech Conference?**

- Increase your exposure with Canadian healthcare professionals, university researchers, government officials, innovators and other businesses ranging from startups, SME's and more.
- Build brand awareness
- Demonstrate what you have to offer at an event that gives you direct access to key decision makers and senior influencers.
- Grow and foster your business network - interact and network with other companies that reach this group and impact the industry
- Maximize your exposure: attendees visit the exhibit throughout the conference. Purchase an exhibit table in addition to your sponsorship package and demonstrate your solution directly to this target audience

### **Platinum Sponsor \$15,000 +**

Invest \$15,000 + in combined sponsorship and exhibit area dollars to be recognized as an **Exclusive** Platinum Sponsor, which includes:

- Four Full Delegate Passes to the Conference
- One full-page advertisement included in the Delegate package (vendor to provide)
- One 60 second multimedia advertisement, which will be part of the digital programming on the two large screens (Vendor to provide content)
- Recognition and acknowledgement of your sponsorship with logo within Multimedia programming displayed on the Main Stage and at Registration
- The opportunity to address conference delegates during a five-minute welcome at the opening of the Conference.
- Inclusion of a promotional item (provided by the vendor) in the Conference Delegate packages which will be provided to ALL Conference delegates upon check in at registration
- Additional opportunities as identified by the sponsored item(s) selected
- Recognition of sponsorship level on Conference badges and program.

**Gold Sponsor \$5,500 +**

Invest between \$5,500 and \$14,999 in combined sponsorship and exhibit area dollars to be recognized as a Gold Sponsor, which includes:

- Three Full Delegate Pass to the Conference
- One full page printed advertisement included in Delegate package (vendor to provide)
- One 60 second multimedia advertisement, which will be part of the digital programming on the two large screens (Vendor to provide)
- Recognition and acknowledgement of your sponsorship with logo within Multimedia programming displayed on the Main Stage and at Registration
- Inclusion of a promotional item (Provided by the vendor) in the Conference Delegate package which will be provided to ALL Conference delegates upon check in at Registration
- Additional opportunities as identified by the sponsored item(s) selected
- Recognition of sponsorship level on Conference badges and program.

**Silver Sponsor \$4,500 +**

Invest between \$4,500 and \$5,499 in combined sponsorship and exhibit dollars to be recognized as a Silver Sponsor, which includes:

- Two Full Delegate Pass to the Conference
- Recognition and acknowledgement of your sponsorship with logo within Multimedia programming displayed on the Main Stage and at Registration
- Promotional material may be included in the Conference Delegate package which will be provided to ALL conference delegates upon check in at the event registration desk
- Additional opportunities as identified by the sponsored item(s) selected
- Recognition of sponsorship level on Conference badges and program.



**Bronze Sponsor \$2,500 +**

Invest between \$2,500 and \$4,499 in combined sponsorship and exhibit dollars to be recognized as a Bronze Sponsor, which includes:

- One Full Delegate Pass to the Conference
- Recognition and acknowledgement of your sponsorship with logo within Multimedia programming displayed on the Main Stage and at Registration
- Additional opportunities as identified by the sponsored item(s) selected
- Recognition of sponsorship level on Conference badges and program.

**Opportunities for shared sponsorship are not available at the Bronze level. For Silver sponsorship, a premium of \$500 is applicable for shared sponsorship.**

## Sponsorship Opportunities

	Limit	Cost
<b>Wednesday October 24<sup>th</sup>, 2018 - Conference</b>		
Wednesday Breakfast ( Qualifies for Bronze Sponsorship Level )	1	\$3,000.00
Wednesday Morning Break ( Qualifies for Bronze Sponsorship Level )	1	\$2,500.00
Wednesday Lunch ( Qualifies for Gold Sponsorship Level )	1	\$6,500.00
Wednesday Afternoon Break ( Qualifies for Bronze Sponsorship Level )	1	\$2,500.00
Wednesday Networking / Social ( Qualifies for Silver Sponsorship Level )	1	\$4,500.00
<b>Other Conference Opportunities</b>		
Conference Lanyard / Badges (Sponsor's name and logo printed the Delegate's Badge)	1	\$1,000.00
Delegate Bag ( Sponsor's name and logo printed on the bag along with Waterloo MedTech's)	1	\$1,500.00
Registration Desk	1	\$1,250.00
Own the Published Conference Program ( Includes space for a 1 page welcome letter and a full page ad along with one Full delegate registration) ( Qualifies for Bronze Sponsorship Level )	1	\$3,000.00
Advertising Opportunities in the Conference Program Note that these opportunities only exist if the "Own the Published Conference Program has not been sponsored."		
Full page Advertisement		\$1,750.00
Half Page Advertisement		\$800.00
Quarter Page Advertisement		\$500.00
Startup Ally - Sponsor the entire area where startup companies will be demonstrating their innovative solutions ( 3 Exhibit booths and 6 Exhibitor Registrations) ( Qualifies for Bronze Sponsorship Level )	1	\$3,500.00
Sponsor a Startup company for an Exhibit Table (includes 1 registration for the sponsor and 2 for the startup company)	15	\$1,200.00
Table Advertising Sponsor (includes 1 registration for the sponsor, table signage and the ability to place marketing material at each delegate table)	25	\$1,000.00

**NOTE:** Customized sponsorship opportunities are also available.  
For more information, please contact Garry Bezruki at [garry.bezruki@waterloomedtech.ca](mailto:garry.bezruki@waterloomedtech.ca)

## EXHIBIT SHOW INFORMATION

### **Why Should Your Company Exhibit at Waterloo Region MedTech**

As always in planning this event, endeavors are made to ensure that we are addressing the needs of healthcare providers, researchers, entrepreneurs and government. Our goal in hosting the Waterloo Region Annual MedTech Conference is to ensure that all attendees get maximum value out of this conference, whether it be by:

- Making new connections and building your network
- Learning best practices from others and/or vendor partners
- Increasing brand awareness
- Marketing your products and services
- And having a great time.

The WATERLOO REGION Annual MedTech Conference's program is being continuously refined to provide informal and ongoing interaction between attendees and exhibitors.

## **Sponsorship / Exhibitor and Booth Registration**

To register your company's representatives as exhibitors along with an exhibit booth and/or sponsorship selection(s), please visit the Sponsorship registration page at [www.waterloomedtech.com](http://www.waterloomedtech.com)

**Please note that one exhibitor pass is included in the purchase of your booth.**

**Additional passes must be purchased for individuals working in the exhibit area booth.**

## Exhibit Booth Package Pricing

Important Dates	Pricing
<b>Early Bird Price</b> Expires August 31, 2018	\$500.00
<b>Standard Price</b> Expires October 19, 2018	\$750.00
<b>Last Minute Price</b> Expires October 24, 2018	\$1,000.00
<b>Booth Package Inclusions</b>	<ul style="list-style-type: none"> <li>• One full delegate registration</li> <li>• One 6' table draped</li> <li>• Two chairs</li> <li>• One 15-amp duplex outlet</li> <li>• Wi-Fi</li> </ul> <p><b>NOTE:</b> Additional passes must be purchased for any additional individuals working in the exhibit booth.</p>

## Additional Exhibitor Registration Pricing

Important Dates	Per Exhibitor Pricing
Early Bird Price – Expires August 31, 2018	\$350.00
Standard Price – Expires October 19 <sup>th</sup> , 2018	\$450.00
Last Minute Price – Expires October 24, 2018	\$550.00

## How to get to the venue.

### St George Banquet Hall

665 King Street North, Waterloo, Ontario. N2J 4G8

### BY Automobile

#### Approaching from the East (i.e. Toronto)

- Take Highway - 401 West
- Take exit 278 for Highway - 8 toward Kitchener/Waterloo
- Continue onto Highway - 8 West
- Take the Highway - 85 North / Highway - 7 East exit toward Guelph/Waterloo
- Merge onto Highway - 7
- Continue onto Conestoga Pkwy
- Take the King St N/Waterloo Regional Rd 15 exit
- Stay on King St N/Waterloo Regional Rd 15 and the destination will be on the left
- Destination will be on the left

#### Approaching from the West (i.e. London)

- Take Highway - 401 East
- Take exit 278B for Highway - 8 toward Kitchener/Waterloo
- Continue onto Highway - 8 West
- Take the Highway - 85 North / Highway - 7 East exit toward Guelph/Waterloo
- Merge onto Highway - 7
- Continue onto Conestoga Pkwy
- Take the King St N/Waterloo Regional Rd 15 exit
- Stay on King St N/Waterloo Regional Rd 15 and the destination will be on the left
- Destination will be on the left





# Waterloo MedTech

**Thank you so much for your ongoing support!  
We look forward to seeing you at the 2019 – Annual  
Waterloo Region MedTech Conference  
October 23, 2019.**

***SAVE THE DATE***

For more information, including conference updates, conference schedule and additional sponsorship details, please visit us at the Waterloo MedTech Website, [waterloomedtech.com](http://waterloomedtech.com), or contact Garry Bezruki via email at [garry.bezruki@waterloomedtech.com](mailto:garry.bezruki@waterloomedtech.com).

