Sponsorship and Exhibition Prospectus
SNOMED CT Expo 2022

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 2022 SNOMED International is celebrating our return to in person events. This year’s Expo, planned as a hybrid event, will build on our previous successes with both in person and online/virtual events.

50+ Countries Represented

15+ Sponsors/Exhibitors

1700+ delegates

Registered delegates at SNOMED CT Expo 2021 (held virtually)
A New Delivery Model

We are excited to plan our first hybrid (in person and virtual participation opportunities) SNOMED CT Expo.

**Multiple Participation Opportunities**

Online attendees can view sessions on demand and “attend” plenary sessions live or on demand. In person delegates will receive the traditional, immersive SNOMED CT Expo experience.

**New Connections**

Exhibitors and sponsors will be able to interact with delegates face-to-face again, while still getting in front of a broader, global (online) audience.

We’re applying all the lessons we have learned from over a decade of hosting successful SNOMED CT events to ensure that 2022 continues to strive for event excellence.
Our Venue
A former marquis' palace, the Pestana Palace Hotel is an awe-inspiring venue for the Expo. The venue’s many indoor and outdoor spaces will encourage delegates to experience Portugal’s pleasant climate and a small piece of the country’s history.

Lisbon, Portugal
SNOMED CT Expo returns to Europe

Discover Lisbon, a city full of authenticity where old customs and ancient history intermix with cultural entertainment and hi-tech innovation.

Come to Lisbon and experience renowned Portuguese hospitality.

Learn more at visitlisboa.com
Our Strategic Partner

SPMS welcomes Expo delegates

Shared Services of the Ministry of Health (SPMS), advances the Portuguese digital health agenda. SPMS functions as the National Release Centre for SNOMED CT in Portugal and strategic partner for this year’s Expo.

SPMS is eager to welcome the international SNOMED CT community and show off how the global language of healthcare is used in Portugal.
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.

Why should market leaders and innovators participate?
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

SNOMED CT Expo 2018
Vancouver, Canada
October 30 - 31, 2018

SNOMED CT Expo 2019
Kuala Lumpur, Malaysia
Oct 28 - Nov 1

SNOMED CT Expo 2020
Virtual Conference October 8-9

SNOMED CT Expo 2021
Virtual Conference Oct 28 - 29

SNOMED CT Expo 2023
Buenos Aires, Argentina

SNOMED CT EXPO 2022
LISBON, PORTUGAL X VIRTUAL X SEPTEMBER 29-30, 2022

twitter.com/SNOMEDCT
linkedin.com/company/ihtsdo.org
youtube.com/ihtsdoorg
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

**Who Attends?**

**Employment Setting**

- Government Institution/Not-for-profit
- Software or Product & Services Vendor
- Research/Academic Institution
- Standards Development Organization
- Individual Hospital
- General Practice/Family Practice
- Healthcare Group
- Hospital

**Professional Expertise**

- 17% Terminology Content Development
- 15% Analytics, Research or Knowledge Management
- 14% Terminology Service Delivery
- 13% Application Development
- 12% Clinical Practice
- 10% System Architecture/Design
- 8% Education/Training/Change Management
- 7% Policy/Administration
- 4% Business Development/Sales
<table>
<thead>
<tr>
<th>Investment (USD)</th>
<th>Opening Keynote <strong>SOLD</strong> OR James Read Memorial Lecture <strong>ON HOLD</strong></th>
<th>Awards Gala <strong>ON HOLD</strong></th>
<th>Networking Reception</th>
<th>Sustainability</th>
<th>Conference App</th>
<th>Program Stream <strong>SOLD</strong> OR ePosters</th>
<th>Onsite Charging Stations</th>
<th>Exhibition Booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>$4000</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y (per stream)</td>
<td>Per group of stations</td>
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<table>
<thead>
<tr>
<th>Exclusive opportunity</th>
<th>Onsite and online signage</th>
<th>Other promo opportunities</th>
<th>Speaking opportunities</th>
<th>Social media promotion</th>
<th>Turnkey exhibition booth</th>
<th>Registrations</th>
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<tbody>
<tr>
<td>Y</td>
<td>Y</td>
<td>Verbal mention of sponsorship</td>
<td>Welcome remarks</td>
<td>2 ads 1 blog post</td>
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<td>2 Expo 1 Gala</td>
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<td></td>
<td></td>
<td>Banner ad in app</td>
<td>Session in sponsored stream</td>
<td>1 ad</td>
<td>Y</td>
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Opening Keynote Session

$4000 exclusive opportunity **ON HOLD**

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

Sponsorship benefits:

- Representative from your organization will provide ~5 minute 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, one blog post
- Turnkey exhibition booth
- Two Expo registrations, one Awards Gala ticket, unlimited discounted conference registrations
James Read Memorial Lecture

$4000 exclusive opportunity **ON HOLD**

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 ~5 minute 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, one blog post
- Turnkey exhibition booth
- Two Expo registrations, one Awards Gala ticket, unlimited discounted conference registrations
Taking place at an offsite location the evening of Wednesday, September 28, the SNOMED International Awards Gala recognizes exceptional achievement of individuals from the SNOMED International community.

Awards Gala

$3500

exclusive opportunity **ON HOLD**

Sponsorship benefits:

- Representative from your organization will provide ~5 minute welcome remarks at the beginning of the Gala
- Sponsor logo featured on signage during Awards Gala
- 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, one blog post
- Turnkey exhibition booth
- Two Expo registrations, two Awards Gala tickets, unlimited discounted conference registrations
Networking Reception

$2500 exclusive opportunity

Taking place the evening of Thursday, September 29, the Expo Networking Reception is an informal way for delegates to meet and mingle.

Sponsorship benefits:

- Representative from your organization will provide ~5 minute welcome remarks at the beginning of the networking reception
- Sponsor logo featured on signage during Networking Reception
- 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, one blog post
- Turnkey exhibition booth
- Two Expo registrations, one Awards Gala ticket, unlimited discounted conference registrations
Sustainability

$2000 exclusive opportunity

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, 1 blog post
- Ability to add a turnkey exhibition booth at a reduced rate
- Two Expo registrations, one Awards Gala ticket, unlimited discounted Expo registrations
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
- Ability to add a turnkey exhibition booth at a reduced rate
- One social media ad promoting your sponsorship
- Two Expo registrations, one Awards Gala ticket, unlimited discounted Expo registrations

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

$1500

one sponsorship available per stream

Planned conference program streams:

• Demonstrating Implementation Excellence **SOLD**
• Enhancing Clinical Practice and Outcomes **SOLD**
• Terminology Leading Practices **SOLD**
• Advances in Research and Innovation **SOLD**
• SNOMED CT Tutorials

Sponsorship benefits:

● Sponsor logo featured on signage in concurrent session presentation areas

● Reserved 30 minute concurrent session slot in sponsored stream (must submit an abstract that meets the criteria for Expo presentations)

● Recognition of your sponsorship on the Expo website and conference app

● Ability to add a turnkey exhibition booth at a reduced rate

● One social media ad promoting your sponsorship

● One Expo registration, one Awards Gala ticket, unlimited discounted Expo registrations
ePoster Presentations

$1500

exclusive opportunity

Interactive ePosters will be displayed in high-traffic areas on the exhibit floor.

Sponsorship benefits:

- Sponsor logo featured on onsite signage in ePoster presentation area
- Logo on ePoster template
- Reserved ePoster as part of program *(abstract must meet criteria for Expo ePosters)*
- Recognition of your sponsorship on the Expo website, conference app and onsite signage
- Ability to add turnkey exhibit booth at a reduced rate
- One social media ad promoting your sponsorship
- One Expo registration, one Awards Gala ticket, unlimited discounted Expo registrations
Onsite Charging Stations

$1000 exclusive per group of charging stations

Secure charging stations will be placed at locations around the event, so delegates never run short on power.

Sponsorship benefits:

- Sponsor logo featured on charging stations
- Recognition of your sponsorship on the Expo website, conference app and onsite signage
- One social media ad promoting your sponsorship
- One Expo registration, one Awards Gala ticket, unlimited discounted Expo registrations
Turnkey exhibition booths include:

- 2x2m booth onsite, access to exhibitor meeting area
- Basic booth set up (header sign, counter, electrical outlet and monitor)
- Recognition of your participation on the Expo website and conference app
- One social media ad promoting your sponsorship
- One Expo registration, one Awards Gala ticket, unlimited discounted registrations
Draft Exhibition Area Floorplan

The layout of the exhibition area will take advantage of the venue’s unique indoor and outdoor spaces. The floorplan will also take into account any local public health guidelines in place at the time of the event.
Schedule at a Glance

Conference streams

1. Demonstrating Implementation Excellence
2. Enhancing Clinical Practice
3. Terminology Leading Practices
4. Advances in Research and Innovation
5. SNOMED International Education Tutorials

SEPT 29

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

SEPT 30

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

Wednesday, September 28: Awards Gala and Preconference workshops
Learn more at snomedexpo.org

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