

**CONFÉRENCE
DES UTILISATEURS
DES DONNÉES 2010**
Comprendre les résultats
pour la santé



**DATA USERS
CONFERENCE 2010**
Understanding Health Outcomes

Sponsorship Prospectus

About Data Users Conference 2010

For several years, CIHI and Statistics Canada have co-hosted and managed the annual Data Users Conference. This conference was created to provide health data users in the Canadian health system and related community with improved support in understanding, analyzing and using data for decision-making.

Now in its eighth year, this event continues to bring together analysts, researchers, health planners and policy- and decision-makers to

- Share new and innovative ways of using data;
- Showcase the use of data to support new health research;
- Identify challenges in data use; and
- Engage in a dialogue on how we can put data into action.

This conference provides an opportunity to share experiences, exchange information and acquire further knowledge in the field of data access, understanding and use.

This year's theme is **Understanding Health Outcomes** and will underscore the importance of collecting and using data in order to gain vital information about health outcomes. The event is being held at the Westin Ottawa Hotel, on September 20 and 21, 2010. For details, visit the website at www.cihiconferences.ca/datausers2010.

New for 2010

For those who are unable to attend in person, we are offering virtual participation via a webcast of the conference's interactive panel discussion session on Tuesday, September 21.

About the Hosts

Canadian Institute for Health Information

The Canadian Institute for Health Information (CIHI) collects and analyzes information on health and health care in Canada and makes it publicly available. Canada's federal, provincial and territorial governments created CIHI as a not-for-profit, independent organization dedicated to forging a common approach to Canadian health information. CIHI's goal: to provide timely, accurate and comparable information. CIHI's data and reports inform health policies, support the effective delivery of health services and raise awareness among Canadians of the factors that contribute to good health.

Statistics Canada

Statistics Canada is Canada's national statistical agency and is mandated to collect, compile, analyse and publish information on Canada's economy, institutions and population. In addition to conducting a census every five years, we currently have more than 350 active surveys collecting information on virtually all aspects of Canadian life.

In the area of health, we maintain the national Vital Statistics and cancer databases, conduct national and regional health surveys gathering information on the state of, and factors influencing, the health of Canadians and perform analysis and quantitative research on current issues in the health sector.

Target Group/Audience

Data analysts, researchers, planners, policy- and decision-makers interested in examining the different ways we can use data to better understand health outcomes that support health policies, programs and practices, and in learning more about Statistics Canada and CIHI data access and new tools.

Sponsorship Opportunities

We recognize that the sponsorship of any conference is an investment. Conference opportunities and associated benefits have been designed to optimize the potential for sponsors to obtain a return on their investment. We would also be delighted to discuss the benefits package and modify it to meet your organization's needs.

There are many benefits to becoming a sponsor for the Data Users Conference 2010:

- Your company is visible at this national event and showcase your products and services.
- The conference is a unique opportunity to meet and network with individuals who have an interest in your products and services.
- You will be able to hear about the latest developments involving data use.

There are two ways to become a sponsor of this conference:

- Be a general sponsor at the gold or silver or;
- Sponsor a specific event(s) and/or item(s), as detailed on page 3.

The stature that sponsorship brings will enhance your profile and demonstrate your leadership and commitment to health care in Canada. An extensive range of offerings is available to our corporate sponsors, commensurate with the level of sponsorship.

Gold Sponsorship

\$7,500

Benefits include

- Company logo and recognition as a Gold Sponsor on the following:
 - DUC 2010 conference website
 - Printed final program
 - Sponsor sign
 - Projected PowerPoint slide at all plenaries
- Acknowledgment as a gold sponsor in the opening and closing remarks
- Maximum of three (3) inserts in the delegate package, subject to approval
- Three (3) complimentary registrations to the conference
- One (1) 10'x10' exhibit booth space
- Exclusive sponsor of the Welcome reception – Monday, September 20th
- Opportunity to introduce speakers at the closing plenary session on Monday September 20th.

Silver Sponsorship

\$5,500

Benefits include

- Company logo and recognition as a Silver Sponsor on the following:
 - DUC 2010 conference website
 - Printed final program
 - Sponsor sign
 - Projected PowerPoint slide at all plenaries
- Acknowledgment as a silver sponsor in the opening remarks
- Maximum of two (2) insert in the delegate packages, subject to approval
- Two (2) complimentary registrations to the conference
- One (1) 10'x10' exhibit booth space
- Exclusive sponsor of the web conference panel discussion, Tuesday, September 21st

Bronze Sponsorship

SOLD

Benefits include

- Company logo and recognition as a Bronze Sponsor on the following:
 - DUC 2010 conference website
 - Printed final program
 - Sponsor sign
 - Projected PowerPoint slide at all plenaries
 - Acknowledgment as a bronze sponsor in the opening remarks
 - One (1) complimentary registrations to the conference
 - One (1) 10'x10' exhibit booth space
 - Maximum of one (1) insert in the delegate packages, subject to approval
 - Exclusive sponsor of the breakfast session on Monday, September 20th
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Additional Sponsorship Opportunities

Benefits included for each sponsored event/item

- Company logo and recognition as an event/item sponsor on the following:
 - DUC 2010 conference website
 - Printed final program
 - Sponsor sign
 - Projected PowerPoint slide
- Acknowledgment as an event sponsor during housekeeping remarks
- Company logo to appear on sponsored items —delegate bags and lanyards only
- Promotional item(s) included in delegate packages—applies to delegate bags only (subject to approval)
- Discount of 25% on registration for a maximum of 2 representatives

Items include

➤ Delegate bags	\$3,000
➤ Delegate lanyards	\$2,500
➤ Lunch (two in total)	\$2,500/each
➤ Workshop sessions (six in total)—Tuesday September 21 st	\$2,000/each
➤ Breakfast—Monday, September 20 th	\$2,000
➤ Coffee breaks (four in total)	\$1,500/each

Exhibit Opportunities

\$1,000/each

Exhibiting at the Data Users Conference 2010 will give your organization an excellent opportunity to showcase your products and services and network with stakeholders. Space is limited, so reserve yours early.

The exhibits will be located in the foyer area outside of the main plenary meeting room, which is a high-traffic area. Lunches, networking breaks and the reception are scheduled around the exhibit area to allow maximum visibility for your organization.

Your exhibit will include:

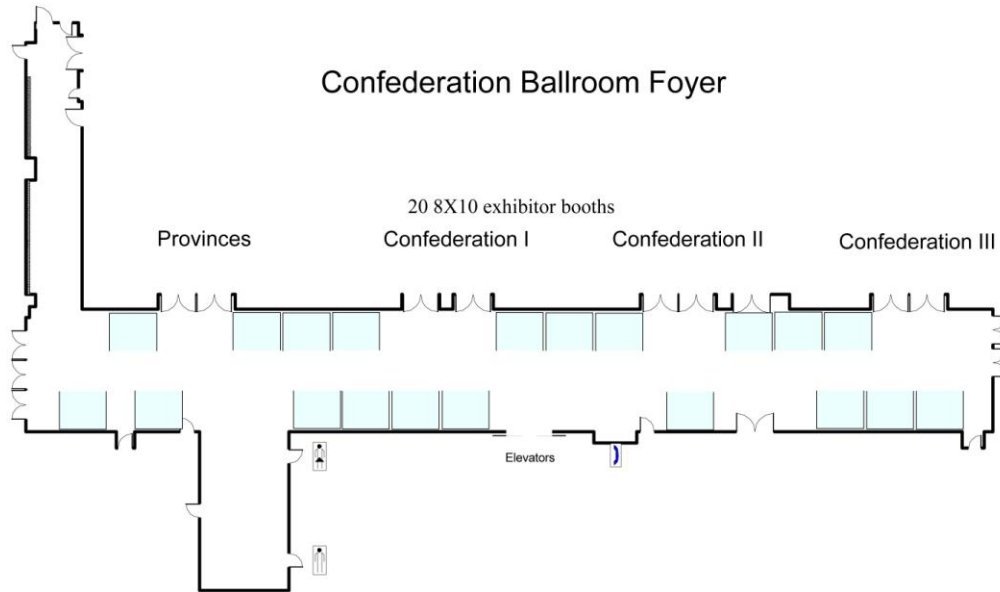
- 8' x 10' space
- One table and two chairs
- One complimentary registration

Note: Electricity and internet are not included in your space, if you like to make arrangements please contact the conference office; additional charges may apply.

Exhibit times

- Set-up: Monday, September 20th, from 7 to 8:30 a.m.
- Dismantle: Tuesday, September 21st, after 4 p.m.
- Show hours: During breakfast, breaks, lunches and the reception

Floor plan



If you are interested in becoming a sponsor or booking an exhibit space, please complete the Sponsorship Application Form and mail it with your payment to the address provided.

Please note the deadline to receive your application form is **July 30, 2010**.

If you have any questions or require further information, please contact the conference coordinator at conferences@cihi.ca or by phone at 613-694-6435.

Sponsorship Application Form

Company Name: _____
Contact Person: _____
Title: _____
Address: _____
City: _____ **Province:** _____ **Postal Code:** _____
Email: _____ **Phone:** _____ **Fax:** _____
Website: _____

I certify that I am an authorized representative of the above-named company with the power to sign and deliver this application. The company agrees to comply with the benefits as outlined in the sponsorship package.

Name of Authorized Person: _____ **Title:** _____
Signature: _____ **Date:** _____

Description	Amount	Total
<input type="checkbox"/> Gold	\$7,500	
<input type="checkbox"/> Silver	\$5,500	
<input type="checkbox"/> Welcome reception – Monday, September 20 th	Exclusive to Gold Sponsor	
<input type="checkbox"/> Panel discussion—web conference session	Exclusive to Silver Sponsor	
Lunch		
<input type="checkbox"/> Monday, September 20 th	\$2,500	
<input type="checkbox"/> Tuesday, September 21 st	\$2,500	
Workshop breakfast session—Tuesday, September 21 st		
<input type="checkbox"/> CIHI's Cost Estimator Tool <input type="checkbox"/> CIHI's eReporting System <input type="checkbox"/> Ecological Versus Individual-Level Measures: An Exploratory Workshop <input type="checkbox"/> Health-Related Quality of Life Measures <input type="checkbox"/> Overview of CIHI's Data Holding	\$2,000 each	
Coffee breaks		
Monday, September 20 th		
<input type="checkbox"/> Morning break		
<input type="checkbox"/> Afternoon break		
Tuesday, September 21 st		
<input type="checkbox"/> Morning break		
<input type="checkbox"/> Afternoon break	\$1000 each	
<input type="checkbox"/> Delegate bags	\$3,000	
<input type="checkbox"/> Delegate lanyards	\$2,500	
<input type="checkbox"/> Exhibit booth	\$1,000	
<input type="checkbox"/> Total sponsorship		\$

Payment Options

By credit card: Visa MasterCard American Express

Credit Card Number: _____ Expiry Date: _____
 Signature: _____

By cheque or money order: Make cheques/money orders payable to the “Canadian Institute for Health Information”.
 Fax or mail completed form with payment to the attention of:

Julie Bazerly, Senior Coordinator, Conferences

Data Users Conference 2010

C/o Canadian Institute for Health Information

495 Richmond Road, Suite 600

Ottawa, Ontario K2A 4H6

Email: conferences@cihi.ca; Phone: 613-694-6435; Fax: 613-789-2114