



Sponsorship Opportunities

Our Mission, Your Opportunity

Our Mission – and What It Means To You

An integral part of our mission at the OHA is **to support our members by giving them high-quality products and services and by championing innovation and performance improvement.**

That's where you come in. If your organization develops high-quality products and services in the name of innovation and performance improvement, we want to hear from you. And so do our members – Ontario health care organizations including all 151 hospitals.

Your Opportunity

Every year, 30,000 health care professionals attend more than 150 OHA educational events not just to stay on the leading edge of health care education, but to be informed about the new products and services that can benefit them and their organization.

These professionals not only use your products and services, they play a vital role in buying them. Sponsoring an OHA educational event thus allows you to:

- _ Obtain valuable exposure and prominence with current and potential clients
- _ Build relationships with fellow industry leaders
- _ Gain a competitive edge
- _ Be positioned as an industry leader
- _ Display your commitment to Ontario's health care system

Your Strategies

An unlimited number of sponsorship opportunities are presented by our five product lines:

- _ Conferences and Seminars
- _ Continuing Education
- _ Distance Learning
- _ The Governance Centre of Excellence (GCE)
- _ HealthAchieve

We work with you to create a customized sponsorship strategy that touches on some or all of our product lines. Consider these three general approaches to reaching your target market:

Vertical

Reach a single target market by sponsoring a specific product line. For example, if you are trying to reach health care trustees and board members, consider sponsoring the Governance Centre of Excellence programs and if you are trying to reach the front-line staff of hospital and health care facilities, consider sponsoring the Continuing Education courses.

Horizontal

Reach a single target market by sponsoring across product lines. For example, to reach those involved in patient safety, consider sponsoring all patient safety related programs offered by each of the product lines: Patient Safety Conferences, Courses, Webcasts and HealthAchieve Sessions.

Hybrid

Reach multiple target markets by sponsoring across product lines. For example, if you want to reach people in the finance and patient safety functions, sponsor the finance products we offer through the Governance Centre of Excellence and HealthAchieve and the patient safety programs we offer through the Conferences and Seminars and Continuing Education.

Conferences and Seminars

Our more than 60 one- and two-day Conferences attract over 6,000 attendees every year. OHA members and other health care professionals take part in content creation, keeping that content as relevant as possible. Then it's delivered by subject-matter experts – keeping attendees on the leading edge of health care issues, trends and thinking.

Conference and Seminar examples:

- _ Administrative Professionals
- _ Capital Planning
- _ Financial Managers
- _ Green Health Care
- _ National Nursing Executive Summit
- _ Patient Safety and Mental Health
- _ The Healthcare Leadership Summit

Who attends?

Over 6,000 health care professionals and key decision makers including, C-Suite Executives, Senior Administrators, and management staff from all levels of hospitals and health care facilities.



Continuing Education

The OHA's Continuing Education courses provide effective and efficient learning opportunities in a positive, relaxed manner through a wide variety of learning strategies including: lectures, group activities, discussions, self-evaluation, and two-way interaction with knowledgeable workshop leaders. In addition to classroom-based learning, the OHA offers home study courses and blended learning (online and classroom).

We offer more than 45 certificate courses through the year which can be taken as you need them or as a credit toward the OHA's widely-respected Diploma in Health Care Management.

Course examples:

- _ Patient Safety Training Course
- _ Financial Management & Budgeting
- _ Managing Human Resources
- _ Principles and Applications of Health Law
- _ The Emotionally-Intelligent Manager
- _ Health Care Risk Management

Who attends?

More than 1,400 professionals from the health care industry, mainly front-line staff and emerging leaders looking to complete their Diploma in Health Care Management as a means of bridging the gap between clinical training and executive development.



Distance Learning

Through the use of modern communications technology, we deliver educational programs to our members province-wide. Online Learning is a point-and-click experience enjoyed by the learner whenever and wherever they need it. Webcasts allow participants to watch a broadcast from their computer, either live or at their convenience. Videoconferences are live events that reach every hospital in Ontario and over 500 sites in total. The OHA's Distance Learning department produces over 50 webcasts and videoconferences each year.

Online Learning examples:

- _ Discovery Campus (a continually expanded range of courses to keep staff current)
- _ Harvard ManageMentor® 10 (expert business advice, information and tools for tackling everyday management challenges)
- _ Lean Health Care Green Belt and Black Belt

Webcast examples:

- _ Physician Engagement in the Hospital Setting
- _ Bill 46 - Excellent Care for All Act: Implications for your Organization's Quality Agenda
- _ Emergency Department Patient Experience: Leveraging Quality Improvement Plans

Videoconference examples:

- _ FIPPA and Implications for Hospital Communicators
- _ Recent Innovations in Primary Care
- _ Reporting on Critical Incidents

Who attends?

Over 17,000 health care professionals participate in OHA's webcasts and videoconferences and over 15,000 participate in online learning programs each year. In addition to live participation, each webcast is archived for future viewing giving the program sponsor continuous exposure.



Governance Centre of Excellence

The mandate of the Governance Centre of Excellence (GCE) is to strengthen the quality of governance in health care, promote thought leadership and ensure that board members have the necessary resources and education to fulfill their obligations in an ever-changing and complex environment.

The GCE's broad range of educational programs, certificate courses, conferences, seminars and online resources are tailored to the needs of health care directors as they evolve through the board life-cycle.

GCE program examples:

- _ Conference for Board Finance Committee Members
- _ Conference for Not-For-Profit and Charitable Organizations
- _ Board's Role in Quality Oversight and Improvement
- _ Health Care Governance Forum
- _ Essentials Certificate in Health Care Governance for New Directors
- _ Certificate in Leading Board Committees
- _ Leadership Certificate for Hospital Board Chairs

Who attends?

More than 1,600 Trustee, Board Chairs and Board Members from hospitals, health care facilities, Community Care Access Centres, Local Health Integration Networks and not-for-profit and charitable organizations attend the Governance Centre of Excellence's programs each year.



HealthAchieve

Each November, the best and brightest minds in health care – over 7,000 of them – gather at HealthAchieve with a host of A-list keynote speakers, commentators, educators, and exhibitors. This award-winning event is the largest of its kind in North America. In this audience are the hardest-to-reach decision makers – the top buyers of your products and services.

Highlights include:

- _ Presentations from over 250 speakers, including A-list keynotes
- _ 50 educational sessions on topics such as Financial Management, Human Resources, Nursing, etc
- _ Award-winning Exhibit Floor with over 300 exhibitors

Who attends?

Over 7,000 health care professionals, including the hardest-to-reach decision makers from all segments of the health care industry, including President/CEOs, Vice-President/Senior Management, Board Members and Trustees, Information Technology, Facility Management, Administrative Staff, Nursing, Finance, Consulting, Purchasing, Clinical Staff, Professional Staff, and more.



Create Your Own

Do you have a special message you want to communicate to the health care community? We can offer you the unique opportunity to create your own webcast/videoconference. The OHA is committed to providing education and helping to facilitate the sharing of ideas with the entire health care community. If your organization's products/services have allowed a hospital or health care facility to improve their processes then the OHA can help you share this message with others.



Making Things Simple

While we encourage you to create your own sponsorship package we would like to offer you some pre-set sponsorship packages for you to choose from. Based on your requirements, we would be happy to tailor these packages to meet your needs.

Sponsorship Benefits	Diamond \$30,000	Platinum \$15,000	Gold \$7,000	Silver \$5,000
Acknowledgement of Sponsorship on the OHA website – posting of company logo, 50 word statement and a link back to your company’s home page	x	x	x	x
Verbal acknowledgement of company sponsorship by the program Chair	x	x	x	x
Acknowledgement of sponsorship on program agenda distributed onsite during the event as well as on introductory slide presentation	x	x	x	x
Signage including your company logo will be placed near the registration area during the event	x	x	x	x
Company logo on cover of online program promotional brochure	x	x	x	x
Company logo to be printed on all registration badges and tent cards where applicable – limited number of logos can be printed therefore inclusion will be on a first come, first served basis	x			
Sponsor acknowledgement to be included on all pre and post program emails to delegates	x	x	x	
One complimentary conference registration*				x
Two complimentary conference registrations*			x	
Three complimentary conference registrations*		x		
Four complimentary conference registrations*	x			
Additional company representatives will be offered registration at the OHA member rate*	x	x	x	x

*Not applicable for Continuing Education Courses

NOTE: Packages are subject to change based on program

Making Things Simple

Sponsorship Benefits cont.	Diamond \$30,000	Platinum \$15,000	Gold \$7,000	Silver \$5,000
Company Representative will have the opportunity to speak for 5 minutes or show a 5 minute promotional video at the beginning of the program (video is subject to approval by the OHA)	x			
Company Representative will have two minutes to bring greetings at the beginning of the conference*		x		
Opportunity to distribute company brochures/relevant literature to program attendees	x	x		
Opportunity to distribute company branded premium/giveaway to program attendees	x	x		
Sponsorship of Refreshment Break and/or Reception	x			
Exhibit Space or Table Top Display	x	x		
Opportunity to share success stories and other educational message to OHA members through webcast or videoconference - subject to approval by the OHA	x			
Full Page Advertisement in the HealthAchieve Onsite Program	x			
Half Page Advertisement in the HealthAchieve Onsite Program		x		
Quarter Page Advertisement in the HealthAchieve Onsite Program			x	
One 10'x10' exhibit space with one corner exposure at HealthAchieve	x			
Co-Sponsorship of one educational session at HealthAchieve	x			
Exclusive Sponsorship of the entire program	x			

*Not applicable for Continuing Education Courses

NOTE: Packages are subject to change based on program

Making Things Simple

Upgrade Options	Add \$
Exclusive Sponsorship of one educational session at HealthAchieve	\$7,500
Opportunity to share success stories and other educational message to OHA members through webcast or videoconference	\$7,000
Exhibit Space or Table Top Display - per program day	\$1,500
Distribution of company brochures/relevant literature to program attendees	\$500
Distribution of company branded premium/giveaway to program attendees	\$500
Opportunity to sponsor Refreshment Break and/or Reception	\$2,000
Full Page Advertisement in the HealthAchieve Onsite Program	\$3,000
Half Page Advertisement in the HealthAchieve Onsite Program	\$2,000

Sponsorship of Program Refreshment Break - \$2,500

Verbal acknowledgement of company sponsorship by the program Chair
Acknowledgement of sponsorship on program agenda distributed onsite during the event as well as an introductory slide presentation
Signage including your company logo will be placed near the entrance to the refreshment area/reception room
One complimentary conference registration*

*Not applicable for Continuing Education Courses

NOTE: Packages are subject to change based on program

Making Things Simple

Sponsorship of Program Reception - \$5,000

Acknowledgement of Sponsorship on the OHA website - posting of company logo, 50 word statement and a link back to your company's home page

Verbal acknowledgement of company sponsorship by the program Chair

Acknowledgement of sponsorship on program agenda distributed onsite during the event as well as on introductory slide presentation

Signage including your company logo will be placed near the entrance to the refreshment area/ reception room

Two complimentary conference registrations*

Opportunity to have company brochures/relevant literature on display in the room for collection by program attendees

*Not applicable for Education Courses

Exhibit Space/Table Top Display at Conference - \$1,500

One 6' draped table with 2 chairs or space for 10'x10' pop-up booth (depending on space availability)

One complimentary conference registration*

Additional company representatives will be offered registration at the cost of the OHA member registration fee

Company name listed as an exhibitor in the Conference Agenda distributed onsite

Company name listed as an exhibitor on the OHA.com website

*Not applicable for Continuing Education Courses

NOTE: Packages are subject to change based on program

For more information and to customize a sponsorship package to meet your marketing goals and objectives please contact:

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