



# Sponsorship Package 2016/2017

"The premier not-for-profit organization for those involved with all aspects of managing health information in BC since 1985"

For more information contact:

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## About BCHIMPS

The BC Health Information Management Professionals Society (BCHIMPS) is the premier not-for-profit organization for BC Health informatics leaders. BCHIMPS is committed to actively providing a platform for the exchange of innovative ideas, leading concepts and experiences in BC's health informatics and establishing dialogue, finding solutions and promoting best practices to support a sustainable healthcare system in BC. A key focus of BCHIMPS is member education and connecting those in the health informatics industry from IT professionals to clinicians and administrators. The Society sponsors regular symposia and other educational events featuring nationally recognized speakers while highlighting local and provincial initiatives.

## The Sponsorship Program and its Benefits

### Annual Sponsorship

Gain a year-round presence with BCHIMPS and a direct connection with our members. Contribute topics for consideration in our event planning process and host small gatherings with members on topics of interest.

The Annual Sponsorship Program provides your organization with an opportunity to connect with all BCHIMPS' members through individual employees of your organization. By supporting employees to be a part of BCHIMPS, organizations build meaningful relationships with key healthcare decision-makers, increase recognition and trust within their organization, and provide greater exposure and visibility within the health information management and health technology community.

Benefits include visibility on the BCHIMPS website throughout the year, your company logo on the BCHIMPS email newsletter, and an opportunity to contribute ideas towards our event program. Annual sponsors get to participate in our regular BCHIMPS social events that are held throughout the year, with an opportunity to provide promotional material. Annual sponsors also get to participate in BCHIMPS educational events held twice a year. Annual sponsors can contribute to the education events by helping to identify themes and speakers, and by providing promotional material.

### Event Sponsorship

Gain visibility at a BCHIMPS educational event while choosing from several levels of sponsorship to fit any budget. BCHIMPS typically holds two educational events per year. Attendance at our events range from 125 to 150 participants and the target audience is Health Authority IT leaders and management professionals, private sector health organization directors and managers, Ministry of Health executives, health care vendors and consultants, and clinicians. Past speakers at events have included Health Authority CIOs and CMIOs, through panel presentations; Ministry of Health executives includes Lindsay Kislock, Assistant Deputy Minister, Health Sector IM/IT; University professors such as Dr. Andre Kushniruk and Dr. Leanne Currie; Alberta Health executives such as Susan Anderson; and local physician champions such as Dr. Doug Courtemache.

As an event sponsor, you have an opportunity to show your support to the health informatics community in front of BC industry leaders and professionals.

## Sponsorship Packages

The following outlines the BCHIMPS Sponsorship opportunities:

Type	Rate	Benefits
<b>Annual</b>	<b>\$5000</b>	<ul style="list-style-type: none"> <li>• Five corporate BCHIMPS memberships for company employees</li> <li>• One educational event registration per event</li> <li>• One dinner ticket for speaker/sponsor reception per event</li> <li>• Promotion material at all social events and educational events</li> <li>• Company logo displayed on BCHIMPS website year round</li> <li>• Opportunity to host an educational session for BCHIMPS members</li> <li>• Opportunity to support with educational event theme selection and speaker selection</li> </ul>
<b>Gold Event</b>	<b>\$4000</b>	<ul style="list-style-type: none"> <li>• Three educational event registrations</li> <li>• Two dinner tickets for speaker/sponsor reception</li> <li>• Promotion material prominently displayed at educational event</li> <li>• Company logo displayed on BCHIMPS event promotion material prior to event</li> <li>• Opportunity for speaker introduction at event</li> </ul>
<b>Silver Event</b>	<b>\$3000</b>	<ul style="list-style-type: none"> <li>• Two educational event registrations</li> <li>• One dinner tickets for speaker/sponsor reception</li> <li>• Promotion material prominently displayed at educational event</li> <li>• Company logo displayed on BCHIMPS event promotion material prior to event</li> </ul>
<b>Dinner Event</b>	<b>\$3000</b>	<ul style="list-style-type: none"> <li>• One educational event registrations</li> <li>• Two dinner tickets for speaker/sponsor reception</li> <li>• Promotion material prominently displayed at educational event</li> <li>• Company logo displayed on BCHIMPS event promotion material prior to event</li> <li>• Opportunity for address to dinner guests at speaker/sponsor reception</li> </ul>
<b>Bronze Event</b>	<b>\$2000</b>	<ul style="list-style-type: none"> <li>• One educational event registrations</li> <li>• One dinner tickets for speaker/sponsor reception</li> <li>• Promotion material prominently displayed at educational event</li> <li>• Company logo displayed on BCHIMPS event promotion material prior to event</li> </ul>
<b>Event Donor</b>	<b>\$1000</b>	<ul style="list-style-type: none"> <li>• One educational event registrations</li> <li>• Promotion material prominently displayed at educational event</li> <li>• Company logo displayed on BCHIMPS event promotion material prior to event</li> </ul>
<b>Event Advertisement</b>	<b>\$750</b>	<ul style="list-style-type: none"> <li>• Opportunity for promotion material to be displayed at event</li> </ul>

## Discount Opportunities

BCHIMPS would be pleased to look at the following discount opportunities:

- 3 year lock in for Annual sponsorship at a 10% discount off total
  - Cost: \$5000 per year with 10% discount for a total of \$13,500
  
- 2 event lock in for Gold, Silver, and Bronze sponsorships
  - Gold Cost: \$4000 per event with 10% discount for a total of \$7200
  - Silver Cost: \$3000 per event with 8% discount for a total of \$5400
  - Bronze Cost: \$2000 per event with 5% discount for a total of \$3800Discount