Toronto, Canada, Oct 14-19, 2006

MEDNET 2006 – Sponsorship, Advertising and Exhibition Opportunities

Thank you for your interest in sponsoring / exhibiting at the 11th World Congress on Internet in Medicine (MEDNET 2006) at the Fairmont Royal York Hotel, Toronto, Canada (http://www.mednetcongress.org).

Why Your Organization Should Participate

The conference presents a unique opportunity for organizations and companies to present their Internet / eHealth services and products to an international audience:

- the congress is the worlds' premier international academic conference on eHealth, with a major focus on Internet-based applications
- there will be about 400 oral and poster presentations
- we expect around 800-1000 participants from over 30 different countries
- sponsored by major granting and government agencies (NIH/NCI, CDC, CIHR), drawing internationally known researchers
- the majority of (presenting) participants will be academics and health care professionals, who are opinion-leaders in their field.
- 57% of the preregistered participants indicated that they are decision makers or decision influencers when making purchasing decisions.

Topics at MEDNET 2006 include:

patient portals * putting electronic health records online * etrials: using the web and etechnologies for clinical trials * public ehealth, population health technologies, surveillance * Health information on the web: Supply and Demand * Next-generation Internet health applications * semantic web applications and search engine technologies * psychobehavioral interventions on the Internet * evaluation and methodological issues in ehealth * web-based medical education * health communication on the internet * Internet for disease prevention * ehealth for chronic diseases * online pharmacies * usability and human factors on the web * telehealth and medical practice using IP technologies * business opportunities in ehealth * health-e body weight: ehealth technologies for healthy eating and active lifestyle * cancer and the Internet (cancer-track kindly sponsored by the U.S. National Cancer Institute) * web-assisted tobacco interventions * Internet based publishing and peer-review * Open Access publishing in medicine * other eHealth

Sponsorship/Exhibitor/Advertiser Levels and Benefits

Sponsors / exhibitors / advertisers will be classified according to the total value of orders (see Table below) plus cash donations as follows:

- **Bronze Sponsor: Sponsorship less than CDN$3.000.** Sponsor name (text only) will be included on Mednet website.
- **Silver Sponsor: CDN$3.000 or more.** Logo will be included on the website and in the program.
- **Gold Sponsor: CDN$5.000 or more.** Logo will be included on website/program and on prominent signage at the conference acknowledging sponsors. In addition, sponsors at this level will be mentioned/acknowledged in pre-symposium promotional mailings to preregistered potential participants (>1000) on the Mednet mailing list. 1 free registration.
- **Platinum Sponsor: CDN$10.000 or more.** In addition to the Gold sponsor privileges, sponsor will be orally acknowledged at Opening and Closing Ceremonies, and a representative of the organization may address the audience at the Opening Ceremony. 2 free registrations. Complimentary upgrade to a junior suite at the Royal York Hotel for 1 representative of the sponsor.
- **Principal Sponsor: CDN$20.000 or more.** In addition to the Platinum sponsor privileges, sponsor is highlighted as *the* major sponsor of MEDNET 2006 in all press releases. 3 free registrations. Complimentary upgrade to a junior suite at the Royal York Hotel for 2 representatives of the sponsor.

The level of the sponsorship will also determine the size of the logo on the website as well as the prominence with which sponsors are acknowledged in the program and on the sponsor acknowledgement boards displayed at the conference.

All sponsors will be mentioned <u>on the Mednet website and in the final program under "Sponsors" or "Exhibitors"</u>. Logos will be included only for Silver level sponsors and above. We will post the link as soon as we have received full payment and after we received an email with the link and logo, if applicable.

How to Order
Payment has to be made together with your order. All orders are binding and final once payment has been received. No refunds, unless the ordered opportunity has already been taken up by another organization.

Orders and Credit Card payments can be made by using the secure webform at <u>http://www.mednetcongress.org/pay.php</u> - just enter the order code(s) in the "description" field (see Table below).
Alternatively, cheque payments can be mailed to Dr G. Eysenbach, University Health Network, Centre for Global eHealth Innovation, 190 Elizabeth St., Toronto M5G 2C4, Canada. Please add a CDN$25 cheque handling fee.

All prices are given in Canadian Dollars (CDN$), and have to be paid in CDN$ (approximate exchange rate as of 17/03/2006: 1 USD = 1.15850 CAD / 1 CAD = 0.863185 USD).

Version 1.2 (03-May-2006). This price list supersedes all previous versions.

Questions? Other ideas for positioning your organization, products or services at Mednet not mentioned here?
Please call +1 (416) 340 4800 ext. 6427 or email geysenba@jmir.org.

Order Code	Sponsorship Opportunity	CDN$
TOTE	**Tote Bag: Includes imprint of your company logo on all delegate bags (front _or_ back).** Example given below (actual tote bag design subject to change) ULTIMATE TOTE BAG - LARGE 4imprint· 20% ACTUAL SIZE · Imprint Area - FRONT: 203mm x 305mm (8"H x 12"W) · 35% ACTUAL SIZE · Imprint Area - BACK: 254mm x 305mm (10"H x 12"W) · 35% ACTUAL SIZE · 20% ACTUAL SIZE	CDN$ 5000 _per side_ (one or two sides possible)
PORT	**Portfolio Service** This service allows your organization to place promotional material (leaflets, sample journals, notepads, pens, mugs etc.) in the conference bags given to full registrants. Exhibitors can double the impact of their messages with the Portfolio Service, while non-exhibitors can make themselves visible to the Mednet audience. The price of this service is per piece. Discounts are available for exhibitors and if orders are made early. Printing/manufacturing and shipping of the printed material/promotional items (800-1000) is the responsibility of the sponsor. Shipping address and estimated number of participants will be emailed to the sponsor 4-5 weeks before the conference. No refunds if the material has not arrived in time before the conference.	CDN$ 800 per piece (CDN$ 100 discount for exhibitors) _if ordered and paid in April 2006._ May: $900 Jun: $1000 Jul: $1100 Aug: $1200 Sep: $1300
EMAI	**Email ad:** 3-line (1 line = 80 characters) email advertisement to registered and preregistered participants (>1000 as of April 2006) _(available for portfolio service sponsors and exhibitors only!)_	CDN$ 1000
AD1/1	**Full-Page Final Program Advertisement (B&W)***	CDN$ 4000
AD1/2	**Half-Page Final Program Advertisement (B&W)*** * full color quote on request	CDN$ 2000
BADG	**Delegate Badges:** Your company name (and logo, if feasible) on every participant badge (only one sponsor!)	CDN$ 5000
SESS	**Session Sponsor:** includes sponsors' name and logo on display boards during the coffee break of a particular parallel session	CDN$ 1500
OPEN	**Opening Session Sponsor:** includes sponsors' name and logo on signage during the opening plenary session	CDN$ 3500
CLOS	**Closing Session Sponsor:** includes sponsors' name and logo on signage during the closing plenary session	CDN$ 2500
BREA	**Breakfast**, includes associating the breakfast with the sponsors' name (e.g. "Breakfast, sponsored by …") in the program, sponsors' name and logo on signage during breakfast	CDN$ 1900

Order Code	Sponsorship Opportunity	CDN$
INCA	**Internet Café:** Sponsor will be acknowledged using appropriate signage and on display boards in the Cyber Café. In addition, the Desktop background and screensavers of all computers used in the Internet café can show the sponsor logo, and the sponsors' website can be set as default homepage	CDN$ 5000
RECP	**Welcome Reception:** Sponsor food + Music at the welcome reception. Name and logo of the sponsor is displayed on prominent signage, and the sponsor is orally acknowledged	CDN$ 10000
KEYN	**Keynote** (may be an external speaker, or a representative of your organization)	CDN$ 10000
	Exhibition Space (Single Booth, 8' x 10') 8x10" exhibition booths (for two days), **all include wireless Internet connectivity and electrical outlets**. Abstracts describing the exhibit will be published on the website free of charge. Floor Plan: See http://www.mednetcongress.org/assets/pdf/11th_WCIM_floor_plan.pdf Note that staff needs to be fully registered for the entire conference, but will receive a **50% registration fee discount** (discount applicable for max 2 representatives per exhibitor. Check "consumer" in the registration form). **Prices are for the space only and do not include tables or chairs.** Furniture and accessories such as tables, chairs, flowers, complete booth packages etc. can be rented through our Trade Show partner Stronco Show Services (see below - additional costs apply).	
EXSI	**regular single booth** exhibition space	CDN$ 1700
EXPR	booth exhibition space in **premium** (corner) location: B01, B03, B06, B09, B18, B14, B13, B10	CDN$ 1900
EXDB	**double booth** exhibition space (two adjacent spaces)	CDN$ 2900
order directly at Stronco Show Services (see order form in Exhibitors Kit)	**Exhibition Rentals:** Note that the exhibition *space* does not include any **chairs, tables, signs, flowers and other items you may need for your exhibition.** These can be rented from our show supplier Stronco Show Services for a nominal fee. To rent chairs, tables (starting at about $ 50) or a complete aluminium modular booths including furniture (as shown below) please refer to the Exhibitors Kit (available on request). Our Official Show Supplier also offers Logistic Services, Modular System Exhibit Booths, Installation and Dismantle Service, Special Exhibit Packages, Furnishings, Carpet, Plants and Floral Arrangements, Custom Signage, Graphics & Banners, Material Handling, and Audio Visual Service. **Order Deadline for Rentals: October 2nd, 2006** (after-deadline prices available) Above: Sample Stronco modular booths including furniture	See Exhibitors Kit
TABL	**Software demo table** on exhibition floor, contains table and chair, poster board, electrical outlet, wireless Internet connection, *PER DAY* (presenter must pay the full registration fee)	CDN$ 750