HANGZHOU, A PARADISE IN CHINA!

MEDINFO 2017

AUGUST 21 - 25, 2017
Hangzhou

SPONSORSHIP & EXHIBITION PROSPECT

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Contact Information:

Local Organizing Committee (LOC)

- Sponsor & Exhibition Secretariat

Sissi Shen
loc004@medinfo2017.org
TEL: +86-21-54065125

Lemon Liao
loc005@medinfo2017.org
TEL: +86-21-54065385
The 16th World Congress on Medical and Health Informatics (MEDINFO 2017), sponsored by IMIA and organized by CMIA, is a brand event of IMIA on health and medical informatics. MEDINFO focuses on world’s latest trends and developments in health and medical informatics. It will gather elites of medical informatics worldwide at the event and invite you to share with them the current researches and applications in the field of medical informatics.

The memorable confluence of MEDINFO and IMIA 50th Anniversary have come to China in 2017. China’s huge population, its aging trends and the growing health awareness among Chinese people imply that there is a huge healthcare market in China. Currently, the healthcare system reform in China is at a critical stage. New information technologies such as global network + healthcare, big data, cloud computing and mobile healthcare will bring a surge of technology innovation and investment in medical informatics, which in turn will effectively alleviate China’s shortage in healthcare resources and drive the big healthcare industry in the world to enter a golden era.

The theme of MEDINFO 2017 is ‘Precision Healthcare in health Informatics’. The 2017 World Congress on Medical and Health Informatics (in Chinese) Forum (WCHIS2017) and the 15th National Congress on Medical Informatics (CMIA2017) will be held concurrently in Suzhou, China. At this historic event, you can participate in top-ranking transnational medical informatics exchanges on attractive topics, see different forms of exhibitions and hear authoritative technology and policy interpretations. At present, more than 600 papers have been submitted by researchers, educators, doctors and senior executives to discuss related subjects like remote digital healthcare and healthcare big data.

We expect approximately 2500 delegates from more than 60 countries and regions worldwide. IMIA will organize Scientific Program Committee and Editorial Committee in collaboration with the Local Organizing Committee and spare no effort to guarantee a successful congress.

MEDINFO 2017 Local Organizing Committee
Sponsorship Opportunities

For brand promotion and value upgrade, MEDINFO 2017 expects companies and institutions with innovation thinking and prospective vision to participate. The following contents may help you know the sponsorship benefits. If you want further cooperation with MEDINFO, or to participate in the concurrent Chinese forum (WCHIS2017 & CMIA2017), or to become a strategic cooperation partner, please directly email to loc004@medinfo2017.org to establish contacts with our designated persons.

**Diamond Sponsor**

- Right to use the name ‘Diamond sponsor’ of MEDINFO 2017
- 36 sqm. exhibition raw space
- First priority choice of stand location in exhibition area
- 1 satellite symposium (priority to select a meeting room from the available timeslots)
- 2 delegates present at the reception banquet (invited VIPs only)
- 2 delegates present in the VIP room and seated as VIPs on the opening ceremony
- 1 delegate invited as VIP to award prize on the 50th anniversary celebration
- 2 delegates transferred as VIPs to and from the airport
- Repeated play of publicity video and apparent display of company logo at places for tea/coffee breaks
- 1 on-site media interview during the congress
- 5 congress registrations
- 2 delegates for complimentary GALA DINNER
- Display of company logo on the congress backdrop in the main meeting room
- Outdoor display of company logo on the congress backdrop
- Company name and logo placed at the top of the list on the acknowledgement page of the congress manual
- One complementary full page, colorful ad included in the congress manual
- Insert in the congress bag: 2 pages (A4 format) or 4 pages (A5 format) or USB stick
- Company logo on the congress website with a hyperlink to the sponsor website
- Videos and photos about the congress and other interesting moments to be made in discs after the event

**Platinum Sponsor**

- Right to use the name ‘Platinum sponsor’ of MEDINFO 2017
- 18 sqm. exhibition space (2 shell schemes), priority choice after diamond sponsors of stand location in exhibition area
- 1 satellite symposium (priority after diamond sponsors to select a meeting room from the available timeslots)
- 1 delegate present in the VIP room and seated as VIP on the opening ceremony
- 1 delegate transferred as VIP to and from the airport
- 3 congress registrations
- 2 delegates for complimentary GALA DINNER
- Repeated play of publicity video and apparent display of logo at places for tea/coffee breaks
- Display of company logo on the congress backdrop in the main meeting room
- Outdoor display of company logo on the congress backdrop
- Company name and logo listed on the acknowledgement page of the congress manual
- One complementary full page, colorful ad included in the congress manual
- Company logo on the congress website with a hyperlink to the sponsor website
- Videos and photos about the congress and other interesting moments to be made in discs after the event

**Diamond Sponsor**

RMB 550,000, USD 80,000

**Platinum Sponsor**

RMB 350,000, USD 50,000
Gold Sponsor

- Right to use the name ‘Platinum sponsor’ of MEDINFO 2017
- 9 sqm exhibition space (1 shell scheme), priority choice after platinum sponsors of stand location in exhibition area
- 1 delegate present in the VIP room and seated as VIP on the opening ceremony
- Display of logo at places for tea/coffee breaks
- 2 congress registrations
- 2 delegates for complimentary GALA DINNER
- Outdoor display of company logo on the congress backdrop
- Company name and logo listed on the acknowledgement page of the congress manual
- One complementary 1/2 page, colorful ad included in the congress manual
- Company logo on the congress website with a hyperlink to the sponsor website
- Videos and photos about the congress and other interesting moments to be made in discs after the event

RMB 200,000, USD 30,000

Silver Sponsor

- Right to use the name ‘Silver sponsor’ of MEDINFO 2017
- 9 sqm exhibition space (1 shell scheme), priority choice after gold sponsors of stand location in exhibition area
- Outdoor display of company logo on the congress backdrop
- 1 congress registration
- 1 delegate for complimentary GALA DINNER
- Company name and logo listed on the congress manual
- One complementary full page, black and white ad included in the congress manual
- Company logo on the congress website with a hyperlink to the sponsor website
- Videos and photos about the congress and other interesting moments to be made in discs after the event

RMB 100,000, USD 15,000

Single Item Sponsorship

The following items bring visibility to the sponsor and a unique opportunity to reach each and every delegate.

Badges and lanyards – RMB 100,000, USD 15,000
Gifts – stationery or souvenir – RMB 100,000, USD 15,000
Congress Bags – RMB 150,000, USD 22,000
Volunteer clothing – RMB 100,000, USD 15,000
Social Events

Social events include meals and breaks that form a core part for the networking opportunities. Each event attracts a large number of delegates, and sponsors can use these unique opportunities to network with delegate.

Gala Dinner

RMB 850,000, USD 120,000

- Right to use the name ‘Gala Dinner Sponsor’ of MEDINFO 2017
- 18 sqm exhibition space (2 shell schemes) free of charge and priority choice after gold sponsors of stand location in exhibition area
- 1 delegate invited to make a speech at the Gala Dinner
- 1 delegate invited to the banquet (invited delegate only)
- 1 delegate invited to the VIP room and seated as VIP on the opening ceremony
- Sponsor’s logo appearing on the invitation letter
- 2 congress registrations
- Display of sponsor’s logo at the dinner backdrop
- Display of sponsor’s logo at the site guiding boards
- Display of sponsor’s logo at areas for food and beverage
- Outdoor display of sponsor’s logo on the congress backdrop
- Sponsor’s name with logo listed on the acknowledge page of the congress manual
- One complementary full page, colorful ad included in the congress manual
- Company logo on the congress website with a hyperlink to the sponsor website
- Videos and photos about the congress and other interesting moments to be made in discs after the event

Lunch/per day

RMB 200,000, USD 30,000

Tea/coffee breaks/per day

RMB 80,000, USD 12,000

On-site publicity poster stands

RMB 25,000, USD 3,600

Congress – hotel shuttle buses and VIP limousines

RMB 200,000, USD 29,000

For more information, please contact:
Sponsor & Exhibition Secretariat
Sissi Shen
loc004@medinfo2017.org
TEL: +86-21-54065125
Concurrently with MEDINFO 2017, an exhibition area will be set to help companies compete in the international market, enhance exchange and promote medical informatics technology development both at home and abroad.

The exhibition will keep close association with MEDINFO 2017, create more interactive opportunities for exhibitors and congress delegates, and focus on ‘Health · Information · Medical care’ technologies and their applications as previous events. Participants can make full use of the exhibition resources provided by MEDINFO 2017 to present their products, promote their technologies and display their innovative spirits.

Theme of the exhibition: Informatics and Precision Healthcare

Scope of exhibits

Remote mobile intelligent monitoring and medical care
Medical informatics, software and electronic medical records, hospital remote healthcare system, hospital medical information system, hospital office automation system, and hospital pharmacy automation devices
Medical imaging
Diagnostic and therapeutic facilities
Inspection devices and products, devices for stomatology, orthopedics and ophthalmology
Operating room, emergency room and consulting room equipment and orthopedic consumables
New types of medical facilities and matching instruments for medical uses

Stand information

Shell scheme: 9m² (3m*3m) including:
Wall panels on 3 sides, 1 table, 2 chairs, 1 cupboard, 2 spotlights, 1 power socket (5A/220V), 1 wastebasket, 1 fascia board with exhibitor’s name in Chinese and English, and carpet
Cleaning and general security service
Basic illumination around the stand

Price – Shell scheme

RMB 40,000 (USD 5800) per shell scheme (9sqm.) including:
(5% discount by ordering before May 10 2017)
1 congress registration
Introduction of exhibitor’s products and company profile in the on-site congress guide

Price - Space only (minimum 18 sqm.)

RMB 4,000 (USD 580) per sqm. including:
(5% discount by ordering before May 10 2017)
1 congress registration
Introduction of exhibitor’s products and company profile in the on-site congress guide

Price – invited VIP visitors

RMB 1,000 (USD 145)per person per day (exhibitor-invited visitors only), including:
Tea/coffee breaks on the same day
Working lunch on the same day
Visitor badge and exhibition material (congress material not included)

Meeting room/VIP room rental fee

Exhibitors may rent the meeting room/VIP room at Hangzhou International Expo Center during the congress and the cost shall be borne by themselves.

For more information, please contact:Sponsor & Exhibition Secretariat
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Participation Application Procedure
Please fill in the Application Form (attached) and send it to loc004@medinfo2017.org.
Based on the principle of first come first serve, stand location will be assigned to exhibitors who apply and pay earlier.
7 days after registration, the exhibitor must pay 50% or all of the total fee to the bank account appointed by the organizer.
For general layout, the organizer reserves the right to adjust the locations of some individual stands if necessary.
Stand rental fees paid to the organizer shall not be refunded unless the application is rejected by the organizer.
Any application for demonstration equipment, power, and compressed air must be submitted 30 days prior to the exhibition.
# Application Form

**THE 16th WORLD CONGRESS ON MEDICAL AND HEALTH INFORMATICS**
(MEDINFO 2017) —— Precision Healthcare in Health Informatics
21-25 August, 2017 Hangzhou, China

<table>
<thead>
<tr>
<th>Company:</th>
<th>Order Number:</th>
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<tbody>
<tr>
<td>Address:</td>
<td>Invoice Address (if different):</td>
</tr>
<tr>
<td>Tel:</td>
<td>Fax: Mobile:</td>
</tr>
<tr>
<td>E-mail:</td>
<td>Website:</td>
</tr>
<tr>
<td>Executive Responsible:</td>
<td>Job Title:</td>
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**Indicate your requirements below:**

**Shell Scheme – Regular Rates**

<table>
<thead>
<tr>
<th>$40000 ¥ 9 m²</th>
<th>m</th>
<th>x</th>
<th>m</th>
<th>= m²</th>
<th>Preferred Stand No:</th>
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</thead>
</table>

**Space Only – Regular Rates (minimum 18 sqm.)**

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<thead>
<tr>
<th>$4000 ¥ m²</th>
<th>m</th>
<th>x</th>
<th>m</th>
<th>= m²</th>
<th>Preferred Stand No:</th>
</tr>
</thead>
</table>

**Type of products/equipment to be exhibited/promoted:**

**Competitors – List any company you do not want to be located in adjacent booths:**

**We have read and agree by MEDINFO 2017 Terms and Conditions.**
Stand location and size to be agreed and confirmed before the space contract is issued.

**Signature:** ___________________________ **Date:** ___________________________