



# “BUILDING A SUCCESSFUL MEDTECH INFRASTRUCTURE”

2019 – 4<sup>th</sup> Annual  
Waterloo MedTech  
Conference

## Sponsorship Catalogue

Wednesday, October 2, 2019 | St. George Hall, Waterloo, Ontario



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## General Information

### Event Date

#### 4<sup>th</sup> Annual Waterloo MedTech Conference

Wednesday October 2<sup>nd</sup>, 2019

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

The 2018 conference theme was “*Canadian MedTech: What’s holding us back?*” and was attended by participants from health care, research, industry, and government including key healthcare stakeholders in Ontario, and attracted many start-ups, scientists, industry experts, government officials, innovators and thought leaders. The key result of the last conference was a call to action - we need to build a MedTech innovation centre here in Waterloo.

The 2019 conference theme is “*Building a successful MedTech infrastructure*” which is in support of last year’s conference call to action. We are anticipating attendance to be 150 to 200 delegates with a number of local, national and international speakers. Invited speakers include:

- Dr. Charles (Charlie) Cooney, Founding Director, Deshpande Center, MIT,
- Diane Côté, President and CEO, MEDTEQ,
- Dr. Tiff Macklem, Dean, Rotman School of Management, University of Toronto,
- Dr. Linda Maxwell, Founder & Executive Director, The Biomedical Zone; Associate Scientist, Li Ka Shing Knowledge Institute, St. Michael's Hospital,
- Dr. Paul Nagy, Deputy Director, Johns Hopkins Medicine Technology Innovation Center,
- Community leaders from across Canada, including Hon. Bardish Chagger, Leader of the Government in the House of Commons and MP, Waterloo and Karen Redman, Regional Chair, Region of Waterloo, and most importantly,
- Speakers from exciting MedTech start-ups and scaleups.

Key presentations and discussion topics for this year’s conference are:

- **The Innovators Roadmap at Johns Hopkins Technology Innovation Center: How We Deal with Start-Ups**
- **Translating Ideas into Impact: The Goal of the Deshpande Center**
- **The Biomedical Zone: How a Unique Public-Private Partnership became a Canadian Model for Healthcare Innovation and Economic Development**
- **Supporting A Healthcare Innovation Ecosystem: A Shared Investment Model**
- **Financing a MedTech Incubator for Scale Up**
- **Building a MedTech Incubator**

The conference is 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 2019 Waterloo MedTech Conference?**

- Increase your exposure with Canadian healthcare professionals, university researchers, government officials, innovators and other businesses ranging from start-ups, 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 Passes 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 Passes 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 2<sup>nd</sup>, 2019 – Conference</b>		
Wednesday Breakfast (Qualifies for Bronze Sponsorship Level)	1	\$3,000.00
Wednesday Morning Break (Qualifies for Bronze Sponsorship Level)	SOLD	\$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>		
Speaker Gifts	SOLD	\$1,500.00
Conference Lanyard / Badges (Sponsor's name and logo printed on the Delegate's Badge)	SOLD	\$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
Start-up Ally – Sponsor the entire area where start-up 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 Start-up company for an Exhibit Table (includes 1 registration for the sponsor and 2 for the start-up 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)	23	\$1,000.00

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

## Keynote Speaker Sponsorship Opportunities

New for the 2019 Conference is the opportunity for vendors to sponsor a keynote speaker. The sponsorship includes: the opportunity for the vendor to provide the audience with a 3 minute introduction of their company and the important role that it plays within the MedTech ecosystem, the introduction of the keynote speaker, a full page advertisement, provided by the sponsor, in the conference program and a video advertisement (provided by the sponsor) with a total running length of up to 3 minutes which will be embedded at the start of the recording once the sessions have been edited and published to the web. Please note that the video sessions once archived will still contain the advertisement and still be accessible via the web.

Note that sponsorship of a Keynote speaker qualifies the vendor to be recognized as a Silver level sponsor.

		Limit	Cost
 <p>Paul Nagy, Ph.D., F.S.I.I.M. is the Deputy Director of the Johns Hopkins Medicine <a href="#">Technology Innovation Center</a>.</p> <p>Dr. Nagy is also an Associate Professor in the Johns Hopkins University Schools of Medicine in the <a href="#">Russell H. Morgan Department of Radiology</a> as well as the Division of Health Science Informatics.</p> <p>He serves as the program director for three year-long multidisciplinary clinical leadership programs at Johns Hopkins Medicine in clinical informatics, clinical analytics and creating commercial ventures. There have been over 100 faculty and staff that have gone through the programs since 2012.</p> <p>Dr. Nagy is the author of over 100 papers in the fields of informatics, analytics and quality and has delivered over 200 presentations at national conferences.</p>	1	\$4,500.00	
 <p><b>Charles L. Cooney</b> is the Robert T. Haslam (1911) Professor of Chemical and Biochemical Engineering, Emeritus in the Department of Chemical Engineering at MIT and founding Faculty Director, Emeritus of the Deshpande Center for Technological Innovation.</p> <p>He has been involved as founder, advisor or board member of over 25 companies and currently sits on the Boards of Directors of Codiak Bioscience, Innovent Biologics (1801.HK), Levitronix Technologies, and is chairman of GreenLight Bioscience and Mitra RxDx. In addition, he is Trustee Emeritus of Boston Ballet, Advisor Emeritus of the Boston Symphony Orchestra and Trustee of the Leventhal Map Center.</p> <p>Other interests include: high altitude mountaineering (assents of Denali, Ama Dablam, Mont Blanc, Kilimanjaro, Huascaran) and antique map collecting.</p>	1	\$4,500.00	

 <p><b>Diane Côté</b> is the CEO of MEDTEQ, the Medical Technology Industrial Research and Innovation Consortium.</p> <p>MEDTEQ aims to accelerate the development of innovative solutions by supporting collaborative projects of teams of industrial, academic and clinical partners. She is Vice-President of the Board of Directors of the Fonds de Recherche du Québec – Santé (FRQ-S) and a member of the Life Sciences Advisory Group of Global Affairs Canada. She was a member of the Expert Group on Health of the Canadian Space Agency, a member of the Board of Directors of AlterGo, and has served on the boards of centres of excellence. Previously, Diane was Vice-President - Quebec of MEDEC and CEO and board member of a healthcare technology company specialising in artificial intelligence tools for risk management. She worked at IBM as a member of the Sales and Communications executive management team and at Innovitech, a strategic broker focusing on new technologies.</p>	1	\$4,500.00
 <p><b>Linda Maxwell</b> is the Founder &amp; Executive Director, Biomedical Zone; Associate Scientist, Li Ka Shing Knowledge Institute, St. Michael's Hospital. Currently, Dr. Linda Maxwell is Executive Director of the Biomedical Zone, a healthcare technology and business development programme and infrastructure (business incubator) she founded. The Biomedical Zone is a first-in-class, hospital-embedded business incubator for emerging health technology companies and strategic partnership between a leading acute care hospital (St. Michael's) and Ontario's most applied-to university (Ryerson). Under Dr. Maxwell's stewardship, the Biomedical Zone has gone from concept to creation to going concern, supporting Toronto's leading health technology businesses.</p> <p>Prior to joining Ryerson, Dr. Maxwell led the strategic partnering of the National Health Service and University of Oxford to build a pipeline of clinician-driven innovation and research commercialization, managing a diverse portfolio of pre-market and market-ready life sciences technologies through all commercial stages including licensing, company creation, business building, and early stage capital raising.</p> <p>In 2016, Dr. Maxwell was named one of Canada's Top 100 Most Powerful Women by the Women's Executive Network (WXN), an award recognizing talented leaders in the public, private, and non-profit sectors.</p> <p>Dr. Maxwell earned a Bachelor's degree with honors from Harvard University (Biology, cum laude), an M.D. from Yale University, and an M.B.A. from University of Oxford. She completed six-year residency and fellowship training in surgery at the University of Toronto.</p>	1	\$4,500.00

## New Video Sponsorship Opportunities

New for the 2019 Conference is the opportunity for vendors to sponsor the entire video recording of the conference proceedings or one or more specific session of interest to them.

What is unique about this sponsorship opportunity is that an advertisement (provided by the sponsoring vendor) with a total running length of up to 3 minutes will be embedded at the start of the recording once the sessions have been edited and published to the web. Please note that the video sessions once archived will still contain the advertisement and still be accessible via the web.

	Limit	Cost
<b>The Innovators Roadmap at Johns Hopkins Technology Innovation Center: How We Deal with Start-Ups</b> <i>Paul Nagy, PhD, Deputy Director, Johns Hopkins Medicine Technology Innovation Center</i> <b>Note: This opportunity is only available in the event that the Keynote speaker has not been sponsored</b>	1	\$1,500.00
<b>Translating Ideas into Impact: The Goal of the Deshpande Center</b> <i>Charles Cooney, PhD, Robert T. Haslam (1911) Professor of Chemical and Biochemical Engineering, Emeritus, Department of Chemical Engineering And Founding Faculty Director, Emeritus, Deshpande Center for Technological Innovation, MIT</i> <b>Note: This opportunity is only available in the event that the Keynote speaker has not been sponsored</b>	1	\$1,500.00
<b>Accelerating Innovation in Healthcare Through a Collaborative, Commercialization Program</b> <i>Diane Côté, President and CEO, MEDTEQ – Quebec Consortium for Industrial Research and Innovation in Medical Technology</i>	1	\$1,500.00
<b>Financing a MedTech Incubator for Scale Up</b> <i>Expert Panel Discussion with Tiff Macklem, PhD, Dean, Rotman School of Management, University of Toronto, Micheál J. Kelly, PhD, Dean, School of Business and Economics, Wilfrid Laurier University, Gary Hallam, PhD, Executive Dean, School of Business and Hospitality, Conestoga Collage and J. Mark Weber, PhD, Eyton Director, Conrad School of Entrepreneurship and Business, University of Waterloo</i>	1	\$1,500.00
<b>Building a MedTech Incubator</b> <i>Doug Dittmer, MD, Medical Director, Physical Medicine and Rehabilitation, Grand River Hospital</i>	1	\$1,500.00

**NOTE:** Customized sponsorship opportunities are also available.

For more information, please contact Garry Bezruki at [garry.bezruki@waterloomedtech.com](mailto:garry.bezruki@waterloomedtech.com)

## EXHIBIT SHOW INFORMATION

### **Why Should Your Company Exhibit at Waterloo 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 annual Waterloo 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 annual Waterloo 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 July 26, 2019	\$500.00
<b>Standard Price</b> Expires September 9, 2019	\$750.00
<b>Last Minute Price</b> Expires October 2, 2019	\$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 July 26, 2019	\$350.00
Standard Price – Expires September 9, 2019	\$450.00
Last Minute Price – Expires October 2, 2019	\$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 2020 Annual  
Waterloo MedTech Conference.**

**September 30, 2020**

***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).

