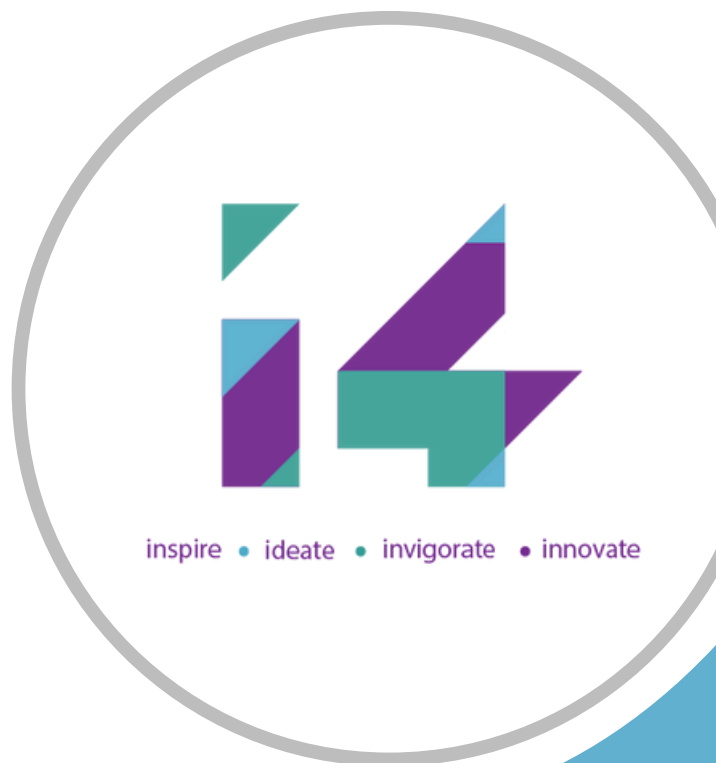


i4 2025 SPONSORSHIP PROSPECTUS

i4 Virtual Canadian Health and Care Conference
November 5 & 6, 2025



Acute Care
Alberta



Welcome to i4 2025: A Decade of Innovation in Healthcare

i4 is back for its 10th anniversary edition, continuing to push the boundaries of healthcare innovation. Each year, i4 brings together forward-thinking sponsors, speakers, and attendees from across Canada and beyond for an immersive two-day virtual experience. Formerly hosted by Alberta Health Services, i4 is now proudly brought to you by Acute Care Alberta.

As a sponsor, you have the opportunity to take center stage — showcasing your expertise and positioning your organization as a leader in shaping the future of healthcare. Explore sponsorship options that include hosting workshops, interactive sessions, and networking opportunities that connect you with key industry professionals.

This year's program highlights include:

- Two days of insight & engagement - November 5 & 6, 2025
- Four plenaries featuring industry leaders and change-makers
- 20+ interactive sessions covering covering AI, patient-centered care, equity & inclusion, digital health, and more
- Dedicated networking opportunities through our event app
- On-demand access to recorded sessions after the event

With 800+ attendees expected, i4 2025 offers a unique platform to inspire, collaborate, and make a lasting impact on the future of healthcare.

Join us in celebrating a decade of innovation — be part of i4 2025!

Brought to you by:



**Acute Care
Alberta**

November 5 & 6, 2025



GOLD
\$5,000
(4 Available)

- Present a 1 hour interactive workshop
- i4 branded background for interactive workshop (optional)
- A production manager will work with you to design your i4 session
- Sponsor acknowledgement at plenary presentations
- 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
- Sponsor to advertise on their platforms
- 10 complimentary registrations



SILVER
\$3,000
(4 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 (first draft recording to be started in July/August)
- 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
- Sponsor to advertise on their platforms
- 8 complimentary registrations

Looking for something different? Let's talk customization. katherine.pollock@acutecarealberta.ca | i4 Event Coordinator

November 5 & 6, 2025



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



COMMUNITY
(4 Available)

Not all support has to be financial! Our Community sponsorship level is designed for organizations that want to contribute to i4 by helping spread the word. In exchange for promoting i4 2025 through your website, newsletters, or social media channels, your organization will be recognized as an official Community sponsor, gaining visibility alongside other leaders in healthcare innovation.

2024 Attendees had to say:

Building connections is so important in fostering a culturally safe environment, this platform allowed us to do that.

There is so much information to take away and process!

There was so much engagement, kindness and curiosity on the Community tab.

Looking for something different? Let's talk customization. katherine.pollock@acutecarealberta.ca | i4 Event Coordinator



inspire • ideate • invigorate • innovate

i4 2024 HIGHLIGHTS

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



780 Attendees Worldwide

Primary Role of Attendees:

48% Health Care Professional

29% Managers/ Leaders

5% Clinical/ Frontline

9% Patient & Family Advisor/Partners



23 Expert-led Sessions

4 Plenaries

3 Podcasts

45 Diverse Speakers



Highest Attended Session (179 attendees):
"Beyond Workload: What's not working-Brivia"

Highest Attended Plenary (432 attendees):
"Teamwork & Success-Hayley Wickenheiser"



Testimonials:

I loved the quality of the speakers and variety of topics

Good balance of thought-provoking discussion as well as tangible takeaways.

I love the energy and the format (best virtual conference I've ever attended).

Fantastic job of meshing inspiration with operations.

I enjoyed the interaction from participants and presenters, and the topics are so relevant.



12 Sponsors (102,595 sponsor impressions made):



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where better begins



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**HIMSS CANADIAN PRAIRIES
CHAPTER**