

# eHealth week

ORGANISED BY



Government of the Netherlands



**HIMSS** Europe  
CONFERENCE & EXHIBITION

**8 - 10 JUNE 2016**

Beurs van Berlage


Amsterdam

The Netherlands

[www.ehealthweek.org](http://www.ehealthweek.org)



# PROSPECTUS

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# eHealth Week 2016 AMSTERDAM

## THE NETHERLANDS

**eHealth Week 2016** will take place during the Dutch Presidency of the Council of the European Union, on **8-10 June in Amsterdam, The Netherlands**. This gathering will once again encompass two main events: The High Level eHealth Conference organised by the Dutch Ministry of Health and the Dutch Presidency of the Council of the European Union and the HIMSS Europe Conference & Exhibition.

The Netherlands is **one of the most digitally mature countries in Europe**. It is home to one of the three HIMSS EMRAM Stage 7 hospitals in Europe and has eight Stage 6 hospitals. Thus making The Netherlands a prime location to host the largest gathering of the European eHealth Community.

### About eHealth Week 2015

Our 2015 edition brought together high level healthcare IT professionals from the 28 EU members states and from across the globe resulting in an unprecedented 20/80 ratio of exhibitors to delegates. Here is what some of our sponsors said about eHealth Week 2015:

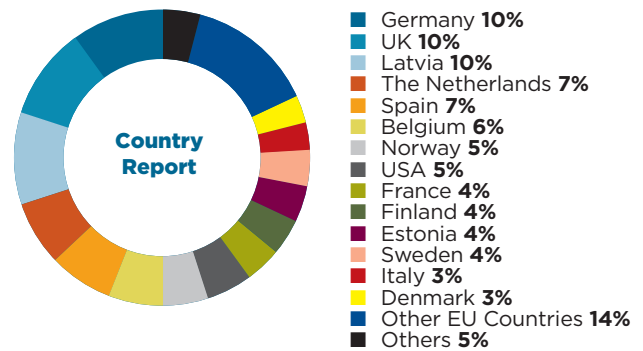
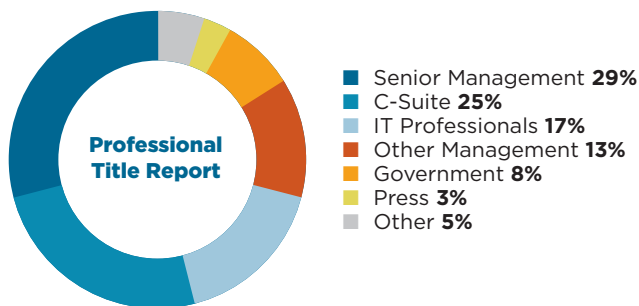
“With more than 1,000 attendees this week in Riga we are all having very lively discussions and I am confident that we will return home with new insights around the opportunities and the challenges of creating patient centric digitalised connected healthcare systems”

**Michael Pitsch**, Managing Director, Europe, Africa and Latin America, Health Industry, Accenture

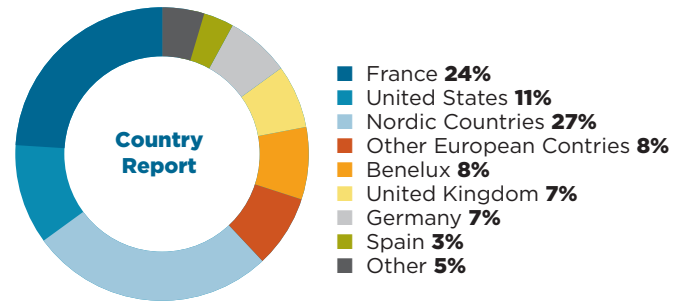
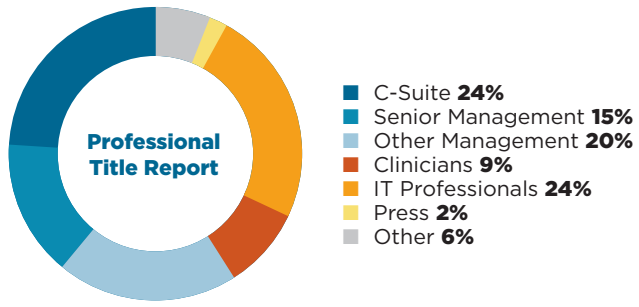
“At eHealth Week we have the opportunity to meet with various delegations from the various Ministries of Health and that is always very interesting for a company like Cerner to get ahead of the game in so far as seeing what the current strategies and discussions are”

**Amanda Green**, Regional Executive, Cerner

## 2015 Riga, Latvia eHealth Week & WoHIT 81 Exhibitors | 1,334 Attendees



## 2014 Nice, France - WoHIT 54 Exhibitors | 1,300 Attendees



# Sponsorship Opportunities

Take advantage of this important event to position your company at the heart of the healthcare IT community in Europe. Pick the sponsorship package which suits your needs or choose an exhibition kiosk to showcase your solutions.

	Sponsor Levels				
	<b>Premier Diamond</b> €75,000 Only 2 available	<b>Diamond</b> €60,000 Only 4 available	<b>Gold</b> €40,000	<b>Silver</b> €20,000	<b>Bronze</b> €5,000
Programme Advisory Committee	Included				
Speaking Opportunity Sessions in conference programme	Customer panelist slot	Customer panelist slot			
Hosted Buyer*	4	3	2		
Exhibition Kiosk** Backdrop, Front Counter (with logo placement), Carpet	36 sqm	18 sqm	12 sqm Double Kiosk	6 sqm Single Kiosk	5 sqm
Hospitality Lounge	Included	Two (2) hour mtg room rental per day	One (1) hour mtg room rental per day		
Complimentary Registration	10	8	6	4	2
Conference Guide Advertisement	Full Page	Full Page	Half Page	Quarter Page	
Logo on Conference Bags	Included	Included			
Logo Recognition and Visibility	Included	Included	Included	Included	Website Only
Conference Web Banner Ad	Included	Included	Included		
Social Media Management	Included	Included			
Attendee Bag Insert	Included	Included			
Presentation Listed on Website	Included	Included	Included		
Opt-in Attendee List (Pre/Post)	Included	Included	Included	Included	
Speaker-Sponsor VIP Reception Invite	4	2	2	1	1
Special Event Tickets	5	3	2	1	1
Discounts on A la Carte Sponsorships	15% discount	10% discount	5% discount	5% discount	5% discount

\* VIP invitation to your clients including conference registration, 2 nights hotel and return economy flight within Europe.

\*\* Additional options for kiosks are available. Please contact us to discuss prices regarding graphic on back panel, lighting and power.

# À La Carte

## Conference Lanyards:

**€3,950** (Maximum number: 1)

Have your logo prominently displayed on every attendee. The sponsor will produce lanyards with the sponsor's and the organisers logo. Also includes company logo acknowledgement in the Conference and Exhibition onsite guide.

## Conference Web Banner Ad Page:

**€3,500** (Maximum number: 3)

Reinforce your visibility each time attendees visit the conference website. A prominent display of your banner ad and logo on the website that will link to your organisation's home page.

## eHealth Week Web Page Sponsorship:

**€4,000**

Give your company the edge and be in front of your target audience early! Have your logo and key message displayed on the event's website. Our guaranteed traffic will ensure maximum visibility!

## Onsite Guide Advertisement:

**Full page: €5,000**

**1/2 page: €3,000**

**1/4 page: €1,800**

Reinforce your company presence with a full, half or quarter page advertisement in eHealth Week onsite guide.

## Conference Bag Insert:

**€1,500**

Have your company information inserted to all attendees in the onsite conference bag. Includes promotional insert to be included in all conference bags. Inserts to be provided by sponsor.

## For Sales and Sponsorship Opportunities:

**Adeline Goffin, Sales Manager, HIMSS Europe**

Mobile: +41 76 559 58 04 | E-mail: [agoffin@himss.org](mailto:agoffin@himss.org)

## Attendee Opt-In Mailing List:

**Pre-Show List: €695**

**Post-Show List: €995**

The attendee opt-in mailing list is a great way to promote your presence along with your products and services to all registered World of Health IT attendees. HIMSS will send you a list of current opt-in registered attendees pre-show and post-show. This excel list will contain attendee's name, company, title, and mailing address, demographics: title and worksite (Emails and telephone numbers will not be included).

*HIMSS Europe Corporate Members and Community Exchange partners get an additional 10% discount.*

## New This Year

### Wifi Password Sponsor €5,000

Exclusive to one sponsor

### Mobile Charging Stations €3,000

Exclusive to one sponsor

### Twitter Feed / Special Media Sponsor

**€5,000**

Exclusive to one sponsor

## Media Opportunities

### GoDirect Programme €1,490

- HealthTech Wire News story to be published on HIMSS channels
- Logo in 2 eHealth Week 2016 newsletters reaching up to 35,000+
- Logo in eHealth Week 2016 Conference guide

### Thought Leadership Programme €5,490

- HealthTech Wire thought leadership interview/news story and advertisement/banner to be placed in *HIMSS Insights*
- HealthTech Wire video interview on site to be promoted on HIMSS channels
- Logo on HIT Central for 1 month
- Logo in eHealth Week 2016 Conference guide
- Logo in 2 eHealth Week 2016 newsletters reaching up to 35,000+

## eHealth Week 2016 Venue:

**Beurs van Berlage**

Damrak 243

1012 ZJ Amsterdam

The Netherlands

**HIMSS** Europe