



i4 2024

SPONSORSHIP

PROSPECTUS

i4 Virtual Canadian Health and Care Conference
November 6 & 7, 2024





Welcome to i4 2024 as we shape the future of health and care.

Each year, i4 brings together forward-thinking sponsors and speakers for an innovative healthcare conference on both national and international scales. As sponsors, we want you to take center stage! Explore unique sponsorship opportunities including hosting workshops, creating exclusive podcasts to share your organization's story, and becoming an integral part of the dynamic energy of i4.

Our sessions delve into a wide range of topics, addressing current health challenges, cutting-edge technology, diversity, equity, inclusion, patient-centered care, and community involvement.

This year, we're thrilled to continue our highly successful "Illumination Academy" program, building on the momentum of its inaugural year. This eight-week program empowers teams with new methods to tackle complex challenges, embracing change, and identifying innovative opportunities. Through systemic design tools and guidance from design coaches, teams will develop solutions tailored to address their specific needs and challenges, fostering growth and innovation within their own organizations.

Join us as we inspire new ideas and equip teams with the skills to shape a better health and care system for the future.

Highlights of i4 2024 include:

- Two full days of engagement on November 6 & 7, 2024
- Four plenaries featuring industry leaders
- Twenty sessions covering diverse healthcare topics
- Networking and connection opportunities through our event app
- Access to recorded sessions for on-demand viewing

We anticipate welcoming over 800 attendees to this exciting event!

We invite you to join us for an unforgettable experience at i4 2024!

Brought to you by:



November 6 & 7, 2024



GOLD
\$5,000
(4 Available)

- Present a 1 hour interactive workshop
- A production manager will work with you to design your i4 session
- Sponsor acknowledgement at plenary presentations
- Guaranteed team access to Illumination Academy including additional 1:1 coaching time
- Showcase your organization's video and online profile in our virtual gallery
- Company logo on all i4 promotional material, i4 website and newsletters
- Social media - profile on i4's social media channels
- 12 complimentary registrations



SILVER
\$3,000
(6 Available)

- Exclusive Podcast Interview to showcase your story and connect with our audience through a pre-recorded 20-minute podcast interview featuring your organization. This unique opportunity allows you to share your story and insights with attendees. Your interview will be offered as a breakout option for attendees to watch, and you'll receive a copy of the recording for your use
- Guaranteed team access to Illumination Academy
- Showcase your organization's video and online profile in our virtual gallery
- Company logo on all i4 promotional material, i4 website and newsletters
- Social media - profile on i4's social media channels
- 10 complimentary registrations



BRONZE
\$2,000

- Showcase your organization's video and online profile in our virtual gallery
- Company logo on all i4 promotional material, i4 website and newsletters
- Social media - profile on i4's social media channels
- 5 complimentary registrations

Looking for something different? Let's talk customization. i4@ahs.ca | Katherine Pollock, i4 Event Coordinator



i4 2023 HIGHLIGHTS

EXPLORING THE FUTURE OF HEALTH THROUGH
INSPIRATION, IDEATION, INVIGORATION, AND INNOVATION

inspire • ideate • invigorate • innovate



800 Attendees Worldwide

Primary Role of Attendees:

38% Health Care Professional

33% Managers/ Leaders

8% Clinical/ Frontline

8% Patient & Family Advisor/Partners



19 Expert-led Sessions

4 Plenaries

47 Diverse Speakers



Highest Attended Session (201 attendees):
“Getting to Better: 3 Keys for Elevating Human
Performance and Resilience”

Highest Attended Plenary (466 attendees):
“Infodemic! Is Misinformation Killing Us?”



Testimonials: Challenging old ways of thinking. The conference gets better every year!

Great lineup and diversity of options. Great speakers from different backgrounds.
Good balance of thought-provoking discussion as well as tangible takeaways.

Really enjoyed that it was exactly geared towards our work and unique ecosystem.
It's hard to find other conferences so perfectly aligned.



9 Sponsors (62,477 sponsor impressions made):

