

## CONFERENCE SERIES PARTNERSHIP OPPORTUNITIES

ICHOM offers a range of flexible partnership opportunities to help you extend your network and engage with the key players in value-based healthcare. By collaborating with us, your organisation will be able to establish and maintain relationships through our unique access to the VBHC community.

### EIGHT REASONS TO PARTNER WITH ICHOM TODAY:

1

#### Brand Awareness

Partner with us and we will put your brand in front of our community of around 20,000 individuals. Our marketing campaigns will help you promote your organisation to your target market.

2 Targeted Marketing

Through the various channels of our partnership packages, you can access senior clinicians, patients and government representatives more efficiently.

3 Generate Leads

Through our different touch-points you can connect with your audience through different channels to increase engagement.

4 Stay Ahead of your Competition

By including our partnership packages as part of your marketing strategy, you can differentiate yourself from your competition as you shape your product or service to align with customer expectations.

5 Boost your Content Strategy

Allow us to amplify your message to our social media community of over 9,000 followers.

6

#### Connect with your Audience

Gain insights into your target market through our conference, webinars and surveys.

7

#### Improve Business Relationships

Forge new partnerships with our other partners who you can collaborate with in the future.

8

#### Be Seen as a Thought Leader

Demonstrate to senior decision makers that you are leading the way in redefining value in healthcare on a global scale.

# PARTNER OPPORTUNITIES



Opportunity	Investment
<b>ICHOM WEBINAR KEY SPONSOR</b> Sponsor one of our webinars which are part of our new Conference Series 2020.	<b>\$15,000</b>
<b>ICHOM WEBINAR HOST SPONSOR</b> Become our exclusive partner, provide content and deliver your message through our webinar platform.	<b>\$30,000</b>
<b>ICHOM OPINION</b> Design a survey for ICHOM's audience (approx. 20,000 individuals) to help promote your brand, understand your audience and shape your organisational strategy.	<b>\$20,000</b>
<b>ICHOM INTERVIEWS</b> Interview up to three key players from ICHOM's audience, to aid further research post-survey. Individuals to be participants of ICHOM Opinion and approved by ICHOM.	<b>\$15,000</b>
<b>ICHOM WHITEPAPER</b> Produce a whitepaper as part of your content strategy from one or more of the above partner opportunities. Enhance your reach by co-authoring with one or more ICHOM board members.	<b>From \$20,000</b>

	Gold €40k	Silver €20k	Exhibitor €10k
Satellite Session/Presentation on Programme	✓		
Conference Series Ticket	10	8	4
Branding on conference pdf	✓	✓	✓
Branding on email communications	✓	✓	✓
Branding on conference.ichom.org	✓	✓	✓
Virtual Exhibition Booth	✓	✓	✓
Access to the recordings of previous webinars	✓	✓	✓
Branding on slides and post-event handouts	✓	✓	✓

For bespoke packages or to develop your content strategy, please email [s.gray@ichom.org](mailto:s.gray@ichom.org)