

“BUILDING A SUCCESSFUL MEDTECH INFRASTRUCTURE”

2019 – 4th Annual
Waterloo MedTech
Conference

Sponsorship Catalogue

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



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General Information

Event Date

4th Annual Waterloo MedTech Conference

Wednesday October 2, 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 startups, 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:

- Karen Redman, Regional Chair, Region of Waterloo,
- Dr. Paul Nagy, Deputy Director, Johns Hopkins Medicine Technology Innovation Center,
- Dr. Charles (Charlie) Cooney, Founding Director, Deshpande Centre, MIT),
- Dr. Tiff Macklem, Dean, Rotman School of Management, University of Toronto,
- Diane Côté, President and CEO, MEDTEQ,
- Community leaders from across Canada and most importantly,
- Speakers from exciting MedTech start-ups and scale-ups.

Preliminary areas of discussion 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**
- **Accelerating Innovation in Healthcare Through a Collaborative, Commercialization Program**
- **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 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 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
Wednesday, October 2, 2019 – Conference		
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
Other Conference Opportunities		
Speaker Gifts	1	\$1,500.00
Conference Lanyard / Badges (Sponsor's name and logo printed on 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.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 Technology Innovation Center.</p> <p>Dr. Nagy is also an Associate Professor in the Johns Hopkins University Schools of Medicine in the Russell H. Morgan Department of Radiology 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>Charles L. Cooney 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

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
The Innovators Roadmap at Johns Hopkins Technology Innovation Center: How We Deal with Start-Ups <i>Paul Nagy, PhD, Deputy Director, Johns Hopkins Medicine Technology Innovation Center</i> Note: This opportunity is only available in the event that the Keynote speaker has not been sponsored	1	\$1,500.00
Translating Ideas into Impact: The Goal of the Deshpande Center <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> Note: This opportunity is only available in the event that the Keynote speaker has not been sponsored	1	\$1,500.00
Accelerating Innovation in Healthcare Through a Collaborative, Commercialization Program <i>Diane Côté, President and CEO, MEDTEQ – Quebec Consortium for Industrial Research and Innovation in Medical Technology</i>	1	\$1,500.00
Financing a MedTech Incubator for Scale Up <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
Building a MedTech Incubator <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

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

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
Early Bird Price Expires July 26, 2019	\$500.00
Standard Price Expires September 9, 2019	\$750.00
Last Minute Price Expires October 2, 2019	\$1,000.00
Booth Package Inclusions	<ul style="list-style-type: none"> • One full delegate registration • One 6' table draped • Two chairs • One 15-amp duplex outlet • Wi-Fi <p>NOTE: 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 15exit
- 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 15exit
- 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, or contact Garry Bezruki via email at garry.bezruki@waterloomedtech.com.

