Sponsorship and Exhibition Prospectus
SNOMED CT Expo 2021
A Virtual Event

SNOMED CT Expo is an annual event where a diverse range of global stakeholders gather to learn and share experiences with how SNOMED CT enables data driven health systems and improved patient outcomes.

In 2021 SNOMED International is celebrating 10 years of hosting SNOMED CT-focused events. This year’s event will build on our previous successes with both in person and online/virtual events.

50+ Countries Represented

15+ Sponsors/Exhibitors

1700+ delegates

Attendees at SNOMED CT Expo 2020 (held virtually)
Again for 2021, the SNOMED CT Expo will be hosted as a virtual event.

A New Delivery Model

Online Participation

Extends the reach of the event and provides the opportunity for even more people to participate, learn and interact in an immersive 3D virtual environment.

New Connections

Enables exhibitors and sponsors to connect with a broader universe of current and potential customers.

We’re applying all the lessons we have learned from a decade of hosting successful SNOMED CT events to ensure that 2021 continues to strive for event excellence.
Why should market leaders and innovators participate?

**Showcase**
Showcase your products and services to an in person and virtual audience.

**Connect**
Connect and network with a growing number of current and potential customers from around the globe.

**Demonstrate**
Demonstrate and promote your industry leadership.

**Benefit**
Experience lasting benefits from our promotional activities before, during and after the conference.

**Learn**
Learn from implementers and users how SNOMED CT is being adopted and used in their local environment.
A Truly Global Event

The annual SNOMED CT Expo takes place in a different region/Member country each year.

Explore past expos at snomedexpo.org
Each year the Expo attracts a global audience of SNOMED CT decision makers and influencers:

- >10% C-suite/senior leaders
- >12% Clinicians
- High percentage of managers and super users

### Professional Expertise

<table>
<thead>
<tr>
<th>Employment Setting</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Government Institution/Not-for-profit</td>
<td>17%</td>
</tr>
<tr>
<td>Software or Product &amp; Services Vendor</td>
<td>15%</td>
</tr>
<tr>
<td>General Practice/Family Practice</td>
<td>14%</td>
</tr>
<tr>
<td>Individual Hospital</td>
<td>14%</td>
</tr>
<tr>
<td>Research/Academic Institution</td>
<td>13%</td>
</tr>
<tr>
<td>Standards Development Organization</td>
<td>12%</td>
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<tr>
<td>Healthcare Group</td>
<td>10%</td>
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</tbody>
</table>

### Education/Training/Change Mgmt
- 7%

### Business Development/Sales
- 4%

- Terminology Content Development
- Analytics, Research or Knowledge Management
- Terminology Service Delivery
- Application Development
- Clinical Practice
- System Architecture/Design
- Education/Training/Change Mgmt
- Policy/Administration
# 2021 Sponsorship & Exhibition Opportunities

<table>
<thead>
<tr>
<th>Investment (USD)</th>
<th>Opening Keynote Session <strong>SOLD</strong></th>
<th>James Read Memorial Lecture <strong>SOLD</strong></th>
<th>Sustainability <strong>SOLD</strong></th>
<th>Conference App <strong>SOLD</strong></th>
<th>Program Stream OR ePosters <strong>SOLD</strong></th>
<th>Exhibition Booth</th>
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</thead>
<tbody>
<tr>
<td>$3000</td>
<td>$3000</td>
<td>$2500</td>
<td>$2000</td>
<td>$1500</td>
<td>$500</td>
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<table>
<thead>
<tr>
<th>Exclusive opportunity</th>
<th>Y</th>
<th>Y</th>
<th>Y</th>
<th>Y</th>
<th>Y (per stream)</th>
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<table>
<thead>
<tr>
<th>Opportunities to showcase your brand</th>
<th>Signage, verbal mention of sponsorship</th>
<th>Signage, verbal mention of sponsorship</th>
<th>Signage</th>
<th>Banner ad</th>
<th>Banner ad/Signage</th>
<th>During exhibit hours and online</th>
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</table>

<table>
<thead>
<tr>
<th>Speaking opportunities</th>
<th>Give welcome remarks</th>
<th>Give welcome remarks</th>
<th>Session in sponsored stream</th>
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<table>
<thead>
<tr>
<th>Social media to promote your participation</th>
<th>2 ads 1 blog post</th>
<th>2 ads 1 blog post</th>
<th>2 ads</th>
<th>1 ad</th>
<th>1 ad</th>
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<thead>
<tr>
<th>Virtual Exhibition booth</th>
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</table>

<table>
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<tr>
<th>Full Expo registrations</th>
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<th>2</th>
<th>2</th>
<th>2</th>
<th>1</th>
<th>1</th>
</tr>
</thead>
</table>
Opening Keynote Session

$3000 exclusive opportunity **SOLD**

This highly attended plenary session kicks off the conference and features inspiring international speakers.

### Sponsorship benefits:

- Representative from your organization will provide welcome remarks prior to the keynote speaker(s)
- Sponsor logo featured on signage during opening keynote session
- Verbal acknowledgement/thank you for your sponsorship during opening remarks
- Recognition of your sponsorship on the Expo website, conference app and onsite signage
- Two social media ads promoting your sponsorship
- Two Expo registrations; unlimited discounted conference registrations
James Read Memorial Lecture

$3000 exclusive opportunity

**SOLD**

This highly attended plenary session features a speaker who has implemented and used SNOMED CT in a meaningful way.

**Sponsorship benefits:**

- Representative from your organization will provide welcome remarks prior to the James Read Memorial lecturer
- Sponsor logo featured on signage during James Read Memorial Lecture
- Verbal acknowledgement/thank you for your sponsorship during opening remarks
- Recognition of your sponsorship on the Expo website and conference app
- Two social media ads promoting your sponsorship
- Two Expo registrations; unlimited discounted Expo registrations

**$3000 exclusive opportunity**

**SOLD**

This highly attended plenary session features a speaker who has implemented and used SNOMED CT in a meaningful way.
Sustainable sponsorship opportunity

**SOLD**

Demonstrate your environmental stewardship by helping to offset the event's carbon footprint and environmental impact.

**Sponsorship benefits:**

- Recognition of your sponsorship on the Expo website and conference app
- Two social media ads promoting your sponsorship
- Two Expo registrations, unlimited discounted Expo registrations

**Sustainability**

$2500 exclusive opportunity
Conference App

$2000

exclusive opportunity

**SOLD**

The conference app is an essential tool for both in person and virtual Expo delegates to get information about the event and access content.

Sponsorship benefits:

- Your banner ad will appear on key pages of the conference app for the duration of the Expo
- Recognition of your sponsorship on the Expo website and conference app
- One social media ad promoting your sponsorship
- Two Expo registrations, unlimited discounted Expo registrations
Program Stream

$1500

*one sponsorship available per stream*

**SOLD**

Planned conference program streams include:

- Demonstrating Implementation Excellence (SOLD)
- Enhancing Clinical Practice (SOLD)
- Terminology Leading Practices (SOLD)

Sponsorship benefits:

- Sponsor logo featured on signage in concurrent session presentation areas
- Verbal acknowledgement onsite for the appropriate stream (program stream sponsorship only)
- Recognition of your sponsorship on the Expo website and conference app
- One social media ad promoting your sponsorship
- One Expo registration, unlimited discounted Expo registrations
ePoster Presentations

$1500
exclusive opportunity
**SOLD**

Interactive ePosters will be displayed in high-traffic areas on the virtual event platform.

Sponsorship benefits:

- Sponsor logo featured on onsite signage in ePoster presentation areas (physical and online)
- Logo on ePoster template
- Recognition of your sponsorship on the Expo website, conference app and onsite signage
- One social media ad promoting your sponsorship
- One Expo registration, unlimited discounted Expo registrations
Exhibition booth prices include:

- Booth in the virtual event platform
- Basic booth set up (branding and logo insertion into a template for the virtual platform)
- Recognition of your sponsorship on the Expo website and conference app
- One social media ad promoting your sponsorship
- One complimentary Expo registration, unlimited discounted registrations

Exhibition Booth
$500

limited number available

In 2021 we are offering a fixed-price option to make it easier for organizations of all sizes to participate.
Schedule at a Glance

Conference tracks

1. Demonstrating Implementation Excellence
2. Enhancing Clinical Practice
3. Terminology Leading Practices
4. SNOMED International Education Tutorials

OCT 28

- Opening Keynote Session
- 25+ concurrent sessions and education tutorials
- Exhibitor networking reception
- Exhibits and e-Poster open, including 3+ dedicated “exhibition-only” hours

OCT 29

- James Read Memorial Lecture
- 18+ concurrent sessions and education tutorials
- Exhibits and e-Posters open, including 2+ dedicated “exhibition only” hours

Bonus Session(s): Oct 27 - Preconference workshop(s)
Learn more at snomededexpo.org

For more information or to confirm your participation contact events@snomed.org