



SGMI SSIM SSMI

Schweizerische Gesellschaft für Medizinische Informatik
Société Suisse d'Informatique Médicale
Società Svizzera d'Informatica Medica
Swiss Society for Medical Informatics

INFORMATION FOR PARTNERS

**20 – 21 SEPTEMBER 2016
SWISS EHEALTH SUMMIT**

Kongress & Kursaal Bern

Electronic Health Record:
**Connected health –
digital.transparent.
patient-driven.**

www.ehealthsummit.ch

In cooperation with



WELCOME

Connected health – digital.transparent.patient-driven.

The Swiss eHealth Summit, which takes place at the Kursaal Bern on September 20-21, 2016, is entirely dedicated to preparations for one of the most innovative healthcare models in Europe: the Swiss healthcare sector. Three months before the introduction of the Electronic Health Record, everything has to be in place and the most pressing questions answered.

Collaboration is key

In order to address the issues, the Swiss eHealth Summit, which attracts around 600 visitors every year, has been restructured within a more interdisciplinary framework. The participating partners, the Swiss Society for Medical Informatics (SSMI) and organizer HIMSS, the world's biggest IT-user alliance for healthcare, are aware that this large-scale social project depends entirely on a collaborative effort. It necessitates collaboration spanning all sectors. Only with the cooperation of science, care providers (both in- AND outpatient), politics and industry does this patient-driven and innovative healthcare „concept“ stand a chance. This year's nationally established Swiss eHealth Summit already demonstrated its potential as well as the interest with which the industry's stakeholders are observing these developments and their keenness to play an active role.

Shaping the content

As an eHealth provider you can participate in the discussion: participating partners will have an opportunity to bring their expertise and experiences from reference projects to a specialist audience in the form of a conference presentation and to network directly with the Swiss eHealth community. Health service providers and decision-makers from hospitals visit the Summit and are particularly interested in the latest technological developments on the market. Do not miss out on this opportunity. Take us with

you on your journey into the future of healthcare. A premium is placed on the quality of the content and the careful choice of speakers. A Conference Board, comprising experts representing users and industry partners, is responsible for developing the program in close collaboration with the organizer. Early commitment is necessary, given that work begins in March already.

We invite you to join us in September 2016, to actively participate in the dialog with other experts and to introduce your solution strategies to a wider audience. We would be delighted to help you with any aspects of planning.

Kind regards,

Claudia Dirks

TARGET AUDIENCE

- Representatives from politics and public authorities, representatives of health insurance companies, association representatives, decision-makers and interested parties from the outpatient and inpatient sector.
- Decision-makers from organizations in the outpatient sector, physicians, chemists, laboratory representatives, health insurance companies, physician networks, representatives of public authorities and associations.
- Hospital management, CIOs of inpatient facilities, CFOs, hospital business analysts, IT managers, project managers, users.
- Physicians, care givers, medical information scientists and other specialists in all aspects of medical IT, students.

5 REASONS TO PARTICIPATE IN THE SWISS EHEALTH SUMMIT

Partners and exhibitors ...

- ... reach their audience, targeted and directly
- ... effectively place the content of their communication
- ... use our communication before, during and after the Summit for 365 days a year
- ... are relieved of the usual effort involved in trade show organization thanks to many standards
- ... benefit from the organizer's excellent network and media know-how



OFFERS FOR SPONSORS AND EXHIBITORS

	PRESENTING PARTNER 35,000 CHF 1 package available	PARTNER 20,000 CHF	KNOWLEDGE PARTNER 9,700 CHF	COMPANY PRESENCE 5,900 CHF
Logo presence	Premium logo presence as Presenting Partner in the invitation folder, in the conference handout, in the break slides, on the website, in the summit newsletters and on adverts placed with our media partners	Premium logo presence as Partner in the invitation folder, in the conference handout, in the break slides, on the website and in the summit newsletters	Logo presence as Knowledge Partner in the invitation folder, in the conference handout, in the break slides, on the website and in the summit newsletters	Logo presence as Exhibitors in the invitation folder, in the conference handout, in the break slides and on the website
Company profile	Publication of a company profile on the website and in the conference handout	Publication of a company profile on the website and in the conference handout	Publication of a company profile on the website and in the conference handout	
Content¹	1 Place on the summit program committee Placement of a keynote speaker in the opening (approx. 20 minutes; user from a healthcare institution mandatory) or separate session parallel to main program (approx. 60 minutes) Placement of a speaker/moderator in the main program (user from a healthcare institution preferable) Optional: Seat on HIS (Hospital Information System) Conference Program Committee	Placement of a speaker/moderator in the main program (user from a healthcare institution preferable) Optional: Seat on HIS (Hospital Information System) Conference Program Committee	Placement of a speaker in the main program (user from a healthcare institution preferable) Entitlement to membership of HIS (Hospital Information System) Conference Program Committee, see à la carte products	
Exhibition²	Premium presence with turnkey solution in the Networking Area (40 sqm) or branded lounge	Premium presence with turnkey solution in the Networking Area (20 sqm)	Presence with turnkey solution in the Networking Area (7 sqm)	Presence with turnkey solution in the Networking Area (7 sqm)
SummitWalk³	First station in SummitWalk	Station in SummitWalk	Station in SummitWalk	Station in SummitWalk
Tickets employees	5	4	3	3
Reduced price tickets employees	Reduced ticket price 200 CHF	Reduced ticket price 200 CHF	Reduced ticket price 200 CHF	Reduced ticket price 200 CHF
VIP invitation⁴	5	4	Reduced ticket price 180 CHF	Reduced ticket price 180 CHF
Reduced price tickets Customers from healthcare institutions	Reduced ticket price 180 CHF	Reduced ticket price 180 CHF		
Reduced price tickets Industry customers	Reduced ticket price 360 CHF	Reduced ticket price 360 CHF	Reduced ticket price 360 CHF	Reduced ticket price 360 CHF
Summit Dinner⁵	Table for 6 people Additional dinner tickets at a reduced price 250 CHF	Table for 6 people Additional dinner tickets at a reduced price 250 CHF	Reduced ticket price 250 CHF	Entitlement to purchase dinner tickets 300 CHF
Advert in conference handout	Full-page inside or outside back cover	20% discount		
HealthTech Wire interview/case study	Publication in HIMSS Europe news portal HealthTech Wire Teaser with link to interview/case study in a newsletter Announcement with link via Social Media channels (Twitter and Xing)	Publication in HIMSS Europe news portal HealthTech Wire Teaser with link to interview/case study in a newsletter Announcement with link via Social Media channels (Twitter and Xing)	20% discount	
Discount on à la carte products	10% discount	5% discount	5% discount	

À LA CARTE

Involvement in content definition

Member of HIS Conference Program Committee (exclusively for Knowledge Partners) **CHF 3,500**

BRANDING & VISIBILITY

Pre-Summit Website Sponsor

- Prominent placement of an online banner on the start page and on the registration page for participants
- Duration 3 months

high traffic:

Period June 21 to September 21, 2016 **CHF 4,000**

normal traffic:

Period until June 20, 2016 **CHF 3,100**

Post-Summit Website Sponsor

- Prominent placement of an online banner on the download page for presentation slides after the event
- Duration 2 months

high traffic:

Period September 22 to November 22, 2016 **CHF 2,500**

Advertising presence break slides **CHF 980**

- Separate slide in walk-in and walk-out slides (slide to be produced by you)
- Rotated slide (visible for 20 seconds each)

MEDIA

HealthTech Wire

HealthTech Wire interview **CHF 2,200**

Advert Invitation

- Cover, full-page **CHF 2,300**
- Inside pages, full-page **CHF 1,600**
- Inside pages, half-page **CHF 900**

Adverts conference handout

- Cover, full-page **CHF 900**
- Inside pages, full-page **CHF 550**
- Inside pages, half-page **CHF 300**

Sponsor Start-up-Slam **CHF 2,500**

The healthcare industry is skeptical towards bringing out the red carpet for innovations. There is no denying that the field is difficult for start-up companies or SMEs to get involved, especially given the complex budget capping and its dual financing system. That's why we want to provide start-ups with a stage to present their innovative ideas and with a platform which will give you a chance to be seen. Position your company as a pioneer in the industry and support the new creative thinker of the healthcare sector.

- Welcome speech (5 minutes)
- Logo in conference handout (directly adjacent to agenda item in handout)
- Logo placement online
 - on the Start-up-Slam Sub-Page
 - on the homepage within the Start-up-Slam Slider
 - on the website within the category "sponsoring vendors"
- Logo placement onsite
 - on the welcome slide to the Start-up-Slam
 - on all slides during the breaks

Sponsor Apéro **CHF 2,500**

- Welcome speech (5 minutes)
- Logo in conference handout (directly adjacent to agenda item in handout)
- Branding on tables

OTHER

Supplement in conference handout **CHF 900**

Conference bags **CHF 2,000**

Lanyards **CHF 2,000**

HIMSS Europe Corporate Members are entitled to an additional discount of 10%.

¹Content: All content must be approved by the program committee.

²Exhibition: The turnkey solution includes a back wall featuring the eHealth Summit Austria logo, company logo and own background graphic (exhibitor is responsible for producing the graphic), table with seating, WiFi access, power supply.

³SummitWalk: Registered participants make a stop of up to 15 minutes at your stand (10-minute company presentation and 5-minute Q&A) in order to learn about your current content and projects.

- Your stand forms a thematic station on the SummitWalk
- Group stop at your stand
- Prior submission of key points you want to present
- Separate listing of SummitWalk in program
- Publication of a short description of products/projects in the program on site
- Exchange with participants interested in your topic

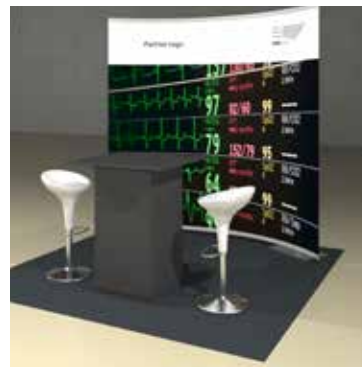
⁴VIP invitation: The VIP invitation is sent to your customers by HIMSS Europe (exclusively to customers from healthcare institutions) and includes conference participation on both days.

⁵Summit Dinner: Only VIPs, speakers, sponsors, partners and exhibitors have access to Summit Dinner.

TURNKEY SOLUTIONS



Example Partner
with illuminated back wall
and branding



**Example Knowledge
Partner and Exhibitor**
with stand-up display and
branding

COMMUNICATE INDUSTRY-WIDE

HealthTech Wire interview

CHF 2,200

Your topic will be prepared as a high-quality expert interview and targeted at participants

- Telephone briefing/interview with a **HealthTech Wire** editor
- Production of an interview
- Publication of your content on the **HealthTech Wire** (www.healthtechwire.de) news portal
- Print-ready PDF file for production of reprints
- All rights of use for your communication – e.g. on the website, in newsletters, etc.
- Integration into print and online communication about the conference, as well as announcement via Social Media channels (Twitter and Xing)
- Presence on the summit website

HealthTech Wire
HIMSS Europe

COMING SOON: www.42news.de

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42.NEWS will be the first cutting-edge news portal of the German speaking healthcare IT sector for readers who seek to be informed – in a continuous, interactive way.

For questions, contact us at redaktion42@himss.org at any time.



CONTACT

Should you have any questions please contact any of the following people:



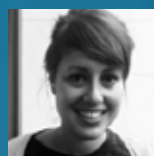
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