Informatics for Health 2017 brings together: Europe’s leading conference, Medical Informatics Europe (MIE2017) from the European Federation for Medical Informatics (EFMI) and The Farr Institute International Conference 2017. Over three days, an international audience will fuel the advancement of health informatics research by sharing knowledge, insights and experiences in: data science, healthcare, learning health systems, health informatics and economic growth. The conference will be attended by a vibrant community of eHealth decision makers, researchers, clinicians, health professionals, policy makers, funders and industry partners. Delegates will converge around a varied, dynamic programme of interactive sessions; keynotes from global thought leaders and showcases from cutting edge innovators. By blending academic, evidence-based rigour with industry-led cutting edge developments Informatics for Health (IforH) 2017 will provide a stimulating and challenging international congress.

Our chosen host city of Manchester has a rich heritage in science and business: from Alan Turing to a modern-day eco-system of international research embedded in the health system, supported by a thriving informatics and digital sector. The conference will be held at the state-of-the-art Manchester Central facility in the heart of the city. We look forward to partnering with key players to deliver a conference of international standing where this multi-disciplinary community will share knowledge and catalyse game-changing collaborations and partnerships.

Yours sincerely

DR NIELS PEEK
(Chair: Conference Organising Committee)
WHY PARTNER WITH INFORMATICS FOR HEALTH 2017?

1. Enhance your reputation: Highlight your organisation or products to an international audience of eHealth decision makers.

2. Build brand awareness and increase exposure: Promote your organisation before, during and after the event through our range of digital and print media channels and sponsorship packages.

3. Foster collaborations and build new business relationships: Establish new networks, strengthen existing relationships with thought leaders, industry innovators and conference delegates in our comprehensive formal and informal programme of events.

4. Showcase your innovations, products and services: your brand will be displayed to around 1000 eHealth industry delegates and more through our marketing and communication channels.

5. Generate new ideas and gather new knowledge: Network, network, network! This unique environment brings together leading researchers and innovators to kick-start the next wave of ideas and innovation in this field.

WHO WILL ATTEND?

- Clinicians and professionals from health and social care
- Regional, national and international policy makers in health
- Thought leaders and decision makers in healthcare, third sector, governments and industry
- Data scientists and solution developers from public and private sectors
- Information governance, best practice and regulatory experts
- The next generation: PhD students, early career researchers and rising stars in industry
- Researchers and educators from leading academic institutions around the world
- Industry experts from the UK, EU and global companies, from SMEs to multinationals

The conference expects to attract around 800 - 1200 delegates.
# Programme Overview

<table>
<thead>
<tr>
<th>Date</th>
<th>Morning</th>
<th>Lunch Time</th>
<th>Afternoon</th>
<th>Evening</th>
</tr>
</thead>
<tbody>
<tr>
<td>23rd April</td>
<td>Exhibition Set up</td>
<td>Exhibition Set up</td>
<td>Exhibition Set up</td>
<td>Tours - Optional</td>
</tr>
<tr>
<td>24th April</td>
<td>Keynote Lecture</td>
<td>Lunch, Networking &amp; Posters in the</td>
<td>Parallel Sessions</td>
<td>Welcome Reception &amp;</td>
</tr>
<tr>
<td></td>
<td>Parallel Sessions</td>
<td>Exhibition Hall</td>
<td>Exhibition open</td>
<td>Poster Session</td>
</tr>
<tr>
<td>25th April</td>
<td>Keynote Lecture</td>
<td>Lunch, Networking &amp; Posters in the</td>
<td>Parallel Sessions</td>
<td>Conference Gala</td>
</tr>
<tr>
<td></td>
<td>Parallel Sessions</td>
<td>Exhibition Hall</td>
<td>Exhibition open</td>
<td>Dinner</td>
</tr>
<tr>
<td>26th April</td>
<td>Keynote Lecture</td>
<td>Lunch, Networking &amp; Posters in the</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Parallel Sessions</td>
<td>Exhibition Hall</td>
<td>Conference close</td>
<td></td>
</tr>
</tbody>
</table>

* Schedule correct at time of publication - may be subject to change

## Conference Theme: Connected Citizen Led Wellness and Population Health

**Conference Topics:**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Data Science</td>
<td>Capacity Building and Team Science</td>
</tr>
<tr>
<td>Digital and Connected Health</td>
<td>Smart Cities and the Internet of Things</td>
</tr>
<tr>
<td>Learning Healthcare Systems</td>
<td>Advanced Analytics and Big Data in Health</td>
</tr>
<tr>
<td>Translational Bioinformatics and Electronic Phenotyping</td>
<td>Real-world Clinical Trials - Methodology and Execution</td>
</tr>
<tr>
<td>Epidemiology and Biostatistics</td>
<td>Stratified and Precision Medicine</td>
</tr>
<tr>
<td>Patient-centred, Collaborative, and Personalised Care</td>
<td>Public Trust and Citizen Engagement</td>
</tr>
<tr>
<td>Innovative Information Governance</td>
<td></td>
</tr>
</tbody>
</table>
TIERED PARTNERSHIP OPTIONS

To compare our packages at a glance, see the matrix on page 18

We have designed the following packages to position our event sponsors at the forefront of Informatics for Health 2017. Our team will work closely with you to understand your particular marketing and business objectives, maximising every opportunity that comes with your sponsorship package.

If you would like to discuss a bespoke package based on the options below please contact Ruth Norris, ruth.norris@manchester.ac.uk
PLATINUM PARTNERSHIP PACKAGE £18,900
(AVAILABLE FOR UP TO THREE PARTNERS)

Official Designation as PLATINUM Partner of Informatics for Health 2017

- Platinum position on the Informatics for Health 2017 website, including company logo and choice of up to four executive biographies.
- Use of the Informatics for Health 2017 image in your organisation’s promotional activities tied to the conference (once agreed with organisers)
- Named in the official press release to prospective delegates as the conference platinum partner
- 18 m² of premium space only exhibition
- Four complimentary delegate registrations including passes to the speaker preview room
- Four complimentary tickets to the Conference Gala Dinner
- Two complimentary exhibition only registrations
- Platinum tiered coverage on all Informatics for Health 2017 pre and post promotional materials
- The opportunity to organise a branded exclusive drinks reception or catering event during the conference (subject to not conflicting with the programme - catering costs to be absorbed by the client)
- A full page colour advert in the conference programme
- Company logo and corporate biography in the conference programme
- Logo branding “Thank you to our Platinum Partners” included on all relevant conference signage
- Six official “Thank You Tweets” (x2 each day) during the conference – text to be agreed with conference organisers
- One insert into the delegate bag
- Full networking access to the entire delegation for the duration of the event

FREE OPTIONAL ADDITIONAL VALUE, WORTH £3,500

Enhance the package, for free, by branding one of the three conference lunches.

This allows your brand to remain at the forefront during the conference. You could provide branded coffee cups, napkins and pop up banners for display. The organisers will further supplement the brand exposure by acknowledging your partnership on the lunch signage and in the programme. You could also distribute a branded gift item or piece of marketing collateral to all attendees at that event. Allocation is available on a strictly first booked basis.
GOLD PARTNERS
£13,900
(AVAILABLE FOR UP TO FOUR PARTNERS)

Official Designation as GOLD Partner of Informatics for Health 2017

• Gold branding on the Informatics for Health 2017 website, including logo and company with two executive biographies
• Use of the Informatics for Health 2017 image in your organisation’s promotional activities tied to Informatics for Health 2017 (as agreed with the conference organisers)
• 12 m² space only exhibition
• Three complimentary delegate registrations including access to the speaker preview room.
• Three complimentary tickets to the Gala Dinner
• Two complimentary exhibition only registrations
• Gold tiered coverage on all Informatics for Health 2017 pre and post promotional materials
• The opportunity to organise a branded exclusive drinks reception or catering event during the conference (subject to not conflicting with the programme (catering costs absorbed by the client)

• A half page colour advert in the conference programme
• Company logo and corporate biography in the conference programme
• Logo branding “Thank you to our Gold Partners” included on all relevant conference signage
• Three official “Thank You Tweets” (x1 per day) during the conference – Text to be agreed with conference organisers
• One insert into the delegate bag
• Full networking access to the entire delegation for the duration of the event

FREE OPTIONAL ADDITIONAL VALUE, WORTH £2,500 EACH

Enhance this package for free by branding one of the six coffee breaks. You could provide branded coffee cups, napkins and pop up banners for display. The organisers will further supplement the brand exposure by acknowledging your partnership on the coffee signage and in the programme. You could also distribute a branded gift item or piece of collateral to all attendees at that event. Allocation is available on a strictly first booked basis.
SILVER PARTNERS
£6,900
(AVAILABLE FOR UP TO FOUR PARTNERS)
Official Designation as SILVER Partner of Informatics for Health 2017
• Branding on the Informatics for Health 2017 website, including logo and company biography
• Use of the Informatics for Health 2017 image in your organisation’s promotional activities tied to the conference (as agreed with the organisers)
• 9 m² space only exhibition
• Two complimentary delegate registrations
• Two complimentary tickets to the Gala Dinner
• One complimentary exhibition only registration
• Silver tiered coverage on all Informatics for Health 2017 promotional material to registered delegates
• A quarter page colour advert in the conference programme
• Company logo and corporate biography in the conference programme
• Logo branding “Thank you to our Silver Partners” included on all relevant conference signage
• Two official “Thank You Tweets” during the conference – Text to be agreed with conference organisers
• One insert into the delegate bag
• Full networking access to the entire delegation for the duration of the event

BRONZE PARTNERS
£3,900
Official Designation as BRONZE Partner of Informatics for Health 2017
• Branding on the Informatics for Health 2017 website, including logo and company biography
• Use of the Informatics for Health 2017 image in your organisation’s promotional activities tied to the conference, (as agreed with organisers)
• 6 m² exhibition space
• Two complimentary delegate registrations
• One Complimentary ticket to the Gala Dinner
• A quarter page colour advert in the conference programme
• Company logo and corporate biography in the conference programme
• Logo branding “Thank you to our Bronze Partners” included on all relevant conference signage
• One official “Thank You Tweet” during the conference
• One insert into the delegate bag
• Full networking access to the entire delegation for the duration of the event
GALA DINNER
PARTNER £9,500
(EXCLUSIVE OPPORTUNITY)

Your company will receive the following branding inventory as part of this Partnership package:

• Branding on the Informatics for Health 2017 Social Programme page of the conference website to include your organisation’s logo and biography
• Approximately four email campaigns promoting the conference with your company listed as a Gala Dinner Partner (subject to booking date)
• “Thank you to our Dinner Partner” holding slide projected within the conference dinner venue
• Complimentary table at the Conference Gala Dinner (Max 10 people)
• Company logo to be included on all e-zine invites sent for the dinner
• Company logo to be included on major digital signage on the evening
• Exclusive branding opportunities on the dinner menus
• Presentation and photo opportunities with the conference organisers and keynote speakers

• Acknowledgement by the Chairman at the welcome reception of the dinner
• A half page colour advert in conference programme

YOU WILL HAVE THE OPPORTUNITY TO PROVIDE:

• A two-minute introduction to the dinner guests
• A gift for the guests on the tables
CONFERENCE WELCOME DRINKS RECEPTION £6,750
(EXCLUSIVE OPPORTUNITY)

• Sponsor to host the first official social evening of Informatics for Health 2017 – exclusively for up to 1000 guests
• Five minute welcome and presentation platform at opening of session
• Company logo to feature on conference website and promotional materials related to the official drinks reception
• Acknowledgement and branding at the Welcome Drinks Reception and within conference programme
• Two complimentary delegate registrations
• Invitation to all delegates to sponsor’s drinks reception to be announced during day one of proceedings
• Two complimentary tickets to the Conference Gala Dinner
• One insert into the delegate bag
• Full networking access to the entire delegation for the duration of the event

SPONSOR A RISING STAR £1,100
(18 AVAILABLE)

Enable the next generation of researchers to attend and participate by sponsoring a PhD student, post-doctoral, early career research to attend and be instrumental in building capability and capacity in the field. The researchers will be chosen by the conference organisers through an application process.

THE SPONSORING PARTNER WILL RECEIVE THE FOLLOWING INVENTORY:

• One registration at the reduced membership rate
• Meet the Rising Stars at lunch and have a photo opportunity with the group for post event sponsor-branded publicity
• Acknowledgement as a Rising Star Sponsor in the conference programme and on the website
• Full networking access to the entire delegation for the duration of the event

THE RISING STAR WILL RECEIVE THE FOLLOWING:

• One complimentary delegate registration
• One Complimentary ticket to the Gala Dinner
• One complimentary pass to attend pre-workshops and summer school
• Funding towards two nights’ accommodation and expenses to the value of £225
FOCUS GROUP AT CONFERENCE £4,500
(ONLY TWO AVAILABLE)

Organised by the sponsor, this exclusive themed focus group may take place on either 24th, 25th or 26th of April 2017. These invitation only sessions have been developed to cater for the needs of industry to conduct research and identify gaps within their market.

- Complimentary use of an official meeting room at the venue outside of the official conference programme
- A 45 minute dedicated focus group (up to 15 participants)
- Access for two individuals for the duration of the focus group
- Two complimentary delegate registrations
- Two email communications sent by the organiser to registered delegates (material to be supplied by sponsor one pre & one post email communication)
- Complimentary use of standard audio-visual and technical equipment as existing in that room
- Inclusion of company name, link to home site and logo on the website
- Timing of these session are at the discretion of the conference organisers

LUNCHTIME SPONSORED SYMPOSIUM £4,500

PRICE POINT IS BASED ON CAPACITY

£6,500 (175–225 capacity)
£4,500 (75 – 100 capacity)

Organised by the Sponsor, these 45 minute Symposium, will take place during lunch on 24th, 25th or 26th of April and included in the Official Conference Schedule.

- Complimentary use of an official meeting room at the venue (subject to availability)
- A 45 minute dedicated session included in the conference programme, including set and presentation
- Two complimentary delegate registrations
- Banner branding in the meeting room (supply own banners)
- Product display and distribution in the meeting room (subject to venue / conference organiser approval)
- Recognition as a Symposium sponsor in official conference material
- Inclusion of your company name, link to home site and logo on the website
- Invitations for Symposium sent by email (by the organiser) to registered delegate list by the organisers (material to be supplied)
• Complimentary use of standard audio-visual and technical equipment as existing in that room
• A half page colour advert in the conference programme
• Logo branding on the Informatics for Health 2017 sponsors page of conference programme
• A bagged sandwich lunch for all attendees

(The sponsored symposium theme / programme should receive the endorsement of the conference organisers)

Symposia:
- 12:45 – 1:30pm (24th April), 1:15 – 2:00pm (25th April) or 1:15 – 2:00pm (26th April)

**BREAKFAST INDUSTRY WORKSHOPS**

**PRICE POINT IS BASED ON CAPACITY**

£3,500 (175–225 capacity)
£2,500 (75 – 100 capacity)

Organised by the Sponsor, this 45 minute workshop will be on site at Manchester Central on 24th, 25th, or 26th of April and included in the Official Conference Schedule.

- Complimentary use of an official meeting room at the venue (subject to availability)
- A 45 minute dedicated session included in the conference programme
- Banner branding in the meeting room (supply own banners)
- Product display and distribution in the meeting room (subject to venue / conference organisers approval)
- Recognition as a workshop sponsor in official conference material
- Inclusion of your company name, link to home site and logo on the website
- Invitations for workshop sent by email (by the organiser) to registered delegate list by the organisers (material to be supplied)
- Complimentary use of standard audio-visual and technical equipment as existing in that room
- A half page colour advert in the conference programme
- Logo branding on the Informatics for Health 2017 sponsors page of conference programme

(Catering and human resources are not included)

(The sponsored symposium theme / programme should receive the endorsement of the organisers)

Time: 07:30 – 08:15 24th, 25th or 26th April.
## Product Sponsorships

**Conference Bag £3,000 (Exclusive)**

Place your logo on the Informatics for Health 2017 conference delegate bag. All delegates will receive a bag upon arrival.

- Sponsor name and logo, together with the conference logo, to be overprinted on the delegate bag
- Company logo and corporate biography to feature on conference website
- One complimentary delegate registration
- Full networking access to the entire delegation for the duration of the event
- Thank you tweet during the conference

**Branded Conference Lanyard £2,000 (Exclusive)**

- Sponsor name and logo, together with the conference logo, to be overprinted on all lanyards
- Company logo and corporate biography to feature on conference website
- Full networking access to the entire delegation for the duration of the event
- Thank you tweet during conference

## Additional Sponsorship Opportunities

Further details of the specific branding package offering on all of the above will be supplied on request.

Contact [ruth.norris@manchester.ac.uk](mailto:ruth.norris@manchester.ac.uk)

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference lunch sponsorship</td>
<td>£3,500</td>
</tr>
<tr>
<td>At-a-glance schedule boards sponsorship</td>
<td>£5,000</td>
</tr>
<tr>
<td>One A4 double sided insert into the delegate bag</td>
<td>£950</td>
</tr>
<tr>
<td>Conference tea/coffee break sponsorship</td>
<td>£2,500</td>
</tr>
<tr>
<td>Delegate gift sponsorship (the gift to be supplied by Sponsor)</td>
<td>£650</td>
</tr>
<tr>
<td>Branded conference notepad in conference bags</td>
<td>£1,500</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
ADVERTISING OPPORTUNITIES

Full page full colour advertisement in the conference programme £1,250

Half page full colour advertisement in the conference programme £950

‘Before you go’ Email £1,500

Literature drop on all seats prior to ONE keynote session (SIX available) £1,250

PROMOTION & MEDIA

The organisers are here to build genuine partnerships with our sponsors. We can provide support with:

• Printed flyers and brochures to share with your contact network and target audience
• Email conference signatures to use in your email marketing campaigns to your clients to promote your presence at the conference
• Conference logo to use in your email marketing campaigns as well as in print advertisements
• Inform your contacts database of your participation in the event via email blasts or newsletters
• Press releases to trade and medical publications
• Adding the conference banner/link to your company website

EXHIBITING AT INFORMATICS FOR HEALTH 2017

The Exhibition of Informatics for Health 2017 will be held at Manchester Central from 24th – 26th, April. This will be a great opportunity for exhibitors to showcase new innovations, projects, products, services and research.

This provides an excellent opportunity for delegates to interact with commercial companies and to familiarise themselves with the latest advances within their field. Our delegates increasingly welcome the opportunity to tap into the expertise provided by exhibitions to answer questions and provide product demonstrations. In addition to the exhibitors and the scientific posters, lunch & coffee breaks will be held in the exhibition area in order to maximise the amount of time delegates spend within the exhibition.

Please take a look at the venue here:
http://www.manchestercentral.co.uk/

EXHIBITION RATES:

<table>
<thead>
<tr>
<th>Area (m² W x D)</th>
<th>Shell Scheme</th>
<th>Space only</th>
</tr>
</thead>
<tbody>
<tr>
<td>6m² (3x2)</td>
<td>£1,800</td>
<td>n/a</td>
</tr>
<tr>
<td>9m² (3x3)</td>
<td>£2,700</td>
<td>n/a</td>
</tr>
<tr>
<td>12m² (4x3)</td>
<td>£3,600</td>
<td>£3000</td>
</tr>
<tr>
<td>18m² (6x3)</td>
<td>£5,400</td>
<td>£4500</td>
</tr>
</tbody>
</table>
EXHIBITION

SPACE ONLY CONSISTS OF:
Stand area marked out on exhibition floor
Wi-Fi (upgrade available at extra cost)
Daily stand cleaning

SHELL SCHEME CONSISTS OF A MODULAR CONSTRUCTION WITH:
Sign with company name
One power socket
Wi-Fi (upgrade available at cost)
One countertop and two stools

One stand personnel pass is included per 6 sqm, extra passes can be booked at a rate of £250 each.

Daily stand cleaning
One fluorescent light

This includes access to the exhibition area only, name badge and conference programme

All exhibiting companies will be listed in the exhibition section in the final programme

<table>
<thead>
<tr>
<th>Platinum £18,900</th>
<th>Gold £13,900</th>
<th>Silver £6,900</th>
<th>Bronze £3,900</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branding on Informatics for Health 2017 partners page of website, logo, company name and identified executive bio</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Full access to Informatics for Health 2017 logo, imagery and press assets</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibition space only</td>
<td>6m X 3m</td>
<td>4m X 3m</td>
<td>3m X 3m</td>
</tr>
<tr>
<td>Complimentary registration including all access to the speaker preview room</td>
<td>4</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Complimentary registrations</td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Complimentary tickets to the dinner</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Complimentary Exhibition only registrations</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Coverage on all promotional press, digital and ezine campaigns to: registered and potential delegates</td>
<td></td>
<td></td>
<td>registered and potential delegates</td>
</tr>
<tr>
<td>Opportunity to organise an exclusive branded event</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Colour advert in the conference programme</td>
<td>Full Page</td>
<td>Half Page</td>
<td>Quarter Page</td>
</tr>
<tr>
<td>Relevant digital and signage branding</td>
<td>Platinum Tier</td>
<td>Gold Tier</td>
<td>Silver Tier</td>
</tr>
<tr>
<td>Official &quot;Thank you Tweets&quot; issued by the local organising committee</td>
<td>6</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Insert into the delegate Bag</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Free extra value option</td>
<td>1 of 3 lunches Worth £3,500</td>
<td>1 of 6 coffee opportunities Worth £2,500</td>
<td></td>
</tr>
</tbody>
</table>
This is the Informatics for Health 2017 exhibition floor plan: please indicate your preference booth number when booking. Please note that the organisers will allocate exhibition booths on a first come first served basis. The organisers will confirm your exact exhibition stand number in December 2016.

**PLATINUM** 8, 24, 34  
**GOLD** 12, 17, 25  
**SILVER** 13, 14, 15, 16  
**BRONZE** 7, 9, 11, 31, 33, 35
ABOUT EFMI AND THE FARR INSTITUTE OF HEALTH INFORMATICS

The Farr Institute is a UK-wide research collaboration involving 21 academic institutions and health partners in England, Scotland and Wales. Publicly funded by a consortium of ten organisations led by the Medical Research Council, the Institute is committed to delivering high-quality, cutting-edge research using ‘big data’ to advance the health and care of patients and the public.

OUR MISSION

The Farr Institute aims to position the UK as a world leader in health informatics research through scientific discovery and the enhancement of patient and public health. By analysing data from multiple sources and collaborating with the government, public sector, academia and industry, the Institute will unleash the value of vast sources of clinical, biological, population and environmental data for public benefit.

EFMI

The European Federation for Medical Informatics Association (EFMI) is the leading organisation in medical informatics in Europe and represents 32 countries. EFMI is organised as a non-profit organisation concerned with the theory and practice of Information Science and Technology within Health and Health Science in a European context. The objectives, when founded in 1976, were:

• To advance international co-operation and dissemination of information in medical informatics on a European basis
• To promote high standards in the application of medical informatics
• To promote research and development in medical informatics
• To encourage high standards in education in medical informatics
• To function as the autonomous European Regional Council of IMIA
ABOUT MANCHESTER

The Informatics for Health 2017 Congress will be held in the heart of the UK at Manchester Central, where you are guaranteed the warmest welcome by a team of ‘can do’ attitude professionals.

Manchester is one of the most accessible cities the UK and connects with more than 200 international destinations via the airport located just nine miles away.

As a host city, Manchester offers an endless choice of entertainment and leisure options. Home to the largest theatre land outside London and with the busiest indoor arena in the world, from theatres and galleries, to designer shops and one-off boutiques, Manchester’s extensive choice has helped to establish the city as one of Europe’s most exciting conference destinations.

Manchester has a great reputation for food and drink. Ever more restaurants, delis and shops are sourcing their produce locally.

LOCAL ORGANISING COMMITTEE

Chair: Dr Niels Peek
Committee:
Dr Evan Kontopantelis
Dr Amanda Lamb
Stephen Melia
Ruth Norris
Dr Georgina Moulton
Dr Claire Smith
Dr Sabine van der Veer

KEY DATES

| Abstract Submission Deadline: | Papers/Poster: 31st October 2016 |
| Stand allocation proposal and circulation of exhibitor manual | Workshops/Panels/Demos/Tutorials: 1st Dec 2016 |
| Abstract notification deadline | December 2016 |
| Publication of final programme | January 2017 |
| Early bird registration deadline | February 2017 |
| Pre-conference events: | 22 & 23 April 2017 |
| Conference Proceedings: | 24 – 26 April 2017 |
Please scan and complete this form and email it along with an eps. version of your company logo and a 75 word company biography to Jenny Marchmont informaticsforhealth@conferencepartners.com

**Partnership**

Please tick your chosen sponsorship package:

<table>
<thead>
<tr>
<th>PACKAGE</th>
<th>UNIT COST</th>
<th>QUANTITY</th>
<th>TOTAL COST EX VAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum Sponsor</td>
<td>£18,900</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gold Sponsor</td>
<td>£13,900</td>
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</tr>
<tr>
<td>Silver Sponsor</td>
<td>£6,900</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bronze Sponsor</td>
<td>£3,900</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gala Dinner Sponsorship</td>
<td>£9,500</td>
<td></td>
<td></td>
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<tr>
<td>Welcome Drinks Reception Sponsor</td>
<td>£6,750</td>
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</tr>
<tr>
<td>Rising Star Sponsor</td>
<td>£1,100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lunchtime Symposium</td>
<td>£4,500 - £6,500</td>
<td></td>
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</tr>
<tr>
<td>Breakfast Industry Workshop Sponsorship</td>
<td>£2,500 - £3,500</td>
<td></td>
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<tr>
<td>Focus Group Sponsorship</td>
<td>£4,500</td>
<td></td>
<td></td>
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<tr>
<td>Exclusive Conference Bag</td>
<td>£3,000</td>
<td></td>
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<tr>
<td>Branded Conference Lanyard</td>
<td>£2,000</td>
<td></td>
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<tr>
<td>Branded Conference Notepad (Exclusive)</td>
<td>£1,500</td>
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<tr>
<td>Conference Lunch Sponsorship</td>
<td>£3,500</td>
<td></td>
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<tr>
<td>Conference Tea/Coffee Break Sponsorship</td>
<td>£2,500</td>
<td></td>
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</tr>
<tr>
<td>At-a-Glance Schedule Boards Sponsorship</td>
<td>£5,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inserts of Promotional Material in All Delegate Packs</td>
<td>£950</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Delegate Gift Sponsorship</td>
<td>£650</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Before you Go Email</td>
<td>£1,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Literature Drop on All Seats prior to One Keynote Session</td>
<td>£1,250</td>
<td></td>
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</tr>
</tbody>
</table>

Total Cost: £

**Advertising**

1. Full page full colour advertisement in conference programme: £1,250

   QTY:

2. Half page full colour advertisement in conference programme: £950

   QTY:

Total Cost of £

plus VAT at 20%

**Exhibition**

<table>
<thead>
<tr>
<th>Area M² W x D</th>
<th>Shell Scheme Price</th>
<th>Qty</th>
<th>£Total</th>
<th>Space only Qty</th>
<th>£total</th>
</tr>
</thead>
<tbody>
<tr>
<td>6m² (3x2)</td>
<td>£1,800</td>
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<tr>
<td>9m² (3x3)</td>
<td>£2,700</td>
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<tr>
<td>12m² (4x3)</td>
<td>£3,600</td>
<td></td>
<td>£3,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18m² (6x3)</td>
<td>£5,400</td>
<td></td>
<td>£4,500</td>
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</tr>
</tbody>
</table>

Total Cost: £

plus VAT at 20%

Please indicate preference booth number (see floor plan): pref 1_______ / pref 2 ________ /pref 3________

Note: preference may not be available, final stand location will be confirmed in December 2016

Note: one exhibitor/delegate pass is included with every 6sqm

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[Logo: EFMI European Federation for Medical Informatics]
Organisation’s VAT Registration Number: (only if based in EU and outside of the UK)
If your organisation is in the EU, but based outside the UK, please provide the organisation’s VAT registration number and no VAT will be charged:

<table>
<thead>
<tr>
<th>NAME:</th>
</tr>
</thead>
<tbody>
<tr>
<td>ORGANISATION:</td>
</tr>
<tr>
<td>ADDRESS THAT WILL APPEAR ON THE INVOICE:</td>
</tr>
<tr>
<td>CITY, STATE, ZIP/POSTAL CODE:</td>
</tr>
<tr>
<td>PHONE:</td>
</tr>
<tr>
<td>FAX:</td>
</tr>
<tr>
<td>E-MAIL:</td>
</tr>
<tr>
<td>SIGNATURE</td>
</tr>
</tbody>
</table>

Please email or return this form to the address below, if you require further information please contact informaticsforhealth@conferencepartners.com
PAYMENT POLICY:
100% payment is due on booking. The Partner/exhibitor's logo and company biography will not be included on any promotional materials until full payment is received.

CANCELLATION POLICY:
Cancellation within six months prior to the conference will incur a cancellation fee of 40%
Cancellation within four months prior to the conference will incur a cancellation fee of 100%
The cancellation fee of the Partnership amount is subject to VAT at 20%

TERMS AND CONDITIONS

ACCEPTANCE OF GENERAL TERMS
Those wishing to participate as a sponsor or exhibitor unreservedly accept, and undertake to comply with these general terms. The event organiser reserves the right to give notice should any new provisions, circumstances or changes in the interest of the event occur.

LETTER OF COMMITMENT
If you would like to be a sponsor or exhibitor, please complete and return the relevant booking / application form(s) ensuring that you indicate you have read and agree to the code of conduct. Upon receipt of the completed booking form, Conference Partners UK Ltd will then proceed to issue your company the necessary invoice with full payment instructions.

CANCELLATION OF INFORMATICS FOR HEALTH
It is mutually agreed that in the event of total or partial cancellation of the meeting due to fire, strike, natural disaster (either threatened or actual), government regulations or causes which would prevent its scheduled opening or continuance, this agreement will be terminated immediately, the organiser shall determine an equitable basis for the refund of a portion of the item(s) purchased, after due consideration of expenditures and commitments already made. Under no circumstances is the organiser responsible for any exhibitor’s expenses (such as travel, lodging, or exhibit shipping), or any other incidental or consequential damages.

PAYMENT TERMS
All prices are quoted exclusive of VAT, unless otherwise stated. Sponsors and exhibitors will be invoiced as follows:
• A deposit for 50% of the total cost will be invoiced on receipt of the completed order form and due for payment upon receipt of the invoice to guarantee the reservation
• The final invoice will be sent by mid-December and must be settled in full within two week of receipt.
• For bookings made after 15th December the full amount is due at the time of reservation.
• All payments must be made in GBP Sterling.
If an exhibitor pays registration fees for invited participants, these fees cannot be offset against the exhibition amount; this applies to all categories. Registration fees must be paid separately in all cases.

CANCELLATION POLICY
Cancellations and changes to your original booking must be made in writing to Conference Partners UK Ltd. For cancellations made:
• From six months prior to the conference will incur a cancellation fee of 40%
• From four months prior to the conference will incur a cancellation fee of 100%
UNSCHEDULED MEETINGS AND EVENTS
During Informatics for Health, no participant or exhibitor may organise, attend or favour meetings, gatherings or any other events, relating to the topics covered by the conference, or that will overlap with the purpose of the exhibition which have not have been reported to, and approved by, the organising committee beforehand.

STAFFING OF STANDS
Exhibitors will be required to ensure that their stands are staffed during the opening hours of the exhibition and must not dismantle their stands before the published closing time.

PRODUCT DISCLAIMER
EFMI and The Farr Institute do not, in any manner, endorse any of the products or services related to the exhibitions which have been accepted for display during the meeting.

INFORMATICS FOR HEALTH LOGO
Exhibitors are permitted to use the Informatics for Health logo which can be obtained from the organisers upon request.

SECURITY AND INSURANCE
The Organisers will not be held responsible for any loss or damage to exhibitor's goods and exhibitors are reminded that they should undertake the arrangement a public liability insurance policy providing cover for all loss/damage caused to third parties for which it is liable (including all regular and temporary staff). The policy shall include a ‘rental risks’ clause to cover loss, theft, damage to all equipment that it is the custodian. Upon request, the organiser will be provided with copies of such policies.

HEALTH AND SAFETY AT WORK REGULATIONS
It is the responsibility of the exhibitor to ensure that his contractor, employees, displays and exhibits comply with the latest legislation regarding Health and Safety at Work regulations.

DAMAGE
Exhibitors shall leave the shell scheme and hired equipment in the same good condition that it was found in and will be liable for any damage caused as a result of their facilities and decoration.

DISTRIBUTION OF MATERIALS
Any distribution of advertising materials, corporate leaflets, invitations or flyers may only be carried out from the exhibitors stand or within the pre-reserved meeting room and designated space. Please seek approval prior to handing out any consumable products.

INTELLECTUAL PROPERTY
Unless otherwise provided for in writing, the copyright and other intellectual property rights held over all the organiser’s offers, publications and other products or services shall remain its property. Any rights which may be granted by the organiser are destined for the participant’s sole use and may not be assigned, transferred or granted under sub-licences without the organiser’s prior agreement. Granted rights shall be non-exclusive. The participant shall not acquire any intellectual property right over the services and products offered by the organiser.

TRADEMARKS AND LOGOS
The exhibitors will be personally responsible for any authorisations relating to copyright or related rights, originating from the elements of any nature whatsoever which it provides or uses during the event. It shall hold the organiser harmless as regards any action in this respect. Moreover, the participant hereby expressly authorises the organiser to use the candidate’s trademarks and logos within the strict framework of the event for its organisation and promotion.
CAN YOU AFFORD NOT TO BE THERE?

MAKE SURE YOU TAKE ADVANTAGE OF THE OPPORTUNITY TO REACH A DIVERSE AND HIGH-PROFILE AUDIENCE AT INFORMATICS FOR HEALTH 2017

Enhance your strategic position in the market with clever branding
Maximise your return on investment
Engage delegates through parallels and workshops
Enhance your visual impact with an exhibition stand
Seize this unique opportunity to meet the delegates face to face

COMMERCIAL LIAISON
Ruth Norris
University of Manchester
Tel: 0161 306 0680
Email: ruth.norris@manchester.ac.uk
informaticsforhealth@conferencepartners.com