



## Sponsorship and Exhibition Opportunities 2010 IEEE Workshop on Health Care Management



Venice, Italy — February 18-20, 2010

### Scope and Topics

This is a primary international event that provides an opportunity to highly qualified researchers, academicians and practitioners in the healthcare management and technology assessment fields to exchange new ideas and results. Scientists and practitioners are invited to present their current research topics in the area of the healthcare modelling, simulation, optimization and technology assessment management, especially taking into account the modern Information and Communication Technologies. Hence, the event aims at providing a forum for international collaboration and dissemination of research and best practices in the healthcare management fields.

Contributions are invited in all areas pertaining to the healthcare management fields including: modelling, simulation, optimization and management of hospital departments, hospital drug logistics, patient care, emergency procedures, medical workflow analysis and scheduling.

### Sponsorship and exhibition opportunities

The organizers offer a large spectrum of sponsorship and associated benefits:

#### Coffee break sponsor (1000 €)

##### Only 4 Available

There are coffee breaks each day of the workshop. In addition to tea and coffee soft drinks are often served and snacks such as cookies and fruit etc. Workshop attendees often linger over a drink and a snack for discussions during and after these breaks.

#### Marketing Exposure

As a sponsor of a day's coffee break, your company's name and logo will be prominently featured where the snacks and beverages are served during both the morning and afternoon break.

#### Workshop Program

As a workshop Coffee break sponsor your company will be acknowledged in the workshop program and website with logo exposure.

### **Lunch sponsor (3000 €)**

#### **Only 3 Available**

Whilst taking place within the formal framework of the conference, an official lunch also provides the opportunity to emphasize your organization's services or products in a more congenial setting.

#### **Marketing Exposure**

As a sponsor of a Lunch, your company's name and logo will be prominently featured where the lunch is served.

#### **Workshop Program**

As a workshop Lunch sponsor your company will be acknowledged in the workshop program and website with logo exposure.

### **Gala dinner sponsor (9000 €)**

#### **Only 1 Available**

The Gala dinner will take place on the Friday evening and provides an excellent sponsorship opportunity. The event usually includes local entertainment and is considered the social highlight of the conference. A cuisine of high quality is provided for the conference dinner.

#### **Marketing Exposure**

As the sponsor of the Gala dinner, your company's name and logo will be prominently featured where the lunch is served.

#### **Workshop Program**

As the Gala dinner sponsor your company will be acknowledged in the workshop program and website with logo exposure.

### **USB memory stick workshop proceedings (supplied by the sponsor 1500 €, not supplied 3000 €)**

The USB contains the workshop proceedings and event guide. Your company's name and logo can be displayed on our USB workshop proceedings and on the website.

### **Branded Workshop satchels (supplied by the sponsor)**

Conference satchels are the ideal way to align your company with a professional and respected event. You can supply the workshop satchels with your company's name and logo and the logo of the workshop.

#### **Marketing Exposure**

Promotional flyers can be inserted in the workshop satchel, which is distributed to all delegates. Moreover, your company will be acknowledged in the workshop program and website with logo exposure.

### **Satchel inserts (500 €) (supplied by the sponsor)**

Promotional materials can be inserted into workshop satchels, which is distributed to all delegates: flyer, pen, notepad, CD, USB pen, etc.

### **Name badges (supplied by the sponsor)**

Your company's name and logo displayed on our workshop badge is a great way to get your company noticed at the workshop. You can supply a workshop name badge attached to a lanyard that will be provided at registration to each attendee.

### **Main Sponsors:**

Technical Committee on Discrete Event Systems of the SMC Society  
IEEE Systems, Man, and Cybernetics Society Italian Chapter

### **Technical Co-sponsors:**

IEEE Systems, Man, and Cybernetics Society  
IEEE Robotics and Automation Society  
IEEE Italy Section

