

Virtual Offerings for Sponsors and Exhibitors

IHI Forum 2020

December 6–9 | Virtual Conference

A reimagined experience in a world forever changed by COVID-19, the IHI Forum offers your organization a high-visibility platform with extensive reach to attendees and creative ways to enhance interactions and connections.



Welcome

To IHI Forum 2020



Our top priority at the Institute for Healthcare Improvement (IHI) is the safety and well-being of the global health care community.

With continued COVID-19 uncertainty prevailing, we have determined that the most prudent path forward is to host this year's IHI Forum as a fully virtual event, with no in-person activities.

As always, you can be confident that the IHI Forum offers your organization a high-visibility platform with extensive reach to attendees and creative ways to enhance interactions and connections. We are similarly building a virtual experience for our loyal attendees that promises to be invaluable, indispensable, and inspirational with tracks focusing on topics like COVID-19, Equity, and Joy in Work.

It is understood that this transition to virtual programming is a significant change, though you can rest assured that we will deliver the exposure and access that sponsors and exhibitors have come to expect from IHI.

For our current Forum partners, the team here at IHI looks forward to discussing the most powerful mechanisms for translating your in-person engagement to the new virtual format and offerings. And for those organizations newly considering participation, we welcome your interest and will partner with you to define ways the IHI Forum can best serve your needs.

Exhibitor Opportunities

Forum Hall Schedule

Monday, December 7 • 3:00 p.m. – 4:00 p.m. ET

Tuesday, December 8 • 1:00 p.m. – 2:00 p.m. and 3:00 p.m. – 4:00 p.m. ET

Wednesday, December 9 • 12:00 p.m. – 1:00 p.m. ET



- **Lower Expenses** – You will have no expenses associated with shipping, material handling, design/construction, show services, or travel
- **Extended Visibility** – All registered attendees will have full access to meeting materials and the virtual Forum Hall for 90 days after the meeting has ended
- **Lead Generation** – With access to insightful metrics, we will be able to provide detailed information about how attendees engaged at the Forum
- **Access and Relationship Building** – Meet with current customers and prospects through a variety of mechanisms
- **Networking and Learning** – You will be able to attend sessions and interact with attendees throughout the meeting

Exhibitor Opportunities



Benefit	Premier \$3,300	Executive \$4,500
Logo and Organization Description (included on both virtual booth page and IHI Website Directory)	X	X
Organization Social Media Links	X	X
Collateral Uploads/Links	2	3
Video Uploads/Links	1	2
Inclusion in (1) Daily Perk Alert	X	X
Inclusion in Exhibitor Spotlight Directory	X	X
1:1 Meeting Request Capability	X	X
Attendee Contact Form		X
Full Conference Registration	2 (\$1,500 Value)	4 (\$3,000 Value)
Additional Priority Points for 2021 space selection	2	4

Exhibitor Opportunities

Virtual Listing

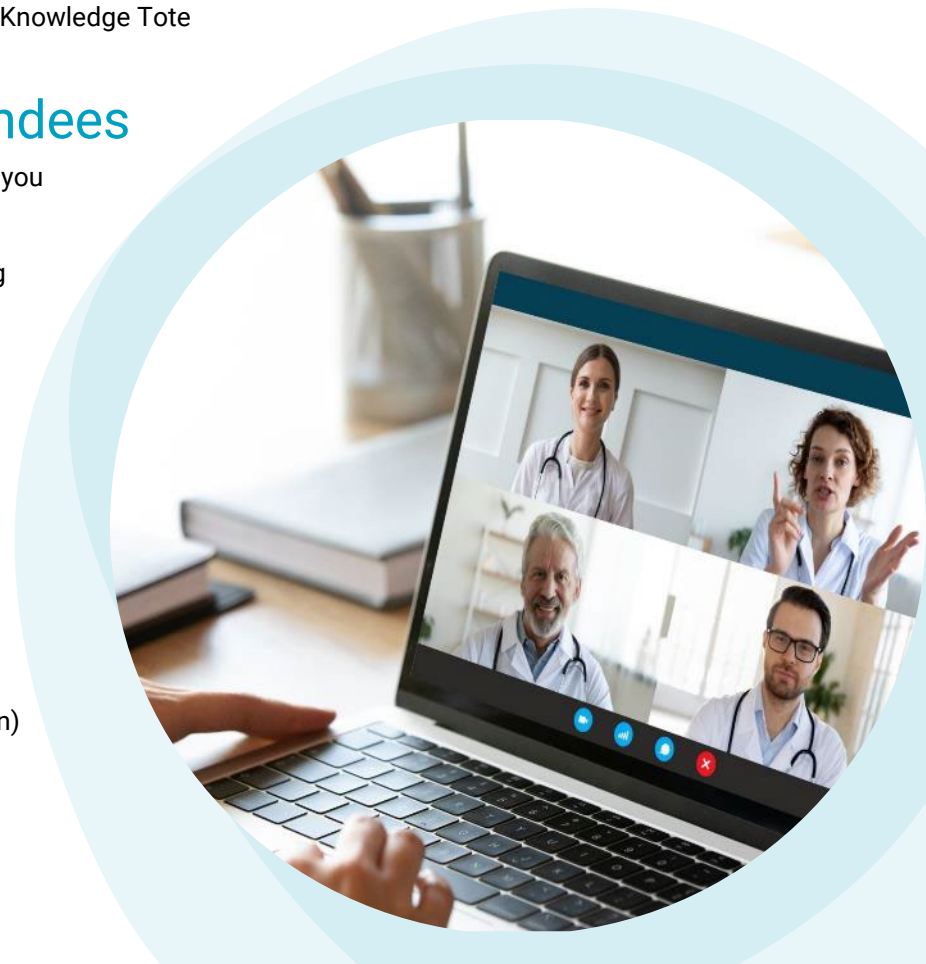
- Organization name, 75-word description, logo, and link to additional exhibitor booth description on ihi.org Forum webpage
- Links to your organization's social media channels and website
- Ability to upload documents and resources for attendees to view and download to their Knowledge Tote

Enhanced Networking Engagement with Attendees

- Add a link to your virtual booth listing allowing attendees to schedule 1:1 meetings with you
- Virtually meet with attendees during dedicated Forum Hall 'Open Office Hours'
- Inclusion in (1) Daily Perk Alert push notification highlighting exhibitors and encouraging attendees to visit your booth (option to promote a raffle or drawing)
- Collect leads long after the virtual event has concluded: the platform will remain open to attendees for 90-days post-event

Networking

- Similar to core Forum sessions, the Forum Hall 'Open Office Hours' will be included on the virtual event agenda for attendees to reference when you are in your booth and available to demo or speak
- Access to the attendee list (those who have opted-in to sharing their contact information)
- Access to virtual platform 'activity feed,' allowing you to network with attendees and post information about your organization and virtual booth



Sponsorship Opportunities

Innovation Theater Presentation

Limited Availability | \$9,000

- 30-minute thought leadership/learning presentation
- Sponsor to provide pre-recorded presentation with the opportunity for live chat, Q&A, and polling throughout presentation
- Presentation will be recorded and included on the virtual platform for 90 days post-event and available to all registered attendees to access on-demand
- Presentation included on official conference schedule and agenda within the virtual platform, making it easily accessible for all attendees
- Presentation speaker biography and headshot included in the official speaker listing within virtual platform
- Innovation Theater presentation schedule to be promoted via a push notification that attendees will receive while logged into virtual event
- Promotion of Innovation Theater to include dedicated pre- and post-show emails and inclusion in daily emails sent to attendees
- Promotion of recorded Innovation Theater sessions will also be promoted post-event via targeted social media channels to increase reach and impressions
- Post-Event Innovation Theater attendee list (*opt-in attendees*)
- (1) Banner Advertisement to be included in rotating placements throughout virtual event platform
- (4) Full Conference Registration Passes (*a \$3,000 value*)
 - Includes viewing access of Forum attendee public profiles and ability to earn continuing education credits
- (4) Additional Priority Points to use toward booth selection for the 2021 IHI Forum

Keynote Sponsorship

6 Available | \$12,500

- 30-second sponsor recorded video to be played prior to keynote session start
- Presenter podium mention/recognition of sponsor
- Logo recognition included in conjunction with keynote session on IHI Forum agenda within virtual event platform
- Logo recognition in promotion of selected keynote including pre- and post-show emails and daily emails
- Option to provide a virtual handout
- (1) push notification sent to all attendees
- Inclusion in (1) Perk Alert
- (6) Full Conference Registration Passes (*a \$4,500 value*)
 - Includes viewing access of Forum attendee public profiles and ability to earn continuing education credits
- (6) Additional Priority Points to use toward booth selection for the 2021 IHI Forum

Keynote Speakers | 6 Keynote Events

Donald M. Berwick, MD

*President Emeritus and Senior Fellow
Institute for Healthcare Improvement*

Kedar Mate, MD

*President and Chief Executive Officer
Institute for Healthcare Improvement*

Patrisse Cullors

*Social Activist, Author
Co-Creator of #BlackLivesMatter*

Jessica O. Matthews

*Founder and CEO
Uncharted Power
Renewable Energy Expert, and
Innovator*

Rosanne Haggerty

*President and CEO
Community Solutions*

José Andrés

Chef, Restaurateur, Humanitarian

Sponsorship Opportunities

Educational Track Sponsor

9 Available | \$10,000

- Opportunity to provide a 60-second recorded video as well as your organization description and logo in a dedicated email blast to registered attendees promoting the sessions within your sponsored track
- Logo recognition in all pre-conference promotions of sponsored track
- Organization name text recognition listed on all session descriptions within sponsored track
- Organization name text recognition on session scrolling slides and welcome page splash screen for each session within the track
- (1) Banner advertisement to be included in rotating placements throughout virtual event platform
- (4) Full Conference Registration Passes (a \$3,000 value)
 - Includes viewing access of National Forum attendee public profiles and ability to earn continuing education credits
- (4) Additional Priority Points to use toward booth selection for the 2021 IHI Forum

Available Tracks

- | | |
|-----------------------|---------------------------------------|
| • Equity | • Person-Centered Care |
| • Improvement Science | • Joy and Wellbeing in Work |
| • Patient Safety | • Addressing Value, Cost, and Quality |
| • Leadership | • Building Capability |
| • Population Health | |

Storyboard Program Sponsor

Exclusive | \$5,000

- Sponsor logo recognition in promotions for the Storyboard Program including pre- and post-event emails and daily emails
- Sponsor recognition in social media promotions
- Sponsor logo recognition on Storyboard Program platform page
- Sponsor logo recognition on Storyboard Walkaround Session splash page
- Logo recognition included in conjunction with Storyboard Walkaround Session on IHI Forum agenda within virtual event platform
- (1) Banner advertisement to be included in rotating placements throughout virtual event platform
- (2) Full Conference Registration Passes (\$1,500 value)
 - Includes viewing access of National Forum attendee public profiles and ability to earn continuing education credits
- (4) Additional Priority Points to use toward booth selection for the 2021 IHI Forum

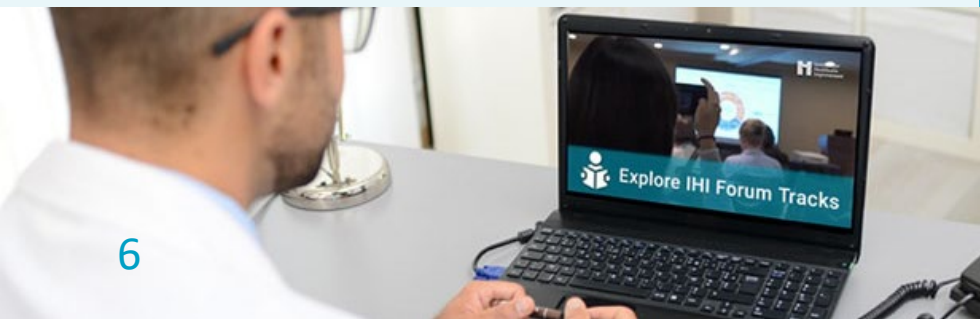
Support the IHI Mission

‘Everyone has the best care and health possible

Multiple Available | \$4,000

Should you prefer general sponsorship rather than a specific program or event alignment, IHI will provide your organization with visibility to the 2,000+ anticipated attendees at the virtual IHI Forum.

- (1) Banner advertisement to be included in rotating placements throughout virtual event platform
- Organization logo and description to be placed on IHI Exhibitor and Sponsor Directory Webpage
- Sponsor logo recognition on IHI website and throughout scrolling slides for all sessions
- (3) Full Conference Registrations (\$2,250 value)
 - Includes viewing access of National Forum attendee public profiles and ability to earn continuing education
- (2) Additional Priority Points to use toward booth selection for the 2021 IHI Forum



Bonus Visibility Options

Healthcare Team Thank You Video

2 Available – one per day | \$6,500

A perfect opportunity to thank our healthcare workers as we gather for the IHI Forum. Sponsors are welcome to provide a 30-90 second montage video highlighting an inspirational story or offer general thanks to attendees for their commitment during these most challenging of times. Videos will be highlighted and promoted each day through IHI social media and daily emails.

IHI National Forum Virtual Orientation

Exclusive | \$5,000

As the exclusive IHI Forum Virtual Orientation supporter, you will receive logo recognition and thanks during the pre-conference session that prepares all attendees for the first virtual Forum. You will receive logo recognition in all pre-event promotions of the Virtual Orientation.

Coffee Break

3 Available – one per day | \$4,000 opportunity fee + cost

Treat attendees to a midday coffee break. IHI will provide electronic coffee gift cards to all registered attendees via email that will include your messaging and a banner advertisement. Sponsors will also receive recognition in a daily email promoting the midday coffee break and encouraging attendees to learn more about your organization.

Daily Email Banner Ads

4 Available – one per (3) conference days + 'Doors Open Email'
\$1,500 each

Showcase your brand and promote your organization by providing a banner advertisement to be included in an IHI daily email

