Minnesota e-Health Summit
Act Today. Impact Tomorrow.

June 14, 2018
Earle Brown Heritage Center
Brooklyn Center, MN

www.health.state.mn.us/e-health

Who Will Be There:

- Minnesota HIT leaders and professionals representing all health care settings and systems, public health, managed care, information systems, purchasers, payers, and academia
- Anyone looking to optimize their EHR system or other HIT solutions
- Anyone working on electronic exchange of health information

3 Reasons Why YOU Need to Be There:

1. Everyone attending the Summit is involved with, or interested in, e-Health. Unlike other events with a broader focus, attendees represent your target demographic. Here’s your opportunity to reach hundreds of Minnesota leaders and professionals from a range of settings who are planning for or implementing electronic health records (EHRs), other health information technology (HIT) or exchange of health information.

2. E-health in Minnesota continues to represent a vibrant and dynamic marketplace. Minnesota has been ahead of the curve in this field. Early adopters need additional equipment and services or the latest technologies. The wave of change is now reaching the specialty organizations. What’s more, what happens here doesn’t stay here. It filters through other parts of the country, bringing with it recommendations based on what has been used.

3. It’s THE premier e-Health event in the Midwest. The Summit is well known as a valuable educational experience. Besides updates from national and state leaders on progress toward implementing interoperable electronic health records, it provides a forum to share best practices, how-to’s, success stories and lessons learned as well as the latest trends and state of the art equipment.

Sponsorship Prospectus

Become a sponsor or exhibitor and reach hundreds of health and/or health technology professionals as you showcase your offerings and solutions!
“This was our first time sponsoring an event like this, and it was such a simple and easy process. The trivia game was a touch of genius, and we thoroughly enjoyed having the opportunity to have so much foot traffic at our table location.”

— Alex Thorson, Partner, T3K Health

2017 Attendees Came From:

- Hospitals or clinics
- Government agencies
- Health plan organizations
- Public health
- Colleges/universities
- Long-term care
- Pharmacies

Back By Popular Demand!
- Trivia exhibit game
- Networking reception
- Easy access to setup and dismantle booth
- Food for attendees served in exhibit hall

What’s New in 2018!
- “Sponsor an attendee” scholarships available
- Sponsored learning sessions
- Sponsored poster sessions

89% of exhibitors rated the event as good or excellent!

100% of sponsors surveyed said the investment was worth it!
ABOUT THE 2018 E-HEALTH SUMMIT

2018 is a significant year for e-Health! The Minnesota e-Health Summit is a catalyst for rapid change in health care and public health, as the e-health landscape continues to evolve in Minnesota and nationwide.

This year’s event includes keynotes, plenary panels, breakout sessions and poster sessions. The Summit offers ample opportunity for networking with participants and vendors.

This year’s Summit will focus on:

» Using e-health to support new care delivery access and payment models
» Connecting communities and sharing information across settings to support improved health of individuals and communities
» Optimizing health information technology to improve usability, quality, safety, and value
» Engaging consumers using e-health
» Advancing e-health across the continuum of care to meet the Minnesota Interoperable EHR Mandate
» Improving population and public health through data analytics, social factors and applied research
» Promoting e-health workforce competencies and creating informatics-savvy organizations
» Ensuring patient privacy for all health care settings
» Other important or innovative e-health topics and trends

SHARE YOUR SERVICES.

Help advance e-Health’s 2018 agenda as we:

» Issue HIE legislative report and recommendations
» Support the Governor’s efforts to reduce opioid misuse
» Track the latest issues on the Minnesota Health Record Act
» Learn from the first year of the MIPS Program
SPONSORSHIP OPPORTUNITIES

Be part of this year’s event! Register now to sponsor or exhibit. Space and opportunities are limited; register soon to guarantee your participation.

https://events.mngts.org/Events/35727/2018-ehealth-vendors

### Join us in 2018!

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<th>PLATINUM SPONSOR</th>
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<td>(one available)</td>
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- Name included where Summit Title is featured (MN e-Health Summit sponsored by...)
- Logo and website URL on Summit Website
- 5-minute address before keynote
- Logo on lanyard
- Logo on large screen during keynote and plenary sessions (rotating)
- Logo on shared signage in common space
- Branding on pre-summit marketing communications
- Display ad in program
- Splash page ad in conference app
- Complimentary session registrations
- Access to post-conference opt-in attendee list
- Choice of exhibit location
- Table top exhibit space
- Listing in exhibitor section of conference program

**New this year!**

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<tr>
<td>One hour sponsored learning session</td>
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<td>Poster session</td>
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**Early bird prices good through Jan 31, 2018.**

**$750 plus cost of sponsorship**

- **Lunch Program:** Recognition where lunch is promoted and during lunch
- **Refreshment Breaks:** Recognition on break tables
- **Networking Reception:** Signage and recognition during reception
- **Conference App:** Additional branding in conference app

*New this year! Scholarship sponsors:* Provide funding for healthcare professionals who want to attend but don’t have the budget. Contact tswanson@mngts.org to discuss options.
REGISTRATION IS ONLINE ONLY:
https://events.mngts.org/Events/35727/2018-ehealth-vendors

Participation status is not final until payment is received. Questions about sponsoring at the Summit or exhibiting should be directed to Terri Swanson at tswanson@mngts.org or 952-885-4323.

**Liability**

Sponsors choosing to exhibit assume responsibility and agree to indemnify and defend the Minnesota e-Health Summit, the Earle Brown Heritage Center and their respective employees and agents against any cost or expenses arising from the exhibitor’s action at the exhibition premises. The e-Health Summit does not maintain insurance covering the Exhibitor’s property and it is the sole responsibility of the Exhibitor to obtain such insurance if desired.

If the exhibit hall is uninhabitable by any cause over which e-Health Summit has no control during any or whole of the exhibition, the e-Health Summit is not responsible and the Exhibitor hereby waives any claim against the Summit for losses or damage which may arise in consequence of such inability to occupy assigned space.

**Cancellation Policy**

Once a sponsorship or exhibit space has been applied for, any cancellation of a booth or sponsorship will result in forfeiture of payments as follows:

» 50% of total cost of booth or sponsorship if cancellation occurs before May 11, 2018.

» 100% of total cost of booth or sponsorship if cancellation occurs on or after May 11, 2018.

**2017 Sponsors & Exhibitors**

**Title Sponsor:** HealthPartners

**Silver Sponsor:** University of Minnesota -- Institute for Health Informatics

**Bronze Sponsors:**
- CARETRAC
- Evident
- HealthEast
- Medicity
- Minnesota Department of Human Services
- Trissential
- T3K Health

**Exhibitors:**
- Koble-MN
- Medical Information Technology (MEDITECH)
- Sage Health Management Solutions
- Simply Connect
- Stratis Health
- gpTRAC
- Minnesota Board of Pharmacy -- Prescription Monitoring Program
- Minnesota Department of Health -- Health Care-Associated Infections & Antimicrobial Resistance Unit
- Minnesota Department of Health -- Minnesota Immunization Information Connection (MIIC)
- Minnesota Disability Determination Services
- Minnesota Health Information Management Association
- Normandale Community College
- OpenNotes
- South Dakota Health Link
- University of Minnesota -- Institute for Health Informatics
- Stratis Health

[www.health.state.mn.us/e-health](http://www.health.state.mn.us/e-health)