



HeSCA 2002

27th ANNUAL
INTERNATIONAL
CONFERENCE
on
HEALTHCARE
COMMUNICATION

June 18-22, 2002 • Ft. Garry Hotel • Winnipeg, Canada

SPONSORSHIP OPPORTUNITIES





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INTRODUCTION

From June 18-22, 2002, biomedical media producers, web designers, telehealth specialists, communications department heads, and artists from all over the world will converge in Winnipeg, Canada at the historic Hotel Fort Garry to prepare for the changes and challenges of the twenty-first century...

We invite you to be a part of this great event!

We are pleased to provide you with information on a variety of sponsorship opportunities, as well as a list of our *Distinguished* and *Institutional* membership - those who will be in attendance at the conference. Excitement is building around HeSCA 2002, as this year's focus will be on two technologies and how they affect the delivery of healthcare communication:

Videoconferencing/Telemedicine and **Healthcare Communication on the Internet**. There will also be a vast selection of workshops and lecture sessions, as well as plenty of social and networking activities for communications professionals throughout the course of this four-day event.

Sponsorship increases your visibility and enhances the quality of programs and activities at the single most important conference attended by biomedical media communications professionals. Don't miss this extraordinary opportunity to involve your institution in their education!

As a sponsor, your company will receive prominent recognition including:

- ▶ A listing on HeSCA's Web Page and Annual Meeting Web Page
- ▶ Listings in the Preliminary and Official Programs
- ▶ Sponsor Names Posted at the Events
- ▶ Special "Sponsor" Ribbons for your staff attendee's badges
- ▶ A listing in the post-meeting HeSCA Newsletter
- ▶ Added benefits based on sponsor level as shown on the enclosed pledge form

I look forward to discussing these sponsorship opportunities with you.

Sincerely,

Bill Peters, Co-Chair,

HeSCA 2002: 27th Annual International Conference on Healthcare Communication
Health Sciences Communications Association



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There are three primary levels of sponsorship, as well as many additional sponsorship opportunities from which your organization can choose. We will work together with you to ensure appropriate exposure, maximize your goals and achieve your objectives.

In order to provide interested organizations the opportunity to further enhance their profile within the Health Sciences Communications, Telemedicine and Health-related website communities, sponsorship opportunities for important meeting components have been identified.

If you are interested in becoming a sponsor please complete the enclosed sponsorship form, or for more information contact:

Bill Peters
 HeSCA 2002 Conference Co-chair
 Phone: (204) 237-2649
 email: billp@hesca.org

Levels of Sponsorship

GOLD SPONSOR \$10,000 CDN

- Website banner and Link
- Logo on all print materials
- Display banner, plenary sessions
- Display booth
- 10 day passes
- Table for 8 at Awards Banquet
- Product positioning opportunities

SILVER SPONSOR \$5,000 CDN

- Website logo
- Logo on all print materials
- Solitary easel sign
- Display booth
- 5 day passes
- Product positioning opportunities

BRONZE SPONSOR \$2500 CDN

- Website logo
- Logo on all print materials
- Bronze level group sign
- Display booth
- 2 day passes

SPONSOR \$1,000 CDN

- Coffee Break / Breakfast
- Print and Web acknowledgement

EXHIBITORS

- 10' Booth - \$750/ 3 days, \$400/day

Additional Sponsorship Opportunities:

Food/Beverage

- Welcome Reception
- President's VIP Reception
- Conference Lunch
- Ice Cream Social
- Riverboat Cruise

Conference Materials

- Delegate Bags
- Conference Golf Shirts

Miscellaneous

- Email Centre
- Airport Welcome Banner



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SPONSORSHIP APPLICATION

Please indicate your interest in the sponsorship of one or more of the Conference components and return this completed form to:

Health Sciences Communications Association
 c/o 9 Wedgewood Drive
 Winnipeg, Manitoba
 R3T 2J7

CONTACT INFORMATION:

First Name: _____ Last Name: _____
 Company Name: _____ Position: _____
 Address: _____
 City: _____ Province/State: _____ Post/Zip: _____
 Phone Number: _____ Fax Number: _____
 Email Address: _____

LEVEL OF SPONSORSHIP:

- | | |
|--|----------|
| <input type="checkbox"/> Gold Sponsor | \$10,000 |
| <input type="checkbox"/> Silver Sponsor | \$5,000 |
| <input type="checkbox"/> Bronze Sponsor | \$2,500 |
| <input type="checkbox"/> Sponsor | \$1,000 |
| <input type="checkbox"/> Exhibitor (Full) | \$750 |
| <input type="checkbox"/> Exhibitor (per day) | \$400 |

TOTAL: \$ _____

ADDITIONAL SPONSORSHIP OPPORTUNITIES:

Food/Beverage:

- | | |
|--|--------|
| <input type="checkbox"/> Welcome Reception | \$2000 |
| <input type="checkbox"/> President's VIP Reception | \$1000 |
| <input type="checkbox"/> HeSCA Business Luncheon | \$2500 |
| <input type="checkbox"/> Ice Cream Social | \$750 |
| <input type="checkbox"/> Riverboat Cruise | \$3500 |

Conference Materials:

- | | |
|---|---------|
| <input type="checkbox"/> Delegate Bags (est.) | \$2,500 |
| <input type="checkbox"/> Conf. Golf Shirts (est.) | \$6,500 |

Miscellaneous

- | | |
|---|---------|
| <input type="checkbox"/> Email Centre | \$1,500 |
| <input type="checkbox"/> Airport Welcome Banner | \$500 |

Please make all cheques payable to "Health Sciences Communications Association".

The Sponsor has read and agrees to abide by all guidelines, rules and regulations listed on the back of this contract.

Accepted and Agreed to: _____

Signature and Title: _____

Date: _____

Please Note: Sponsorship proposals will be negotiated on a first-come, first-served basis.



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SPONSORSHIP POLICIES & PROCEDURES

1. Sponsorship agreements will be negotiated on a first-come, first-served basis according to the date the application is received.
2. Once a sponsorship agreement has been negotiated, a letter of agreement will be issued specifying the nature and the amount of the sponsor's participation, as well as the payment schedule.
3. The performance of a sponsorship agreement may be terminated, without penalty, by the Conference Committee due to events which would make holding the Conference impossible, impractical, or inadvisable. Such situations would include the impossibility of the Fort Garry Hotel to host the Conference; reasons of fire, catastrophe, Acts of God, major international travel disruption, strikes or labour disputes directly affecting Conference attendance. In such a situation, sponsors' deposits will be returned, less a 'pro-rata' share of planning costs, incurred prior to the date of cancellation.
4. There will be no refunds should an organization cancel its sponsorship contract.
5. The Conference Committee retains the right of final approval, production and editorial control over sponsored events, products or services.
6. There shall be no suggestion - explicit or implied - of the endorsement or recognition of a product or service by the Conference.



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