



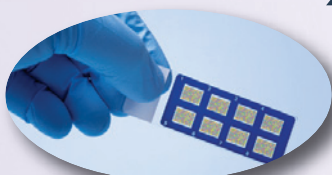
HIC 2009

FRONTIERS OF
HEALTH INFORMATICS

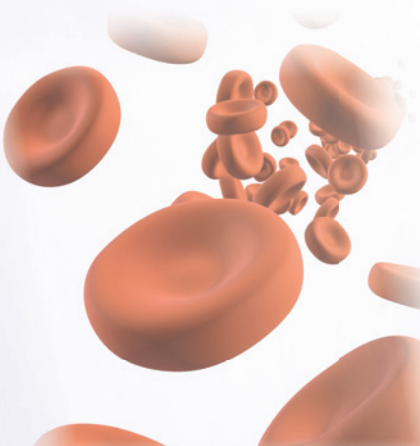


NATIONAL CONVENTION CENTRE CANBERRA

19 – 21 AUGUST 2009



SPONSORSHIP PORTFOLIO



www.hisa.org.au/hic09



INVITATION

HIC09 presents a unique opportunity for industry participants to both reinforce their leading brand position in healthcare IT as well as directly engaging decisions makers and influencers of the health IT purchasing process.

With HIC09's theme of "Frontiers of Health Informatics - Redefining Healthcare" we are delivering a conference that will capture the diversity of achievement in linking science and medicine with information technology. Importantly, it will do this from the perspective of the practical systems and process issues that need to be addressed now, to meet the challenges of the future. This conference is an ideal opportunity to position your company amongst the innovation leaders in healthcare IT that are delivering real solutions today.

This conference highlights the multidisciplinary nature of health informatics and provides a unique opportunity to bring together the finest minds from the healthcare, industry, academia and non-profit organisations. It aims to forge new industry collaborations and identify potential avenues of practical innovation and research across all models of healthcare and human diseases.

This is a truly exciting time for health informatics and we look forward to your participation and support in HIC09

See you in Canberra in August 2009!

Dr Peter Croll
Chair, Conference Organising Committee

HIC'09: Frontiers of Health Informatics

HIC'09 is built around four key information technology themes that are driving change and innovation in Australian healthcare. Each theme looks to analyse the leading edge technologies that are being implemented and the opportunities they create.

Preventative healthcare and wellness

- Chronic disease management
- Building wellness: engaging and supporting the health consumer
- Population monitoring and preventative health
- Options for innovative care delivery
- Genes and proteins to predict and prevent ill-health

New Models of Healthcare Delivery

- Monitoring systems
- Assistive Technologies
- Smart Homecare environments
- Telehealth, telecare and video conferencing and virtual reality environments
- Information innovations to support healthcare communities and social networking
- Knowledge and education

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Next generation electronic health records

- Integrating new health data sets
- Data visualising and data management
- Personal health records
- Privacy, security and confidentiality

Personalised medicine and bioinformatics

- Discovering new knowledge in biomedicine
- Applying knowledge in biomedicine: Informatics role in translational medicine
- Biomedical systems: delivering personalised medicine

Building on HIC08's theme of "The Person in the Centre", Frontiers of Health Informatics will showcase the technologies and processes that are required to deliver the patient centric healthcare that was so clearly articulate. As an integral part of the program, the conference, through its panels and workshops will deliver a final position statement on the role of technology in redefining the delivery of healthcare in Australia.

WHO WILL ATTEND

HISA's annual HIC conference attracts senior healthcare managers, practitioners and academics from across the country. It is recognised as the leading Health IT conference in Australia.

This year, with the location in Canberra, we are developing specialised activities to engage with government decisions makers and influencers, in addition to HIC's more traditional audience. This represents a rare opportunity to bring these audiences together and for you to best position your products and services.

HIC'09 SPONSORSHIP

PRINCIPAL SPONSOR	\$41,000.00
MAJOR SPONSOR	\$35,700.00
ASSOCIATE SPONSOR	\$19,900.00
SUPPORTING SPONSOR	\$12,500.00

BENEFITS	Principal \$41,000	Major \$35,700	Associate \$19,900	Supporting \$12,500
Logo and link on HIC and HISA websites	✓	✓	✓	✓
Recognition in Opening and Closing Speeches	✓	✓		
Logo in Plenary Theatre and Conference Sessions	✓	✓	✓	✓
Logo front page of Conference Program	✓			
Advertisement in Preliminary and Final Program	One page	One page	Half page	Logo
Profile and logo in Industry Program	✓	✓	✓	✓
Logo on HIC'09 on site banner	✓	✓	✓	✓
Feature in HISA e-News	Two Editions	Two Editions		
Recognition in HISA Newsletter	✓	✓	✓	✓
Exhibition Booth	6m x 6m	6m x 6m	6m x 3m	3m x 3m
Complimentary HIC Registrations (inc Exhibition Reception and Gala Dinner)	4	3	2	1
Staff Catering (am/pm tea and lunch)	5	4	3	2
Internet Access	✓	✓	✓	✓
Promotional satchel Insert	✓	✓	✓	✓
List of Delegates prior to HIC (Subject to Privacy Act)	✓	✓		

HIC'09 SPONSORSHIP OPPORTUNITIES

Expo TV	\$20,000.00
Gala Dinner	\$20,000.00
USB Memory Stick	\$18,000.00
Exhibition Reception	\$10,000.00
Wireless Connectivity	\$10,000.00
Internet Kiosk	\$8,800.00
Delegate Lounge	\$8,800.00
CD of Proceedings	\$5,500.00
E-Poster Presentation and Display Area	\$5,500.00
Name badge Lanyards	\$5,500.00
Conference Pens	\$2,500.00
Satchel Insert	\$1,500.00

SPONSORSHIP PORTFOLIO

CHOOSE A BOOTH AT THE HIC'09 AND HEALTH-E-NATION'09 JOINT EXHIBITION

Refer to the HIC'09 and Health-e-Nation'09 Joint exhibition brochure or go to www.hisa.org.au/hic09 for more details. *Times subject to change.

Monday 17 August	7.00am – 6.30pm Time to be advised	Exhibition build commences Specialist Exhibition Contractors Move in
Tuesday 18 August	11.00am – 5.30pm	Exhibitors Move In
Wednesday 19 August	8.30am – 7.00pm 5.00pm – 7.00pm	Exhibition Opens Exhibition Reception
Thursday 20 August	8.30am – 5.30pm	Exhibition Opens
Friday 21 August	8.30am – 4.00pm 4.00pm – 5.30pm 6.00pm	Exhibition Opens Exhibitors Move Out Contractors dismantle exhibition

PRINCIPAL SPONSOR

\$41,000

The Principal sponsor will receive considerable exposure at HIC'09 with the following deliverables:

- Recognition as the Principal sponsor (company logo) on the HISA and HIC websites leading up to and after the conference including a hyperlink to the company's home page
- Recognition as the Principal Sponsor (company logo) in all conference marketing material
- Recognition as the Principal Sponsor in opening and closing speeches
- Acknowledgement as the Principal Sponsor in the plenary theatre and conference sessions and registration area
- Company logo on HIC'09 on-site banners
- Company logo on the front page of the conference program
- One page advertisement in the preliminary and final conference programs (Sponsor to supply art work)
- Company Editorial (200 word) in the HIC'09 Industry Program
- Company spotlight feature: a concise paragraph included in two editions of HISA eNews.
- Recognition as the Principal Sponsor in HISA newsletter
- One 6m x 6m exhibition booth located in a prime position within the exhibition area
- High speed internet access included with exhibition booth
- Four complimentary registrations to the conference including the exhibition reception and gala dinner
- Five complimentary staff registrations to the exhibition including catering and exhibition reception
- Company brochure (3 x A4) inserted into all delegate satchels
- List of registered delegates (subject to delegate agreement)

MAJOR SPONSOR

\$35,700

- Recognition as the Major Sponsor (company logo) on the HISA and HIC websites leading up to and after the conference including a hyperlink to the company's home page.
- Recognition as the Major Sponsor in opening and closing speeches
- Acknowledgement as the Major Sponsor on stage banners and displays in plenary theatre and conference sessions
- Company logo on HIC'09 on-site banners
- One page advertisement in the preliminary and final conference programs
- Company Editorial (200 word) in the HIC'09 Industry Program
- Company spotlight feature: a concise paragraph included in two editions of HISA eNews
- Recognition as the Major Sponsor in HISA newsletters
- One 6m x 6m exhibition booth located in a prime position within the exhibition area
- High speed internet access included with exhibition booth
- Three complimentary registrations to the conference including the exhibition reception and gala dinner
- Four complimentary staff registrations to the exhibition including catering and exhibition reception
- Company brochure (2 x A4) inserted into all delegate satchels
- List of registered delegates (subject to delegate agreement).

ASSOCIATE SPONSOR

\$19,900

- Recognition as the Associate Sponsor (company logo) on the HISA and HIC websites leading up to and after the conference including a hyperlink to the company's home page
- Recognition as the Associate Sponsor in opening and closing speeches
- Acknowledgement as the Associate Sponsor on stage banners and displays in plenary theatre and conference sessions
- Company logo in the preliminary and final conference programs
- Company Editorial (200 word) in the HIC'09 Industry Program
- Company logo on HIC'09 on-site banners
- One 6m x 3m exhibition booth located in a prime position within the exhibition area
- High speed internet access included with exhibition booth
- Two complimentary registrations to the conference including the exhibition reception and gala dinner
- Two complimentary staff registrations to the exhibition including catering and exhibition reception
- Company brochure (1 x A4) inserted into all delegate satchels.

SUPPORTING SPONSOR

\$12,500

- Recognition as the Supporting Sponsor (company logo) on the HISA and HIC websites leading up to and after the conference including a hyperlink to the company's home page
- Acknowledgement as the Supporting Sponsor on banners and displays in presentation halls and conference sessions
- Company logo in the preliminary and final conference programs

SPONSORSHIP PORTFOLIO

- Company Editorial (200 word) in the HIC'09 Industry Program
- Company logo on HIC'09 on-site banners
- One 3m x 3m exhibition booth located in a prime position within the exhibition area
- High speed internet access included with exhibition booth
- One complimentary registration to the conference including the exhibition reception and gala dinner
- One complimentary staff registration to the exhibition including catering and exhibition reception
- Company brochure (1 x A4) inserted into all delegate satchels.

BUSINESS PROMOTIONAL OPPORTUNITIES

Sponsorship of specific opportunities delivers valuable company promotion and branding and enables the company to contribute and participate in the overall health informatics event.

The following opportunities are available to non-exhibitors and exhibitors alike. Please call the Conference Manager on +613 9388 0555 or email conference@hisa.org.au if you wish to discuss an opportunity, value and benefits to your company.

Expo TV

\$20,000

Set up in a prime position within the Exhibition Hall, this highly successful and valuable promotional item exposes your company to all attendees throughout HIC'09.

- Recognition as the Expo TV Sponsor (company logo) on the HISA and HIC websites leading up to and after the conference including a hyperlink to the company's home page
- Acknowledgement as the Expo TV Sponsor on HIC'09 printed material
- Company advertisement (two minutes) presented during peak periods i.e. morning tea, lunch and afternoon breaks (company to provide advertisement)
- Two complimentary HIC'09 registrations including Exhibition Reception and Gala Dinner
- Company logo on HIC'09 on-site banners
- Video segments and company logo in recognition of sponsor support remain on HISA website for twelve months after conference.
- Promotional insert into delegate satchel – one double sided A4 page.

Gala Dinner

\$20,000

The HIC'09 Gala Dinner is the annual social highlight which is attended by over 500 delegates, speakers and exhibitors.

- Opportunity for senior company representative to welcome and give five minutes address to attending delegates
- Recognition as the Gala Dinner Sponsor (company logo) on the HISA and HIC websites leading up to and after the conference including a hyperlink to the company's home page
- Acknowledgement as the Gala Dinner Sponsor on HIC'09 printed material
- Two complimentary HIC'09 registrations including Exhibition Reception and Gala Dinner
- One complimentary table of ten located in a prominent position
- Company name and logo on menus and dinner tickets
- Sponsor supplied banner or sign displayed at the dinner
- Company logo on HIC'09 on-site banners
- Promotional insert into delegate satchel – one double sided A4 page.

Exhibition Reception

\$10,000

The Exhibition Reception will be held Wednesday 19 August in the Exhibition Hall and attended by over 400 delegates, speakers and exhibitors from HIC'09 and Health-e-Nation conferences. A function that will keep your brand name high in the minds of all attendees.

- Recognition as a HIC'09 Sponsor (company logo) on the HISA and HIC websites leading up to and after the conference including a hyperlink to the company's home page
- Acknowledgement as the Exhibition Reception Sponsor on HIC'09 printed material
- One complimentary registration including Exhibition Reception and Gala Dinner
- Ten invitations to attend the Exhibition Reception
- Sponsor supplied banner or sign displayed at the Exhibition Reception
- Acknowledgement as a HIC'09 sponsor on the HISA and HIC websites and printed material
- Company logo on HIC'09 on-site banners
- Promotional insert into delegate satchel – one double sided A4 page.

USB Memory Drive

\$18,000

This popular item enables delegates to download speaker presentations during HIC'09. A lasting business and promotional opportunity.

- Company logo engraved on the USB memory stick
- Recognition as a Sponsor (company logo) on the HISA and HIC websites leading up to and after the conference including a hyperlink to the company's home page
- Acknowledgement as the USB Memory Stick Sponsor on HIC'09 printed material
- One complimentary registrations including Exhibition Reception and Gala Dinner
- Company logo on HIC'09 on-site banners
- Promotional insert into delegate satchel – one double sided A4 page.

Wireless Connectivity

\$10,000

Wireless connectivity will be available in the area external to the exhibition hall for any conference user. The service will operate Wednesday August to Friday August 2009 from 10.00am to 4.00pm.

- Recognition as a Sponsor (company logo) on the HISA and HIC websites leading up to and after the conference including a hyperlink to the company's home page
- Acknowledgement as the Wireless Connectivity Sponsor on HIC'09 printed material
- One complimentary registration including Exhibition Reception and Gala Dinner
- Company logo on HIC'09 on-site banners
- Promotional insert into delegate satchel – one double sided A4 page.

Delegate Lounge

\$8,800

This is a lounge area or meeting place within the exhibition area where delegates, sponsors and exhibitors can go any time to meet colleagues or just relax.

- Recognition as a Sponsor (company logo) on the HISA and HIC websites leading up to and after the conference including a hyperlink to the company's home page

SPONSORSHIP PORTFOLIO

- Acknowledgement as the Delegate Lounge Sponsor on HIC'09 printed material
- One complimentary registration including Exhibition Reception and Gala Dinner
- Acknowledgement as a HIC sponsor on the HISA and HIC websites and printed material
- Company logo on HIC'09 on-site banners
- Promotional insert into delegate satchel – one double sided A4 page.

Internet Kiosk

\$8,800

The Internet Kiosk will be located next to the Delegate Lounge where delegates will congregate to download or view speaker presentations.

- Recognition as a Sponsor (company logo) on the HISA and HIC websites leading up to and after the conference including a hyperlink to the company's home page
- Acknowledgement as the Internet Kiosk Sponsor on HIC'09 printed material
- Sponsors name and logo on computer screen savers
- One complimentary registration including Exhibition Reception and Gala Dinner
- Company logo on HIC'09 on-site banners
- Promotional insert into delegate satchel – one double sided A4 page.

CD of Proceedings

\$8,800

Speaker final papers will be available on CD for distribution to all delegates. The CD will be lodged as an official printed document for reference purposes with the Libraries and institutions.

- Recognition as a Sponsor (company logo) on the HISA and HIC websites leading up to and after the conference including a hyperlink to the company's home page
- Acknowledgement as the CD Proceedings Sponsor on HIC'09 printed material
- Company logo printed on the front cover of the CD
- Company logo printed on the CD
- One complimentary registration including Exhibition Reception and Gala Dinner
- Company logo on HIC'09 on-site banners
- Promotional insert into delegate satchel – one double sided A4 page.

E-Poster Area

\$5,500

This opportunity will include corporate signage within the e-Poster area plus

- Recognition as a Sponsor (company logo) on the HISA and HIC websites leading up to and after the conference including a hyperlink to the company's home page
- Acknowledgement as the E-Poster Sponsor on HIC'09 printed material
- Sponsors name and logo on computer screen savers
- One complimentary registration including Exhibition Reception and Gala Dinner
- Acknowledgement as a HIC'09 sponsor on the HISA and HIC websites and printed material
- Company logo on HIC'09 on-site banners
- Promotional insert into delegate satchel – one double sided A4 page.

Name Badge Lanyards

\$5,500

Your corporate name/logo will be promoted exclusively printed on all name badge lanyards worn by delegates, speakers and exhibitors.

- Recognition as a Sponsor (company logo) on the HISA and HIC websites leading up to and after the conference including a hyperlink to the company's home page
- Acknowledgement as the Lanyard Sponsor on HIC'09 printed material
- Company name/logo printed on HIC'09 nametag lanyards
- One complimentary registration including Exhibition Reception and Gala Dinner
- Acknowledgement as a HIC'09 sponsor on the HISA and HIC websites and printed material
- Company logo on HIC'09 on-site banners
- Promotional insert into delegate satchel – one double sided A4 page.

Conference Pens

\$2,500

Keep your company's name uppermost with the delegate during and long after the conference by sponsoring the most-usable item, the pen. Corporate branded pens will be inserted into the conference satchel. (Company to provide pens)

- Recognition as a Sponsor (company logo) on the HISA and HIC websites leading up to and after the conference including a hyperlink to the company's home page
- Acknowledgement as the Conference Pen Sponsor on HIC'09 printed material
- Company logo on HIC'09 on-site banners
- Sponsor Pens will be included in the delegate satchel

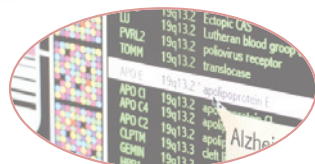
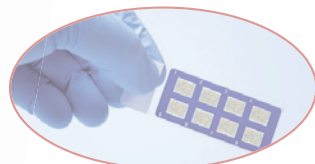
Promotional Insert

\$1,500

No doubt the best branding and information "push" opportunity of any conference. Insert publication not included. One insert per company. Maximum four x A4 pages.

Additional Marketing Opportunities

If you have recognised a marketing opportunity that has not been outlined in this folio, please do not hesitate to call the Conference Manager +61 3 9388 0555 or email conference@hisa.org.au for further discussion.



HISA contact details

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