



# **HIUG VIRTUAL INTERACT 2020 SPONSORSHIP PROSPECTUS**

**September 28-30, 2020**

## Welcome Sponsor Partners!

The Healthcare Industry User Group (HIUG) is pleased to announce that they will be hosting a Virtual Interact conference this year, from September 28-30, 2020.

This year marks the 26<sup>th</sup> anniversary of HIUG annual conferences. Despite the current global situation which resulted in the cancellation of the in-person conference, Virtual Interact promises to provide an excellent opportunity for you to reach out to your friends and clients in the Healthcare Industry. Now, more than ever, it is important to consider participating in this excellent opportunity, both as a way of showing your support for this vibrant and active community, as well as increasing your corporate visibility within the healthcare sector.

We are very pleased to provide the following Virtual Interact 2020 prospectus for your consideration. To complement the sponsorship packages being offered, we are pleased to offer a number of exciting add-on options that will provide your organization with unique ways to enhance your corporate visibility and to take advantage of key marketing opportunities before, during, and after, the conference.

Thank you for your continued support of the HIUG community and we look forward to welcoming you all in September for Virtual Interact 2020!!

For further information regarding sponsorship opportunities, or if you have queries regarding the conference in general, please contact our **Sponsorship Sales Representative, Bob Blackburn, at 519-500-1412, or by email at [rnb@blackburnconsulting.ca](mailto:rnb@blackburnconsulting.ca)**. Bob Blackburn has been contracted by the Healthcare Industry Users Group to manage our Healthcare Industry User Group Vendor Partner Relations.

# Sponsorship Overview

The Virtual Interact Conference 2020 will be held from September 28-30, 2020. Over 50 presentations are expected over the course of the 3 day event.

Recognizing that a virtual event, by its very nature, requires a different approach than a traditional in-person event, we have established a variety of sponsorship options for our vendor partners that are affordable, and provide significant attendee engagement opportunities. This prospectus represents the initial offering to our vendor partners; as we develop the conference program new sponsorship items may become available and these will be announced during the regular sponsor emails that are sent.

## VIRTUAL INTERACT 2020 SPONSORSHIPS

BENEFITS AT EACH LEVEL	COMMUNITY SPONSOR (5 available)	PRESENTING SPONSOR (5 available)	SPONSOR (10 available)
	<b>\$5,000</b>	<b>\$4,000</b>	<b>\$3,000</b>
Exhibitor Registrations Included <sup>1</sup>	<b>4</b>	<b>4</b>	<b>4</b>
Recognition During Opening General Session	✓	N/A	N/A
Community (Track) Sponsorship Included <sup>2</sup>	✓	N/A	N/A
Community Sponsor Recognition on Conf. Website	✓	N/A	N/A
Vendor Session	Community Session	1	N/A
Logo and Link on Conference Website	✓	✓	✓
Pre-Conference Attendee List (2 weeks prior to conference)	✓	✓	✓
Post-Conference Attendee List (1 week after conference)	✓	✓	✓

1. Additional vendor attendee registrations may be purchased at \$200 p.p.
2. Community Sponsorships include a 1-2 minute “Welcome” message during the Opening Session for the Community, a full 1 hour presentation slot within the Community session stream, as well as being identified on the conference website as a “Community Sponsor”. Communities available include – HCM, FIN, SCM, TECH, and CLOUD Applications. If possible, we will also display your corporate logo, or acknowledge your Community Sponsorship at the beginning of all non-vendor sessions within the sponsored Community. See “Additional Information” below for complete details.

## **Additional Sponsorship Information and Opportunities**

The following additional sponsorship opportunities are, or MAY, become available to our sponsors and are offered on a first come, first served basis once availability is confirmed :

- **Bingo Card or Scavenger Hunt** – HIUG is investigating additional ways to engage the attendees with our vendor partners. If either of these options are possible (or an acceptable alternative is found) we will introduce it as a free option that will be included with all existing and new sponsorships.
- **Vendor Presentation** – Because of limited availability, there will be no individual vendor sessions available for purchase. Our vendors can present by purchasing a Community Sponsorship, or a Presenter Sponsorship. Sponsors may also be a co-presenter for an HIUG Member presentation, as long as they are also a sponsor at the Sponsor level or higher.
  - *Important Information for all Vendor Presentations* – Every presentation at Virtual Interact will start with a brief “ad” (up to 30 seconds long). “Presenting Sponsors” will have an opportunity to have their ad used for their session. All other “HIUG Member” presentations within each Community will have the Community Sponsor’s ad shown.
  - While the ad is being shown, sponsors can also have a Calendly invitation posted in the on-screen chat box as a way of encouraging session attendees to book a one-on-one appointment with you. (Each sponsor is responsible for setting up their Calendly schedule ahead of the conference).
  - *Live Polling During Sessions* – Audience polling during vendor presentations can be done on request, however, a maximum of 5 questions can be asked, and these MUST be submitted at least 2 weeks before the conference.
- **RoundTable Discussion Sponsor** – HIUG is investigating the possibility of hosting a few roundtable discussions as part of the virtual conference. These sessions will consist of a pre-determined theme with limited participation. Sponsors would be able to select a specific theme and they would then be allowed to co-moderate the discussion (along with an HIUG Board Member). \$1,000
- **Mobile App Push Notification** – A mobile app push notification is an excellent way to let all Virtual Interact attendees know about your upcoming vendor presentation, or they can be used to inform attendees of a webinar that you are hosting outside of the conference itself, or even as a way of engaging directly with attendees by linking to a meeting schedule that you’ve set up in Calendly. A maximum of TWO push notifications per vendor are allowed. \$500
- **Mobile App Main Sponsor** – Only 1 main sponsorship is available and it includes a Button Ad on the conference website as the mobile app sponsor, 1 Banner Ad on the mobile app, and 1 push message to attendees on the first day of the conference. \$750

**A Note To Our Sponsors Regarding Prize Draws** – While all of our sponsors are welcome to have prize drawings as a way of encouraging attendee engagement, it is important to note that as the draw sponsor it is your responsibility to conduct the draw and to ensure that the prize is delivered to the winner.

# Sponsorship Terms and Conditions

**PLEASE READ THE FOLLOWING TERMS AND CONDITIONS CAREFULLY. THIS INFORMATION IS CONSIDERED PART OF THE EXHIBITOR AND SPONSORSHIP AGREEMENT. IT IS THE RESPONSIBILITY OF EACH EXHIBITING PARTNER TO KNOW AND UNDERSTAND THESE TERMS AND CONDITIONS.**

## **1. Sponsor's Representative:**

Each exhibiting organization must name at least one person to be its authorized official representative for the duration of the conference.

## **2. Host Association Names and Logos:**

The names and logos of the HIUG are exclusive property of the HIUG. Any unauthorized use of their names and logos is prohibited.

## **3. Termination of Virtual Event:**

If Virtual Interact 2020 fails to take place as scheduled or is interrupted and discontinued by reason of any strike, lockout, injunction, act of war, act of God, emergency declared by any government agency or for any other reason, this contract may be terminated by HIUG. In the event of such termination, the sponsor waives any and all damages and claims for damages and agrees that the sole liability of HIUG shall be to return to each sponsor the sponsor's fee (including any fees paid for additional sponsorship opportunities).

## **4. Payment for Sponsorship and Cancellation Penalties:**

This contract is binding upon completion of online signup. ***While Sponsor may cancel this contract at any time, Sponsor understands and agrees to pay HIUG the full fee listed on the invoice associated with this contract at time of cancellation.*** Full payment is due upon completion of the online sponsorship signup process. If full payment is not received by September 15, 2020 HIUG reserves the right to cancel the existing sponsorship reservation. In this instance, sponsor shall remain liable for payment of the full amount of the contract as a cancellation penalty and HIUG will be entitled to retain any deposit monies paid or due. Sponsors wishing to cancel or withdraw from the show must do so in writing, by registered mail, or overnight delivery service, prior to August 3, 2020. All Sponsor registration fees are subject to the registration cancellation policies.

## **5. Sponsor Staff Registration and Session Attendance:**

Sponsor staff must register as regular attendees through the online registration system. All registered Sponsor Staff may attend conference sessions by completing their personal agendas prior to the start of the conference.

## **6. Waiver:**

HIUG shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by HIUG. No delay or omission by HIUG in exercising any of its rights shall operate as a waiver of such rights and a waiver of rights in writing on one occasion shall not be construed as a consent to, or a waiver of, any right or remedy on any future occasion.

## **7. Attorney's Fees:**

Should HIUG find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement to protect in any manner its interest or interests under this agreement. HIUG, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys' fees.

## **8. Other Regulations:**

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of HIUG. **HIUG SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED ANY AMENDMENTS, WHEN MADE, ARE BROUGHT TO THE NOTICE OF SPONSORS. EACH SPONSOR, FOR HIMSELF AND HIS EMPLOYEES, AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE.**