



Prairie Health Information Privacy Day 2008



October 22nd, 2008
Delta Winnipeg
Winnipeg, Manitoba

www.PHIPD2008.ca
SPONSORSHIP PROSPECTUS

Introduction

The Prairie Health Information Privacy Day 2008, following the success of Prairie Health Information Privacy Day 2007 in Regina, is an exciting initiative for those organizations affected by health information privacy law across Canada's three prairie provinces. Hosted by the Office of the Information & Privacy Commissioner of Alberta, Office of the Information & Privacy Commissioner of Saskatchewan, and Manitoba Ombudsman, this event will focus mainly on demystifying present and future health information privacy challenges.

Drawing on real case examples from all three Prairie Provinces, many years of experience in the health information privacy arena, and practical advice from experts in the field, this one-of-a-kind event will provide delegates with a clear and working understanding of health information privacy issues specific to Canada's Prairies.

The conference will provide delegates a forum to meet, network and share ideas with colleagues, as well as the opportunity to learn about other provinces' laws and how their policies and practices have been working so far. Whether you are new to the field or have an advanced level of expertise with privacy issues there, is something of interest for everyone at this event.

Through a series of plenary and breakout sessions as well as optional workshops, this year's conference will take a homespun approach to the realities of implementing health information privacy policies and practices. Sessions will be organized based on three themes:

1. Coming to terms with the law
2. Maintaining successful operations
3. Unravelling other mysteries

Agenda at a Glance

The following is a list of potential topics that may be covered at this year's PHIPD Conference.

- Recent Cases
- PIAs
- EHRs
- Health Information Protection Legislation 101
- Privacy in Rural Areas
- Research and Privacy - Can they co-exist?
- IM Challenges in the Health Sector
- Access Requests vs. Permissible Disclosures
- Commissioners' Panel
- Organizational Approach to Health Privacy

Who Will Attend?

- Persons or organizations whose collection, use and disclosure of personal health information is governed by their province's Health Information Protection legislations such as:
 - o Health care practitioners including doctors, dentists, nurses and pharmacists
 - o Hospitals
 - o Health information researchers
 - o Long-term care facilities and nursing homes
 - o Ambulance services
 - o Boards of health
 - o Laboratories
 - o Government institutions
- Individuals who advise persons or organizations such as chief privacy officers, legal counsel, privacy consultants and IT service providers
- Persons or organizations whose practices and procedures are impacted by health information protection laws such as prescribed entities and registries and research ethics boards/committees
- Any person(s) who work for health information custodians/trustees in either the private or public sector in Alberta, Saskatchewan, and/or Manitoba

Business Case

• Position your organization as a leader •

This conference will bring together the best and brightest minds in the field. Our delegates are made up of dynamic, senior decision-makers. Associate your company and key personnel with industry experts, participate in the discussion and contribute to the solutions.

- Build successful business relationships
- Demonstrate leadership
- Raise your corporate profile within a highly targeted group
- Prepare your company for the future by keeping abreast of industry and market developments
- Monitor and evaluate your competitors and suppliers
- Connect with your top prospects

Sponsorship Packages

Basic Exhibition

\$2,495

- Demonstration space including draped table and two chairs (Up to 10'x'10')
- Logo placement and web link on conference website
- 3 exhibitor passes
- 1 conference VIP pass to attend all sessions, luncheons and refreshment breaks
- Company listing in conference handbook

Gold

\$5,595

- Demonstration space including draped table and two chairs (Up to 10'x'10')
- 3 VIP passes for clients, prospects or staff to attend all sessions, luncheons, and breaks
- 5 exhibitor passes
- Logo placement and web link on conference website
- Company logo on printed conference material (where applicable)
- 1 page (double-sided) advertisement in the conference handbook (provided by exhibitor)
- 1 Refreshment break sponsorship

Platinum

\$11,495

- Premium demonstration space including draped table and two chairs (Up to 10'x'10')
- 5 Conference VIP passes for clients, prospects or staff to attend all sessions, luncheons, and breaks
- 5 exhibitor passes
- Logo placement and web link on conference website
- 1 page (double-sided) advertisement in the conference handbook (provided by exhibitor)
- Company logo on printed conference material including preferential placement (where applicable)
- 1 Luncheon sponsorship, includes signage
- Your logo on a place-card at each table

Custom Sponsor

- Reception - prices and types of reception will vary, please contact our offices if interested
- Refreshment Break Sponsor - \$3000.00
- Bottled Water Sponsor - \$3500.00 (plus cost of water and production; approx. \$1500 for 1200 375 mL bottles)
- Lanyard Spnsor - \$3000.00
- Pen Sponsor - \$1000 (pens supplied by sponsor)
- Tote Bag Sponsor - Price Negotiable
- Advertising in Workbook Only - \$1000.00 (full page, double sided provide by sponsor)
- Advertising in Conference Delegate Kit - \$500.00 (provided by sponsor)
- Evaluation Gift Sponsor
- Coffee Mug Sponsor

**Call Sean Downey of Verney Conference Management
(the conference organizers) at 613-226-8317 x221
for details on these or any other interesting offers!**

Graphic design services also available for any of the above packages. Please contact Chris Lutz at 613-226-8317 x220 for details and pricing.