

## Advantages of Gold Sponsorship

Your sponsorship of the Digital Healthcare Conference opens a door to networking and face-to-face time with IT and business executives. As a Gold 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

3 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: \$2,385)

### Client invitations

2 complimentary conference registration passes that must be used for top-level executives from end-user organizations. You can invite current or potential clients, with the strategic insight and purchasing power needed to make critical buying decisions for their organizations. You have an unparalleled opportunity to establish and build relationships with current and potential clients. WTN can facilitate some invitations on your behalf if needed. (Would ordinarily cost: \$1,190)

### Discount on additional passes

35% 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.)

### Moderate or join a panel

The DHC advisory board works closely with Gold sponsors to develop a session through which one of your key executives moderates a session or participates in a panel discussion session. This is an excellent opportunity

to benefit from interaction with executive advisors who help you refine and target your message.

### Speaker/Advisory Board dinner

One for a senior-level executives of your organization to attend the dinner held to honor speakers and advisory board members for their contribution to the Digital Healthcare Conference. This is an excellent opportunity for you to meet CIOs and CEOs and network in one the most intimate gathering of the conference. Following dinner, a professional speaker facilitates a short and lively discussion.

### 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 and in the WTN newsletter. Must be used by June 30, 2010. No credit. The value is \$3,200.

*Registration and advertising added value: \$7,775*

*Total package cost: \$12,500*

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).