



In cooperation with



INFORMATION FOR PARTNERS

24–25 MAY 2016
EHEALTH SUMMIT AUSTRIA

Schönbrunn Palace, Vienna
Apothecaries' Wing and Orangerie

PREDICTIVE MODELING
IN HEALTHCARE –
**FROM
PREDICTION
TO PREVENTION**

www.ehealthsummit.at

Presented by



WELCOME

“Predictive Modeling in Healthcare – from prediction to prevention”

We are once again delighted to welcome Austria's health service providers, leading scientists, luminaries of health and economic policy and creative industry figureheads to this year's eHealth Summit Austria at Schönbrunn Palace / Apothekertrakt (Apothecaries' Wing) on May 24-25, 2016. The two-day event provides a networking platform which, in the words of one visitor, is „absolutely unmatched in Austria“. This year a stakeholder program committee is once again responsible for helping to define the conference content and for ensuring that topics relevant to the Austrian healthcare market both now and in the future can be discussed.

The event is designed to be the bridge between users and solution providers. Knowledge transfer and the exchange of experiences are at the heart of this two-day industry conference, which under the banner “Predictive Modeling in Healthcare – from prediction to prevention” takes a deliberately visionary approach. eHealth can help to make information that is often hidden among complex data both visible and useable. The ultimate aim is to be able to make better decisions with and for patients and the healthcare system as a whole.

Beyond the purely medical aspects, this event also addresses many other elements of the healthcare industry, from the scientific to medical technology, IT and policy, initiating, where possible, a sociopolitical dialog focusing on what is technically possible, ethical, as well as that which, under certain circumstances, may not be worthy of pursuit. 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 Austrian eHealth community. Numerous Austrian health service providers and decision-makers from hospitals visit the eHealth Summit Austria and are particularly interested in the latest technological developments on the market.

We invite you to join us in May 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 plan your participation as a partner of the eHealth Summit Austria 2016. Do not miss out on this opportunity. Take us with you on your journey into the future of the healthcare industry.

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.

WHY BE A PARTNER OF THE EHEALTH SUMMIT AUSTRIA?

Providers and users in dialog

Enter into direct, solution-oriented dialog with decision-makers and learn about what is required of today's IT systems.

Maintain presence – network

Use this unique networking opportunity to raise awareness of your company and introduce it to the most important industry players.

eHealth on the international stage

Use the HIMSS network to make your solutions and ideas accessible to the entire German-speaking community.



OFFERS FOR SPONSORS AND EXHIBITORS

	PRESENTING PARTNER 15.800 EUR 1 package available	KNOWLEDGE PARTNER 6.700 EUR	COMPANY PRESENCE 4.300 EUR
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 Knowledge Partner in the invitation folder, in the conference handout, in the break slides, on the website and in the summit newsletters	Premium logo presence as Exhibitors Partner 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	
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)	Placement of a speaker/moderator in the main program (user from a healthcare institution preferable)	
Exhibition²	Premium presence with turnkey solution in the Networking Area (20 sqm) or branded lounge	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
Tickets employees	4	2	2
Reduced price tickets employees	Reduced ticket price 300 EUR	Reduced ticket price 300 EUR	Reduced ticket price 300 EUR
VIP invitation⁴	4	2	2
Reduced price tickets Customers from healthcare institutions	Reduced ticket price 200 EUR	Reduced ticket price 200 EUR	Reduced ticket price 200 EUR
Reduced price tickets Industry customers	Reduced ticket price 300 EUR	Reduced ticket price 300 EUR	Reduced ticket price 300 EUR
Tickets Heurigenabend⁵	4	2	2
Advert in conference handout	Full-page inside or outside back cover	20% discount	
Digital Edition Banner in Journal 42	728x90 pixels in April summit edition	20% discount (if available)	
Advert Journal 42	Full-page inside in April summit edition	50% discount on half or full-page ads	
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)	
Reprint HealthTech Wire interview/case study in Journal 42	Reprint of HealthTech Wire interview or user report across two pages in Journal 42	50% discount	
Discount on à la carte products	10% discount	5% discount	5% discount

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

À LA CARTE

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 February 25 to May 25, 2016 **2.500 EUR**

normal traffic:

Period until February 25, 2016 **2.000 EUR**

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 May 26 to July 26, 2016 **1.500 EUR**

Sponsor Heurigenabend (dinner event)

- Welcome (5 minutes)
- Logo in conference handout (directly adjacent to agenda item in handout)
- Branding on tables **2.000 EUR**

Advertising presence break slides

- Separate slide in walk-in and walk-out slides (slide to be produced by you)
- Rotated slide (visible for 20 seconds each) **500 EUR**



MEDIA

HealthTech Wire

HealthTech Wire interview **1.990 EUR**

Reprint HealthTech Wire interview in Journal 42 (April summit edition) **700 EUR**

Advert Journal 42

April summit edition

- Inside front/back cover, full-page **4.990 EUR**
- Inside pages, full-page **4.290 EUR**
- Inside pages, half-page **2.600 EUR**

Adverts conference handout

- Cover, full-page **600 EUR**
- Inside pages, full-page **450 EUR**

OTHER

Conference bags **1.000 EUR**

Lanyards **1.000 EUR**

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, WLAN 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.

5Heurigenabend: Invited VIPs (e.g. speakers) and conference partners have priority access to Heurigenabend tickets. Conference participants can purchase tickets in the usual way.

TURNKEY SOLUTIONS



Example presence
with illuminated back wall
and branding

COMMUNICATE INDUSTRY-WIDE

HealthTech Wire interview

1.990 EUR

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

Reprint Journal 42

700 EUR

Position your company prior to the conference with stakeholders in IT decision-making processes in Austria as well as Germany and Switzerland

- Can only be booked in combination with the **HealthTech Wire** interview
- Appearance of **HealthTech Wire** interview in the April edition of **Journal 42** (shortened to one page)

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HIMSS Europe

CONTACT

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



**General Management
and Communication**
Claudia Dirks
cdirks@himss.org
HIMSS Europe



Partner Management
Ariane Müller
amueller@himss.org
HIMSS Europe



Project Management, Administration
Nataliya Bogdanova-Dochev
nbogdanova@himss.org
HIMSS Europe