

10th Annual Summit on

DATA ANALYTICS

FOR HEALTHCARE



SPONSORSHIP LEAD GENERATION GUIDE

Canada's largest and longest-running event
exclusively focused on healthcare data analytics

September 28-29, 2022



Elevate Your Brand and Achieve Your Lead Generation Goals

- The **10th Annual Data Analytics for Healthcare Summit** is a part of our suite of innovative data and technology conferences.
- This exclusive event attracts the **most influential buyers** — representing healthcare organizations with substantial purchasing power.
- Connect with **250+ healthcare executives** actively looking to invest in solutions to optimize their data analytics.
- Our **cutting-edge virtual platform** is easy-to-use while promoting in-depth buyer engagement.





Key Event Metrics



250+ qualified leads per event



61% of attendees are Director level or higher in seniority



43% of attending companies have 5,000+ employees



44% of attending companies generate \$1B+ in revenue



Top Reasons Our Delegates Attend



Source new technology partners



Gain best practices and industry benchmarking



Experience product demos



Engage with peers



Connect with current solution providers



Test drive new technology



Meet thought leaders and visionaries

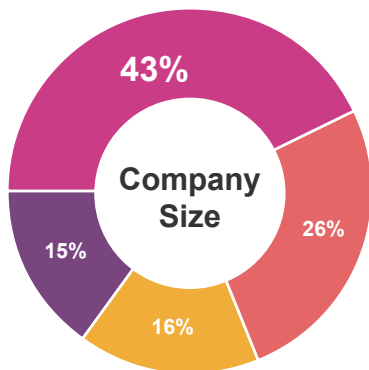


Network with industry stakeholders

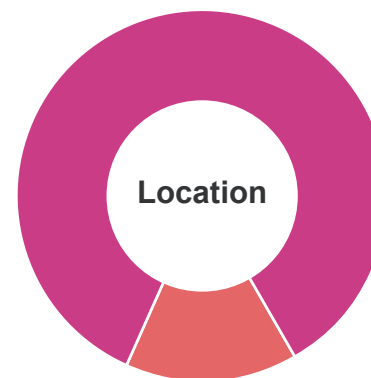


Stay on top of market trends and innovations

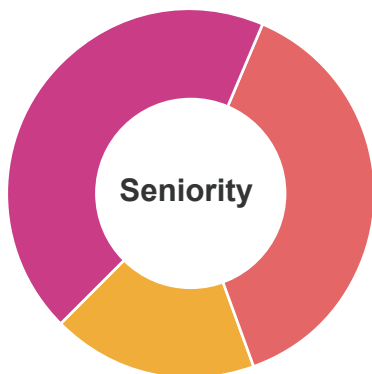
Partner with Senior Executives Ready to Invest



- 5,000+ employees
- 1,001-5,000 employees
- 200-1,000 employees
- Under 200 employees

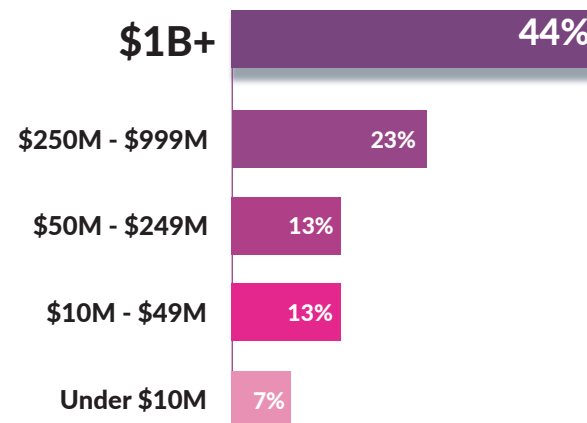


- 85% Canada
- 15% United States



- 44% VP/C-Suite
- 38% Director/Manager
- 18% Analyst/Specialist

Company Revenue



How We Deliver Attendees

- **World-class speakers** and **leading-edge content** to attract new buyers to the summit and encourage past delegates to return
- **2,500+** buyers and decision-makers in our data analytics for healthcare community, serving as one of the largest and most influential networks in Canada
- Strategy Institute has established the reputation as a market leader with **5 events** in the data and technology space
- Active in the healthcare data field **year-round** with our finger on the pulse of new trends and the sector's biggest players
- Multichannel **targeted marketing campaign** to our data analytics for healthcare community, including social media, paid digital, thought leadership content, personalized emails, event website and brochure



Showcase Your Solutions Alongside C-Suite Leaders

Our data analytics for healthcare series attracts **40+ top industry speakers** at the forefront of their field. Secure one of our sponsored speaking sessions and **establish your thought leadership** alongside these healthcare data champions.



John Mattison
CMIO

Kaiser Permanente



Tara Coxon
CIO

**St. Joseph's
Healthcare Hamilton**



Hetal Rupani, MHA, CMPE
Director, Strategic Initiatives
and Business Development

John Hopkins Medicine



Rob Crawford
Director, Strategy
and Analytics

North York General Hospital



Patrick McGill, MD
EVP, Chief
Analytics Officer

Community Health Network



Dr. Victoria Chan, MD
Deputy CMIO

Mackenzie Health



Deanna Rothwell
Director of Analytics

The Ottawa Hospital



Mary Lou Ackerman
Vice President, Innovation

Saint Elizabeth Health Care



YOUR Sponsorship TAKEAWAY VALUE

1

Promote Your Thought Leadership

- Buyers regard you as a **market leader** and a top solution provider.
- Stakeholders better understand the value and **credibility** of your brand and how to create a mutually beneficial partnership.
- Be known as the **go-to partner** for data innovation with solutions for healthcare organizations that fit your ideal customer profile.
- Market your on-demand speaking session and content to attract **passionate brand advocates**.

2

Generate Leads & Expand Your Reach

- **250+ qualified leads** focused on your solutions.
- Meet **CMIOs, CDOs** and **CTOs** from leading healthcare organizations that are sourcing innovative data strategies and tools.
- Benefit from **increased buyer engagement** with our gamification strategy.
- Get **real-time interaction** with senior buyers to convert prospects into customers.



YOUR Sponsorship TAKEAWAY VALUE

3

Elevate Your Brand Awareness & Trust

- Maximize **visibility** and **recognition** among a tailored audience that fits your buyer persona.
- Leverage a co-marketing campaign with **100,000+ brand impressions**.
- Increase your **market share**, achieving your demand generation objectives.
- Raise your **brand profile** to stand out against the competition.

4

Build Relationships & Brand Loyalty

- Meet **new customers** and deepen existing client relationships.
- Enable your sales representatives to engage in one-to-one meetings with **intent-based buyers** and influential decision-makers.
- Form **advantageous partnerships** for ongoing revenue growth.
- Cultivate connections with your **target audience** using cutting-edge tools to matchmake and set up meetings.

GOLD Sponsorship Package

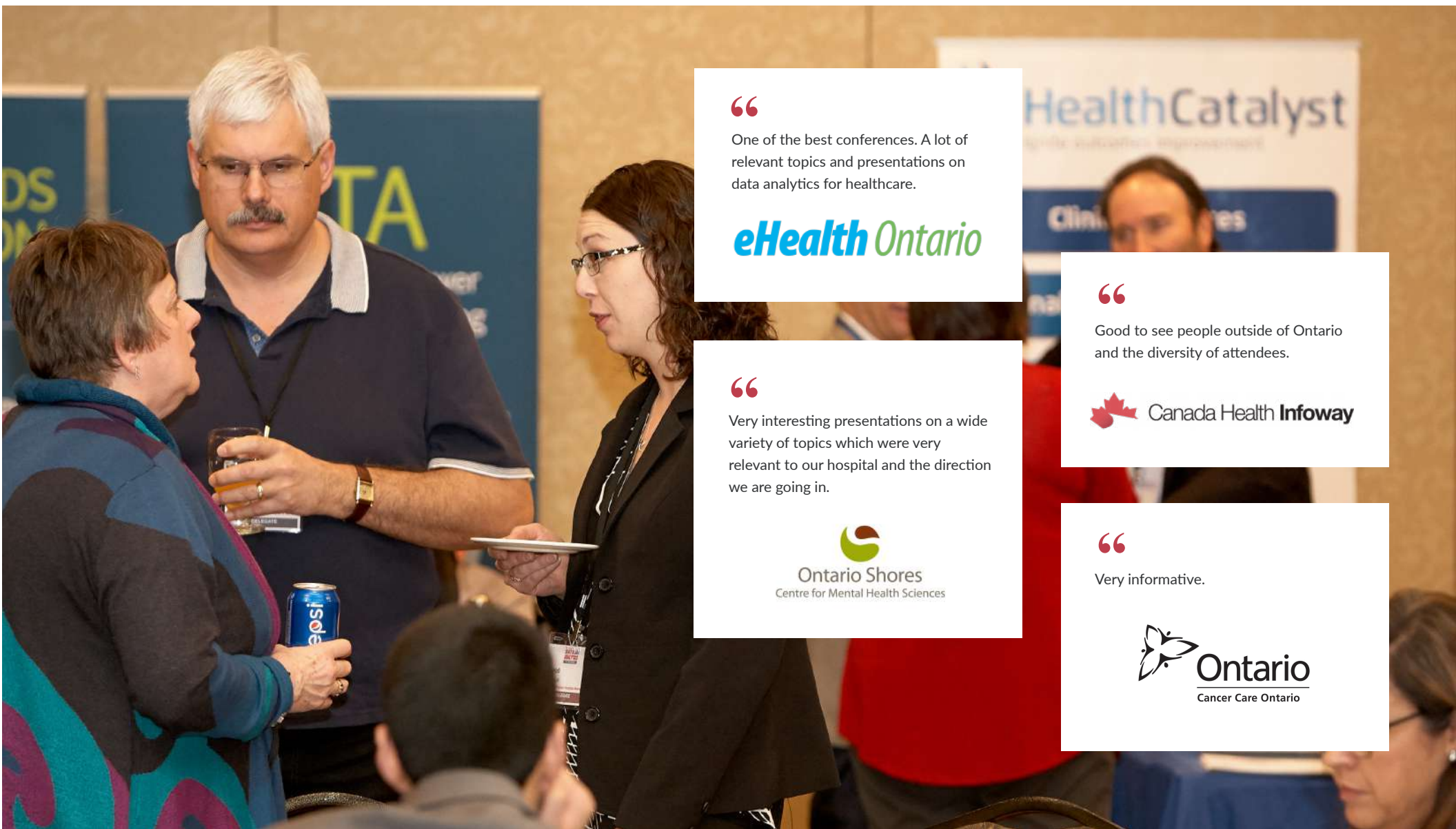
THOUGHT LEADERSHIP	LEAD GENERATION	BRAND AWARENESS	
<ul style="list-style-type: none">• 30-minute speaking session including Q&A with access to surveys, polls, direct chat and session engagement• Your speaking session and product content will be available on demand to establish yourself as a market leader	<ul style="list-style-type: none">• The complete delegate and speaker list emailed to you after the conference, including full contact information for follow-up• Extensive search capabilities and effective matchmaking tools to target senior delegates who fit your ideal customer profile• Organic relationship building through one-on-one video meetings, instant chat, industry roundtables, networking lounges, social event feed and more• Virtual platform enables effortless lead capture before, during and after the event to collect buyer information	<ul style="list-style-type: none">• Comprehensive brand awareness campaign to 2,500+ healthcare data leaders, including social media, paid digital, personalized emails, event website and brochure• Day of the event: Fully branded virtual booth, sponsored sessions and contests, login banners and other virtual signage to market your brand across the platform and maximize reach• A scheduled co-marketing campaign and content syndication to provide maximum exposure, enabling your content to reach your target accounts	
EXHIBIT BOOTH	ANALYTICS & AUDIENCE INSIGHTS	ALL-ACCESS VIP PASSES	EXCLUSIVE CONFERENCE DISCOUNT
<ul style="list-style-type: none">• Customizable exhibit booth that reflects your brand and its value proposition• Your booth exclusively features product information, downloadable content, video and image carousels, social media links, team member profiles, special offers and more	<ul style="list-style-type: none">• Real-time audience insights to help you connect with attendees who fit your ideal customer profile• Engagement reports and audience profiles of everyone who visited your booth• Key metrics detailing content, product, exhibit booth and session interaction• Personalized event post-mortem to calculate sponsorship ROI	<ul style="list-style-type: none">• 6 complimentary event passes, including one for your speaker	<ul style="list-style-type: none">• 25% discount on conference registrations for your guests and clients

*Silver and Bronze packages vary, please see next page

Sponsorship Packages at a Glance

	GOLD	SILVER	BRONZE
Thought Leadership	Premier 30-minute speaking session	30-minute panel discussion	×
Lead Generation	✓	✓	✓
Brand Awareness	✓	✓	✓
Exhibit Booth	✓	✓	✓
Analytics & Audience Insights	✓	✓	✓
All-Access VIP Passes	6 passes	4 passes	3 passes
Exclusive Conference Discount	25%	25%	25%

DELEGATE TESTIMONIALS



“

One of the best conferences. A lot of relevant topics and presentations on data analytics for healthcare.

eHealth Ontario

“

Very interesting presentations on a wide variety of topics which were very relevant to our hospital and the direction we are going in.


Ontario Shores
Centre for Mental Health Sciences

“

Good to see people outside of Ontario and the diversity of attendees.

 **Canada Health Infoway**

“

Very informative.

 **Ontario**
Cancer Care Ontario



Partner with an Industry Leader!

For over 25 years, Strategy Institute has facilitated long-term partnerships between senior buyers and leading solution providers to drive innovation and business growth.

- **10+ years** building relationships and credibility within the healthcare data sector
- **Content leader:** Senior producers immersed in the fields they research in order to curate **innovative industry content**
- **Customer Success** program that provides white glove service to ensure you get the most value out of your sponsorship experience

Secure Your Spot Now

10th Annual Summit on

DATA ANALYTICS
FOR HEALTHCARE

We have a limited number of speaking opportunities and they sell out quickly! Connect with **250+ intent-based buyers** ready to invest in your solution.



Book a call to learn how this opportunity can help you generate new leads and increase your pipeline!



Mitch Davis
Sponsorship Manager

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mitch@strategyinstitute.com

Upcoming Events in this Market Segment

8TH ANNUAL
BIG DATA & ANALYTICS SUMMIT CANADA

Spring 2022

3rd Annual
DATA ANALYTICS
FOR THE PUBLIC SECTOR SUMMIT

Fall 2022

8th Annual
PEOPLE ANALYTICS Summit

Fall 2022

3RD ANNUAL
BIG DATA & ANALYTICS WEST SUMMIT

Fall 2022