



“BREAKING THROUGH BARRIERS”

**2017 - 2nd Annual
Waterloo Region MedTech
Conference**

Sponsorship Catalogue

November 22nd 2017 | St. George Hall, Waterloo Ontario



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General Information

Event Date

MedTech 2nd Annual Conference

Wednesday November 22, 2017

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 successful inaugural conference held last year in Waterloo Region. The conference was attended by participants from research, industry, government and healthcare stakeholders from the GTA and Southwestern Ontario, and it attracted startups, scientists, industry experts, government officials, entrepreneurs and thought leaders.

Mr. Bill Charnetski, Chief Health Innovation Strategist, Ministry of Health and Long-Term Care, is invited to return this year and give the afternoon keynote. The provisional title of his presentation is "**Ontario's Health Innovation Strategy – What Next**".

We expect attendance this year to be about 150 delegates with 20 local and national speakers. Other invited speakers include the President of the College of Physicians and Surgeons of Ontario; the Deputy Director, the Founder and CMO, Clearwater Clinical Limited; Strategic Initiatives & Managing Director, Communitech; the Senior Executive of Innovation Ecosystems, IBM Canada; Innovation Activation Specialist, JLABS @ Toronto, Johnson & Johnson Innovation; and others: senior government and industry executives; startups and entrepreneurs; researchers and executives from the University of Waterloo, Wilfrid Laurier University and Conestoga College; and community leaders from the Waterloo area. For an updated list of speakers and their profiles visit www.waterloomedtech.com

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

- Breaking Down Barriers to Healthcare Innovation
- Innovation and the Age of Data
- Transformative Medicine - The Role Of The College Of Physicians And Surgeons
- Medical Innovation: Entrepreneurial Spirit in a 129 year-old Company
- An Engineer's Perspective on Designing Health Technologies
- An Academic Entrepreneur's Journey Breaking into Healthcare and the Challenges Ahead
- Panel Discussion - Barriers and Bridges to Successful MedTech Innovation
- Ontario's Health Innovation Strategy – What Next?
- Clinician-driven Innovation: How I Stickhandled My Medical Innovation Through The Hospital Maze
- Strategies for Transformative Change
- The Age of Data in Health Care
- The Sunnybrook Experience
- Innovator Showcase
- Health Care Innovation in Waterloo Region. The perfect storm!

The conference is being organized by Waterloo MedTech, a not-for-profit formed out of last year's 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 2017 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:

- Two 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:

- Two 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:

- 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
- 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 November 22nd, 2017 –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	\$5,500.00
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		
Conference Lanyard / Badges	1	\$1,000.00
Delegate Bag	1	\$1,000.00
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	\$2,500.00
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 that specific table)	25	\$1,000.00

NOTE: Customized sponsorship opportunities are also available.
For more information, please contact Garry Bezruki at garry.bezruki@waterloomedtech.ca

EXHIBIT SHOW INFORMATION

Why Should Your Company Exhibit at Waterloo Region MedTech

As always in planning this event, endeavours 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

Please note that exhibitor passes are NOT included in the purchase of your booth and passes must be purchased in addition to the exhibitor booth.

Exhibit Booth Pricing

Important Dates	Pricing
Early Bird Price Expires October 22 nd , 2017	\$250.00
Standard Price Expires November 22 nd , 2017	\$500.00
Booth Inclusions	<ul style="list-style-type: none"> • One 6' table draped • Two chairs • One 15-amp duplex outlet • WiFi <p>NOTE: Exhibitor passes are NOT included in this fee. Please register staff exhibitors in addition to the purchase of your booth.</p>

Exhibitor Registration Pricing

Important Dates	Per Exhibitor Pricing
Early Bird Price – Book between October 2 nd and October 22 nd	\$400.00
Standard Price – Book between October 23 rd and November 22 nd , 2017	\$500.00

How to get to the venue.

St George Banquet Hall

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

BY Automobile

Approaching from the East (ie 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 (ie 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
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Thank you so much for your ongoing support!
We look forward to seeing you at the 2018 – Annual Waterloo
Region MedTech Conference!

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.