



GLOBAL HEALTHCARE Innovation Academy

Sponsorship Package

Create. Build. Grow

**TELUS Spark, Calgary, Alberta
August 25 & 26, 2016**

www.GHIAevent.com





What is it?

This exciting two day event, put on by an international partnership of academic institutions and hosted by W21C, University of Calgary, will explore the theme of *Create. Build. Grow.* through:

- An international scientific and business pitch competition for healthcare innovations competing for substantial cash prizes;
- A Youth Science Showcase: *Healthcare Innovation – The Next Generation;*
- Keynote talks, workshops and more!

This event will be livestreamed & recorded with an anticipated in-person attendance of 250.

Why Sponsor?

The innovations competing at this event have the potential to affect change in healthcare, not just in Alberta, but around the globe. Support of this event supports real healthcare systems impact.

Receive brand exposure through: e-mail marketing, web and social media presence, throughout the event itself and on the live streaming/recording visible to a ***local and international audience!***

Have your brand recognized as a global innovation leader.

Contact us at w21c@ucalgary.ca to discuss your involvement.

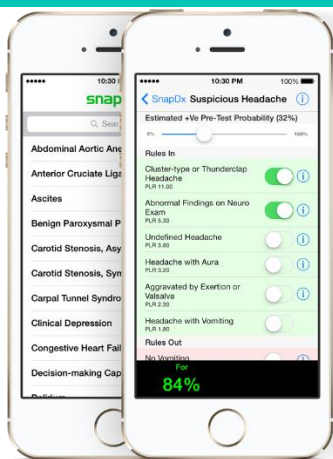
Past Winners



GLOBAL HEALTHCARE
Innovation Academy

First Place – SnapDX Canada

A Calgary-based mobile health startup. SnapDx Clinical is a mobile app that simplifies complex medical knowledge using infographics. A prototype at the global competition, SnapDX now has a fully developed application available on iTunes that has helped 1500 clinicians and 8000 patients.



snapdx.co

Second Place – Aumeo Audio Hong Kong

Aumeo is a pocket-sized device that provides a personalized audio experience. Aumeo's technology maps your hearing sensitivity to different sounds and then adjusts your music based on your audio profile. The result is a tailored audio experience custom-fit for your ears only and helps prevent the risk of damaging your ears through unsafe use of personal audio devices.



aumeoaudio.com

Third Place – RxRobots Canada

A Calgary-based company, RxRobots have developed applications for humanoid robots to act as a pain coach, educator and companion for paediatric patients during care delivery. The robots are now being used at the Alberta Children's Hospital to help reduce children's anxiety and stress. RxRobots is successfully distributing the robot/software package in other health care settings outside of Alberta.



rxrobots.com

Sponsor an Award*

**Only ONE opportunity available per prize level*

<u>SPONSOR BENEFITS</u>	First Prize \$25,000	Second Prize \$15,000	Third Prize \$8,000
Award named after your organization	✓	✓	✓
All the Grower Level Benefits on the last page	✓	✓	✓
One representative on the Grand Jury	✓	✓	-
Presentation of the award to winner on stage	✓	-	-
Photo opportunity with award winner on stage	✓	-	-

Sponsor a Portion of the Event

Sponsor a Keynote*

BENEFITS:

- Presenting rights of the keynote's talk.
- Three minute speaking opportunity on stage before the keynote talk.
- Representative from your organization will introduce and thank the keynote speaker on stage.
- Photo opportunity with keynote on stage at the event.
- Plus all the Grower Level benefits in sponsor table on the last page

INVESTMENT:

\$20,000

**Only TWO opportunities available*

Sponsor the Youth Science Showcase**

BENEFITS:

- Presenting rights of this lunch session which includes a health-related youth science showcase and sponsor booths.
- Your logo on all marketing collateral for this portion of the event, which will be distributed to schools and community groups city wide.
- A representative from your organization will introduce the lunch session.
- Photo opportunity with all the youth participants at the event.
- Plus all the Grower Level benefits in the sponsor table on the last page.

INVESTMENT:

\$20,000

***Only ONE opportunity available*

General Sponsorship Opportunities

<u>SPONSOR LEVELS/ BENEFITS</u>	Grower \$5,000	Builder \$2,500	Creator \$1,000
Recognition in event program	✓	-	-
Recognition in all event marketing e-mails	✓	-	-
MC recognition on stage	✓	-	-
Logo with link on event website	✓	✓	-
Social Media mentions	5	3	1
Logo projected on screen between talks	Grouped	Grouped	Grouped
Display Booth for duration of event and opportunity to hand out swag	✓	✓	✓
Logo on Volunteer T-Shirt (must confirm sponsorship by August 1, 2016 for order deadline)	✓	✓	✓