



## **2017 Midwest Fall Technology Conference Sponsorship Opportunities Prospectus**

The Midwest Fall Technology Conference (MWFTC) is an annual collaboration of the Midwest Area Chapters – Indiana, Wisconsin Dairyland, Greater Illinois, Michigan, Minnesota, and Iowa – of the Healthcare Information & Management Systems Society (HIMSS).

### **Key Conference Information**

- **Time & Place:** October 22-24, 2017, JW Marriott Hotel & Conference Center, Indianapolis, IN
- **Theme:** “Healthcare at a Crossroads”
- **Thematic Topics:** Security, Privacy, Quality, Value, Population health, Mobile Health, Integration and Governance

The 2017 Midwest Fall Technology Conference provides sponsors an opportunity to increase your company’s profile in the Midwest market and connect directly with area healthcare provider organization leaders.

A variety of sponsorship packages have been developed to meet your marketing objectives and budget, each providing exceptional exposure. We anticipate over 600 attendees including healthcare provider organization executives, clinicians, information technology professionals, and vendors.

We are happy to guide you on the sponsorship options and to work with you to ensure that your investment delivers the benefits of increased exposure and visibility within the Midwestern Healthcare Information Technology audiences.

In addition to the packages detailed below, we have a number of other special opportunities to market your company. Contact us via phone or email to discuss how we can make optimize the return on your sponsorship investment.

**We look forward to working with you to create a sponsorship experience that meets your needs!**

### **Questions About Sponsorship? Ready to Sign Up?**

Contact the MWFTC Sponsorship Chair, Todd Plesko  
Email: [sponsors@mwftc.org](mailto:sponsors@mwftc.org) • Phone: 260-341-2696





## 2017 Midwest Fall Technology Conference Sponsorship Package Summary

Sponsorship Level	Cost	# Available	# Registrations	Booth Space	Logo on All Signage	Logo on Brochure	Logo on Website
Elite	N/A	0	8	20 x 10	Yes	Yes	Yes
Gold	\$7,000	4	6	14 x 10	Yes	Yes	Yes
Silver	\$5,000	12	4	10 x 10	Yes	Yes	Yes
Premier	\$3,750	30	2	10 x 10	Yes	Yes	Yes
Opening Keynote	\$4,000	1	2	No	No	Yes	Yes
Keynote	\$2,500	3	2	No	No	Yes	Yes
Social Events	\$2,500	2	2	No	No	Yes	Yes
Wi-Fi	\$2,500	1	2	No	No	No	Yes
Meals	\$3,500	5	2	No	No	No	Yes
Tote Bags	\$2,500	1	2	No	No	No	No
Badge Holder	\$2,500	1	2	No	No	No	No
Tote Bag Flyer	\$500	No Limit	No	No	No	No	No
Private Meeting Space	\$1,000	4	Reserve a meeting room to meet privately with clients, prospects, attendees, media, or employees				

### Booth Packages Include:

- 20' x 10' , 14' x 10' or or 10' x 10' booth (size varies by package)
- Skirted table with pipe and drape (2 tables with Elite package)
- Two chairs and a wastebasket
- Carpet (existing hotel flooring)
- Electrical service (one standard outlet)
- Booth identification signage
- Wi-Fi Internet

- Over 6 hours of dedicated exhibitor time
- List of attendees prior to the attend, and updated list post-event
- Option to include a marketing item in the registration gift bag (for an additional fee)
- Name/logo and bio on conference web site
- Name/logo posted on signage and other marketing materials





## 2017 Midwest Fall Technology Conference Sponsorship Details: Booth Packages

*In addition to the standard items included with all packages that include a booth, following are the details unique to each of our sponsorship packages:*

### Elite Package \$N/A

- Maximum visibility in the food, beverage and main sitting are in the conference
- 20' X 10' booth
- Name/logo on large window clings located on White River Ballroom window
- Access to up to four hours of meeting room space for private appointments

### Gold Package \$7,000

- Maximum visibility in the food, beverage and main sitting are in the conference
- 14' x 10' booth
- Name/logo on large window clings located on White River Ballroom window
- Access to up to four hours of meeting room space for private appointments

### Silver Package \$5,000

- Exhibitor space located in the White River Ballroom Section A-E Foyer before entering the White River Ballroom
- 10' x 10' booth with high visibility location along the walls of the primary meeting space
- Access to up to four hours of meeting room space for private appointments

### Premier Package \$3,750

- Exhibitor space located in the White River Ballroom Section A-E (location selections on first come, first serve basis)
- 10' x 10' booth

## Questions About Sponsorship? Ready to Sign Up?

Contact the MWFTC Sponsorship Chair, Todd Plesko  
Email: [sponsors@mwftc.org](mailto:sponsors@mwftc.org) • Phone: 260-341-2696





**2017 Midwest Fall Technology Conference  
Sponsorship Details: Unique Marketing Packages**


<p><b>Opening Keynote Package \$4,000</b></p>	<p><b>Keynote Package \$2,500</b></p>	<p><b>Social Event Package \$2,500</b></p>
<ul style="list-style-type: none"> <li>• Introduce themselves and provide a 5-minute overview of their company</li> <li>• Introduce the opening keynote speaker, nationally-known physician and entertainer, "Z-DoggMD"</li> <li>• Name/logo on the main screens while attendees are being seated for the keynote presentation and during introduction</li> </ul>	<ul style="list-style-type: none"> <li>• Introduce themselves and provide a 5-minute overview of their company</li> <li>• Introduce the keynote speaker</li> <li>• Name/logo on the main screens while attendees are being seated for the keynote presentation and during introduction</li> </ul>	<ul style="list-style-type: none"> <li>• Exclusive sponsor recognition for the on site Social Event</li> <li>• Signage with sponsor logo at the reception</li> <li>• Name/logo, company bio, link to website on website</li> <li>• Acknowledgment and thank you to the sponsor in the Social Event comments by the conference organizers</li> <li>• Opportunity to provide a 5-minute overview of company to event attendees</li> </ul>
<p><b>Wi-Fi Package \$2,500</b></p>	<p><b>Tote Bags Package \$2,500</b></p>	<p><b>Meal Sponsor Package \$3,500</b></p>
<ul style="list-style-type: none"> <li>• Name/logo on wi-fi access flyers</li> <li>• Name/logo, company bio, link to website on website</li> </ul>	<ul style="list-style-type: none"> <li>• Name/logo on conference gift bags distributed to all attendees</li> <li>• Name/logo, company bio, link to website on website</li> </ul>	<ul style="list-style-type: none"> <li>• Signs on meal buffet stations (meal choice will be on a first-come, first-served basis)</li> <li>• 3-minute company introduction during meal</li> <li>• Name/logo, company bio, link to website on website</li> </ul>
<p><b>Badge Holder Package \$2,500</b></p>	<p><b>Tote Bag Flyer \$500</b></p>	<p><b>Private Meeting Space \$1,000</b></p>
<ul style="list-style-type: none"> <li>• Name/logo on all attendee name tags</li> <li>• Name/logo, company bio, link to website on website</li> </ul>	<p>Here is a low-cost way to get your message to over 500 conference attendees!</p> <ul style="list-style-type: none"> <li>• You will provide one full size (8.5 X 11) piece of marketing collateral and our team will ensure it is included in each attendee tote bag</li> </ul>	<ul style="list-style-type: none"> <li>• These are available on a first come, first served basis and are a wonderful way to meet privately with customers, prospects, attendees, media, or employees.</li> </ul>



## 2017 Midwest Fall Technology Booth Floor Plan



 Elite Booths  
20'x10'

 Gold Booths  
14' x 10'

 Silver Booths  
10' x 10'

 Premier Booths  
10' x 10'





## 2017 Midwest Fall Technology Conference Schedule

Sunday, October 22		
8:00 AM - 12:15 PM	Nursing Informatics Review (Continuing from Saturday, October 21)	
12:15 PM - 5:00 PM	(Open)	Exhibit Set Up
5:00 PM - 7:00 PM	Opening Reception	
7:00 PM - 8:00 PM	ZDoggMD Concert	
Monday, October 23		
7:30 AM - 8:30 AM	Breakfast	Dedicated Exhibit Time
8:30 AM - 8:45 AM	Opening/Welcome	Exhibit Hall Open
8:45 AM - 10:15 AM	Keynote: Zubin Damania, MD	
10:15 AM - 11:00 AM	Refreshments	Dedicated Exhibit Time
11:00 AM - 11:50 AM	Education Sessions	Exhibit Hall Open
11:50 AM - 12:00 PM	Break	
12:00 PM - 12:50 PM	Education Sessions	
1:00 PM - 2:00 PM	Lunch & Desserts	Dedicated Exhibit Time
2:00 PM - 3:30 PM	Keynote: Dr. Kaveh Safavi	Exhibit Hall Open
3:30 PM - 4:15 PM	Refreshments	Dedicated Exhibit Time
4:15 PM - 5:05 PM	Education Sessions	Exhibit Hall Open
5:05 PM - 5:15 PM	Break	
5:15 PM - 6:05 PM	Education Sessions	
6:05 PM - 7:20 PM	Dinner & Desserts	Dedicated Exhibit Time
7:20 PM - 10:00 PM	Concert: My Yellow Rickshaw	
Tuesday, October 24		
7:30 AM - 8:30 AM	Breakfast	Dedicated Exhibit Time
8:30 AM - 10:00 AM	Keynote: Ms. Mandi Bishop	Exhibit Hall Open
10:00 AM - 11:00 AM	Refreshments	Dedicated Exhibit Time
11:00 AM - 11:50 AM	Education Sessions	Exhibit Hall Open
11:50 AM - 12:00 PM	Break	
12:00 PM - 12:50 PM	Education Sessions	
12:50 PM - 2:45 PM	Lunch & Keynote: Dr. John Brownstein	Exhibit Tear Down
2:45 PM - 3:00 PM	Closing Session & Prize Drawing	

