

## Advantages of Break Sponsorship

Your sponsorship of the Digital Healthcare Conference (DHC) opens a door to networking and face-to-face time with IT and business executives. As a Break sponsor you have opportunities to meet attendees and be involved in DHC before, during and after the event.

## What is the Digital Healthcare Conference?

The Digital Healthcare Conference is an exclusive gathering of leaders to network, learn, and innovate. Attendees are senior-level business and technology executives with purchasing power—including CEOs, CIOs, and VPs of information technology in the healthcare sector.

The Digital Healthcare Conference is a highly interactive event. Your presence in the sessions and at the networking events will put you front and center. You meet C-level executives and high-level IT managers who attend to network with their peers and engage in lively discussions.

## Benefits included:

### Conference passes

2 complimentary conference passes to be used by members of your company or partner organization. Bring top level executives at your firm who have first hand knowledge of the strategic business obstacles that the attendees face. Consider the networking possibilities and the opportunity for one-on-one interaction with attendees when planning your company attendee list. (Would ordinarily cost: \$1,590)

### Discount on additional passes

25% off when you purchase extra passes for others in your company, or on additional invitations you extend to current clients or potential clients. . (Subject to limited availability. Additional internal passes are limited to 2. You may purchase an unlimited number of end-user passes.)

### Multiple ways to promote your brand

Your logo is displayed in the DHC program, web site, print promotional materials, name tags, conference signage, presentation slides, and auditorium. Place a full page ad in the conference program. You are also mentioned in the conference program, presentations and signage as the lunch sponsor.

## Signage in Fluno atrium and auditorium

Display your message on a retractable banner that will be placed in the atrium where networking breaks occur. You provide the signs. You provide the retractable banner. Details will be included in the sponsor guidelines.

## Attendee mailing list

A spreadsheet of all attendees with their names, titles, companies, addresses and phone numbers will be available after the conference. Due to privacy and government regulations, we are unable to provide e-mail addresses to all attendees.

## High-impact, targeted ad campaign

Since reaching the high-level, executive audience represented at DHC is important to you, continue your exposure with a targeted advertising campaign. The market development fund included with your sponsorship provides matching dollars for advertising on [Wistechology.com](http://Wistechology.com) and in the WTN newsletter. Must be used by June 30, 2010. No credit. The value is \$1,000.

*Registration and advertising added value: \$2,590  
Total package cost: \$6,000*

**For more information and to discuss the details of your sponsorship package, contact sales at (608) 438-1007 or [sales@wistechology.com](mailto:sales@wistechology.com).**