



# **HIUG VIRTUAL INTERACT 2021 SPONSORSHIP PROSPECTUS**

**June 14-17, 2021**

## 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 June 14-17, 2021. The main conference will be June 14-16, with June 17 reserved for workshops.

This year marks the 27<sup>th</sup> anniversary of HIUG annual conferences. Despite the current global situation which has required that we postpone any in-person events, HIUG's 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 2021 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.

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 and branding opportunities.

Thank you for your continued support of the HIUG community and we look forward to welcoming you all in June for Virtual Interact 2021!

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).**

# Sponsorship Overview

The Virtual Interact Conference 2021 will be held from June 14-17, 2021. Over 150 presentations and workshops are expected over the course of the 4 day event.

## VIRTUAL INTERACT 2021 SPONSORSHIPS

BENEFITS AT EACH LEVEL	COMMUNITY SPONSOR (5 available)	PRESENTING SPONSOR (8 available)	SPONSOR (10 available)
	<b>\$5,500</b>	<b>\$4,500</b>	<b>\$3,500</b>
Exhibitor Registrations Included <sup>1</sup>	<b>6</b>	<b>4</b>	<b>3</b>
Virtual Exhibit Hall <sup>2</sup>	✓	✓	✓
Social Media banners to recognize support as a major sponsor	✓	N/A	N/A
Recognition During Opening General Session	✓	N/A	N/A
Community (Track) Sponsorship Included <sup>3</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 Exhibitor List	✓	✓	✓
Gamification Entry	✓	✓	✓
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 the standard attendee registration rates, based upon date of purchase. Earlybird Rate is \$275 p.p.; Late Rate is \$375 p.p.
2. Virtual Exhibit Hall includes virtual booth and engagement options – ability to chat with attendees, provide links for downloads, schedule demos, list key sales contacts, etc.
3. Community Sponsorships include a 1-2 minute “Welcome” message during the Opening Session for the Community, a 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. A 30 second promo ad, or display of your logo, at the beginning of all non-vendor sessions within the sponsored Community is also included. 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 :

- **Gamification** – 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 Presentations** – Because of limited availability, there will be no individual vendor sessions available for purchase for Virtual Interact 2021. However, our vendors can obtain a presentation opportunity in the following ways :
  - by purchasing a Community Sponsorship, or,
  - by purchasing a Presenter Sponsorship, or
  - as a co-presenter for an approved HIUG Member presentation (must also be a sponsor at the Sponsor level or higher
  - Note that all vendor presenters must have a registration. This can either be one of the complimentary ones included with your sponsorship, or purchased as an additional registration.

*Please note the following additional important information pertain to vendor sessions :*

- 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 “Call to Action” displayed, such as 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).
- While HIUG recommends a minimum 45 minutes of content and a 15 minute Q/A period for all sessions, you may also use the entire hour for content and then direct attendees to your virtual booth for follow-up discussion, or to arrange a one on one.
- *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.
- All vendor presentations will be recorded and made available to the Presenter upon request.
- Vendor presenters will receive a list of attendees for their presentation.

- **Coffee Break Sponsor** – As a Coffee Break Sponsor, your company will have a full 20 minutes to present on a topic of your choice during one of 8 scheduled “breaks” (*during Monday and Tuesday only*). These mini-sessions were a huge hit at Virtual Interact 2020, and for this year we’ve doubled the time available for your topic, from 10 minutes to 20. The best attended breaks in 2020 were those that presented the topic live (ie. not a pre-recorded ad) and they were used to provide short demos, Q/A on a complex topic, or tips & tricks. Also includes a pop-up notification prior to the attendees to let them know of the upcoming break topic. - \$750
- **Mobile App Main Sponsor** – All conference attendees will be using the Interact App to manage their session schedules, visit the virtual exhibit hall, participate in the gamification, and connect with fellow attendees. There is only 1 main sponsorship is available and it includes a splash screen branded message as the mobile app sponsor, and 1 push message to attendees on the first day of the conference. \$750
- **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 to provide a link back to your virtual booth, provide a “call to action”, etc. They can even be used to inform attendees of a webinar series that you may be hosting outside of the conference itself, or 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. \$300 ea.

**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 2021 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 May 14, 2021 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 April 30, 2021. 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.**