Market leaders + innovators wanted

Showcase your products and services at SNOMED CT Expo 2020: an innovative, annual conference focused on the latest advancements, applications and uses of clinical terminology.

Key benefits to participation for solution providers include:
» direct access and visibility to current and potential customers
» demonstration of your industry leadership and innovative products/services
» profile before, during and after the event

snomedexpo.org
**Sponsorship + Exhibition Opportunities**

SNOMED CT Expo is offering a menu of sponsorship opportunities for 2020 – raise your organization's profile by making a modest financial investment or maximize your exposure through sponsorship of multiple items.

<table>
<thead>
<tr>
<th>Investment</th>
<th>Opening keynote &amp; plenary</th>
<th>James Read Memorial Lecture</th>
<th>Awards Gala Dinner</th>
<th>Mobile App OR ePoster Presentation</th>
<th>Smart Space</th>
<th>Expo Networking Reception</th>
<th>Exhibition Booth</th>
<th>Exhibition Kiosk</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL PRICES IN US DOLLARS (USD)</td>
<td>$4000</td>
<td>$3000</td>
<td>$2500</td>
<td>$2500</td>
<td>$1500</td>
<td>$1500</td>
<td>$1750</td>
<td>$750</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities to showcase your brand</th>
<th>Provide promo items, onsite signage</th>
<th>Onsite signage</th>
<th>Provide promo items, onsite signage</th>
<th>Banner ad in app/logo on ePoster template</th>
<th>Onsite signage</th>
<th>Provide promo items, onsite signage</th>
<th>Dedicated exposure during exhibit hours</th>
<th>Dedicated exposure during exhibit hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaking opportunities</td>
<td>Ability to introduce speaker</td>
<td>Ability to introduce speaker</td>
<td>Welcome Remarks</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Specific verbal acknowledgement of sponsorship</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td></td>
<td></td>
<td></td>
<td>Y</td>
<td></td>
</tr>
<tr>
<td>Acknowledgement of participation on website, social media etc.</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Complimentary Awards Gala Dinner tickets</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Complimentary full-access Expo registrations</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Unlimited discounted Expo registrations</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Opening Keynote & Plenary Session

(Exclusive opportunity) $4000

The most highly-attended session at the SNOMED CT Expo, the opening keynote and plenary kicks off the conference and features inspiring international speakers.

Benefits to sponsoring the Opening Keynote & Plenary Session include:

* Representative from your organization will provide welcome remarks prior to the plenary speaker(s)
* Two Expo registrations; unlimited discounted conference registrations
* Two Awards Gala Dinner tickets
* Onsite signage with sponsor logo displayed during opening and keynote sessions
* Verbal acknowledgement and thanks of your sponsorship during opening remarks as well as recognition of your sponsorship on the Expo website, mobile app, social media channels, etc.

Awards Gala Dinner

(Exclusive opportunity) $2500

Taking place on the evening of Wednesday, October 7, this event celebrates contributions to, and achievements using, SNOMED CT.

Benefits to sponsoring the Awards Gala Dinner include:

* Participation from your representative in awards portion of the evening
* One Expo registration, unlimited discounted Expo registrations
* Two Awards Gala Dinner tickets
* Your logo on signage at the event
* Verbal acknowledgement and thanks of your sponsorship during opening remarks and recognition of your sponsorship on the Expo website, mobile app, social media channels, etc.

Mobile App

(Exclusive opportunity) $2500

The app and social wall is designed to bring delegates up-to-the-minute detailed information on sessions, schedules, speakers, room locations and more! It is easy-to-use and downloadable for all mobile devices.

Benefits to sponsoring the app include:

* Your banner ad will appear on key pages for the duration of the Expo
* Recognition of your sponsorship on the Expo website, mobile app, social media channels, etc.
* One Expo registration, unlimited discounted Expo registrations
* One Awards Gala Dinner ticket

Smart Space

(Exclusive opportunity) $1500

Enable productivity and networking at our Smart Space. This area features tables and small lounge areas for conference attendees to have quick meetings or catch up on other business.

Benefits to sponsoring the Smart Space include:

* The Smart Space area will be branded with your logo (e.g., signage, work tables)
* Recognition of your sponsorship on the Expo website, mobile app, social media channels, etc.
* One Expo registration, unlimited discounted Expo registrations
* One Awards Gala Dinner ticket

James Read Memorial Lecture

(Exclusive opportunity) $3000

The second most highly-attended session at the Expo, this lecture features a speaker who has implemented and used SNOMED CT in a meaningful way.

Benefits to sponsoring the James Read Memorial Lecture include:

* Representative from your organization will provide welcome remarks prior to the lecturer speaking
* One Expo registration; unlimited discounted Expo registrations
* One Awards Gala Dinner ticket
* Sponsor logo featured on onsite signage during James Read Lecture as well as the Expo registration area
* Verbal acknowledgement and thanks of your sponsorship during opening remarks as well as recognition of your sponsorship on the Expo website, mobile app, social media channels, etc.

ePoster Presentations

(Exclusive opportunity) $2500

The ePoster area is an interactive space allowing delegates to browse the electronic posters and other conference content. ePosters will be displayed electronically on screens in a high-traffic area throughout the Expo.

Benefits to sponsoring the ePosters include:

* Your logo on each ePoster screen as well as onsite signage in ePoster presentation area
* One Expo registration, unlimited discounted Expo registrations
* One Awards Gala Dinner ticket
* Verbal acknowledgement at the conference as well as recognition of your sponsorship on the Expo website, mobile app, social media channels, etc.

Expo Networking Reception

(Multiple sponsors possible) $1500

The Expo Networking Reception takes place on the evening of the first day of the Expo. Located in and around the exhibition area, the networking reception is always well-attended and an excellent place for delegates to mix and mingle in a less formal setting.

Benefits to sponsoring the reception include:

* Your logo on room signage
* One Expo registration
* Verbal acknowledgement at the conference as well as recognition of your sponsorship on the Expo website, mobile app, social media channels, etc.
PESTANA PALACE HOTEL: the unique facilities at this national monument provide an extraordinary setting for Expo 2020.

LISBON, PORTUGAL: where old customs and ancient history intermix with cultural entertainment and hi-tech innovation.

Exhibition Booths + Kiosks

**Booth size:** 1.5m x 2m

*(due to the unique nature of the venue, booths may vary slightly in size)*

**Investment:** $1750

**Kiosk Size:** Counter with header sign

**Investment:** $750

Showcase your organization’s products or services at SNOMED CT Expo 2020 in our exhibition area. All exhibit booths and kiosks are located in a high traffic area, and co-location of catering for the delegates ensures this area will remain busy throughout the event. Includes:

* Dedicated exposure during exhibit hours as well as the SNOMED CT Expo Networking Reception on October 8, 2020
* Recognition of your participation on the Expo website, mobile app, social media channels, etc.
* Awards Gala Dinner tickets (booth: 2, kiosk: 1)
* Expo registrations (booth: 2, kiosk: 1)
* Basic exhibition booth/kiosk setup

Schedule at a glance

**Wednesday, October 7:**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00-17:00</td>
<td>Working meetings/pre-conference workshops</td>
</tr>
<tr>
<td>19:00-23:00</td>
<td>SNOMED International Awards Gala Dinner</td>
</tr>
</tbody>
</table>

**Thursday, October 8:**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>07:00-09:00</td>
<td>Exhibitor set-up</td>
</tr>
<tr>
<td>09:00-10:30</td>
<td>Opening plenary</td>
</tr>
<tr>
<td>10:30-11:00</td>
<td>Networking break</td>
</tr>
<tr>
<td>11:00-12:30</td>
<td>Concurrent sessions/tutorials</td>
</tr>
<tr>
<td>12:30-13:30</td>
<td>Networking lunch</td>
</tr>
<tr>
<td>13:30-15:00</td>
<td>Concurrent sessions/tutorials 1</td>
</tr>
<tr>
<td>15:00-15:30</td>
<td>Networking break</td>
</tr>
<tr>
<td>15:30-17:00</td>
<td>Concurrent sessions/tutorials</td>
</tr>
<tr>
<td>17:00-19:00</td>
<td>Expo networking reception</td>
</tr>
</tbody>
</table>

**Friday, October 9:**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00-10:30</td>
<td>James Read Memorial Lecture</td>
</tr>
<tr>
<td>10:30-11:00</td>
<td>Networking break</td>
</tr>
<tr>
<td>11:00-12:30</td>
<td>Concurrent sessions/tutorials</td>
</tr>
<tr>
<td>12:30-13:30</td>
<td>Networking lunch</td>
</tr>
<tr>
<td>13:30-15:00</td>
<td>Concurrent sessions tutorials</td>
</tr>
<tr>
<td>15:00</td>
<td>Conference close/exhibitor teardown</td>
</tr>
</tbody>
</table>