

2022

PARTNERSHIP GUIDE

*Digitization of Healthcare:
Staying One Step Ahead of the Innovation Curve*



QHBC

Queen's Healthcare &
Business Conference



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A LETTER FROM OUR CO-CHAIRS



Dear Potential Partner,

Since its inaugural year in 2016, the Queen's Healthcare and Business Conference (QHBC) has facilitated an unparalleled platform to connect students and future leaders with current industry professionals who share a passion for the healthcare industry and the business sector that fuels it. In the five years that have ensued, QHBC has grown and enhanced the quality of the experience year after year, and we are working hard to ensure that this trend continues into 2022.

QHBC is the first student-run conference of its kind in Canada, and with that comes a tremendous opportunity to contribute to a unique environment of promising young individuals and successful professionals coming together to explore the healthcare industry through the lens of a diverse selection of thriving companies. For this we are dedicated to delivering the most valuable attendee experience we possibly can, a feat which would not be possible without the enduring contributions of all parties involved. As such, your partnership is invaluable to generating captivating conversations and novel ideas that are only possible with your unique experience and perspective.

This year, the theme of our conference will be **Digitization of Healthcare: Staying One Step Ahead of the Innovation Curve**. The event will take place on March 11th and March 12th, 2022 in the heart of downtown Kingston at the renowned Delta Hotel Kingston Waterfront. As Canada's largest service industry and the world's seventh-largest industry overall, QHBC seeks to explore healthcare by way of a wide array of company models, international organizations, and purveyors of healthcare to showcase the diversity that lies within this industry and the sectors that operate around it. By highlighting the ways our partners have adapted this past year by moving towards a digital healthcare world, we emphasize the importance of innovation and optimizing practices that are fundamental to healthcare. To foster thought-provoking discussion, our conversations will center around how companies have gone digital this past year in response to the global pandemic and how this has led to the administration of more effective, efficient, and innovative healthcare. Our goal is to spark discussions that will influence the future leaders in this industry to push their thinking from a reactive to a proactive mindset.

The success and impact of QHBC is not only a reflection of the efforts of our executive team and the engagement of our delegates; it is an achievement made possible by the ongoing and generous support of our partners. The relationships we hold with our partners is foundational to the value we offer our attendees, allowing us to host events including keynote presentations, immersive workshops, panels, case competitions and invaluable networking opportunities. QHBC's portfolio of partners is reflective of the diversity in industry we aim to explore, and every year, we are proud to host and work with the leaders and innovators of our current healthcare and business environment. By working with QHBC, we commit to creating a lasting partnership that will span this year's conference and beyond.

On behalf of our entire executive committee, we would like to express our gratitude to you for reviewing our proposal. We are excited about the prospect of having your company partner with QHBC for our 2022 event, and we can guarantee that it will be another illustrious and memorable experience.

Sincerely,

Julia Krpan & Lauren Fichman
QHBC Co-Chairs 2022



WHY QHBC?

ABOUT US

The Queen's Healthcare and Business Conference is preparing for its sixth year at Queen's University. As the first student-run conference of its kind in Canada, the conference will take place on March 11th and 12th, 2022 in Kingston, Ontario. The conference centers around the dynamic healthcare industry and its increasingly integrated relationship with business in both private and public sectors. The two-day event will feature distinguished speakers, energetic panel discussions and debates, an interdisciplinary case competition, and countless networking opportunities. The conference will bring together passionate leaders with diverse backgrounds and experiences, and provide them with the resources to envision and reflect on future relationships and partnerships of healthcare and business on an international scale.





OUR PILLARS



MULTIDISCIPLINARY COLLABORATION

QHBC will convene individuals from diverse backgrounds and expertise to create a rare environment of interconnected learning across disciplines. Through multidisciplinary interactions, participants will be involved in the inevitable need to talk, collaborate, and work side-by-side with unconventional partners leading the discussion about international healthcare and innovations.



TRANSFORMATIVE IDEAS

QHBC will inspire the creation of innovative ideas towards an integrated and more collaborative space within the healthcare industry. Through connections and knowledge gained during the conference, participants will have a diverse network of support and expertise to discuss international healthcare policies and norms, and to generate new ideas that can create lasting effects.



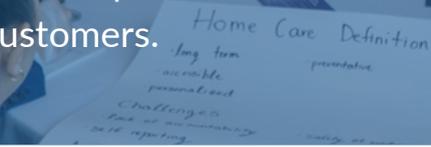
CAPTIVATING CONVERSATIONS

QHBC will facilitate conversations across disciplines that capture typically unexplored aspects of healthcare and its relation to commerce in today's society. Through thought-provoking speakers, panels, debates and events, participants will redefine their perception of healthcare and see its many faces that span across industries and fields.



VALUE OF PARTNERSHIP

The Queen's Healthcare and Business Conference provides a collaborative space for driven student leaders and experienced professionals across Canada to connect and discuss the overlap between the healthcare and business industry. We invite you to join us for QHBC 2022 as we explore the dynamic relationship between both fields and the transition from serving patients to customers.



BRAND EXPOSURE

- Visibility throughout the conference on various advertising platforms to showcase your organization's expertise and insights.
- Reinforce your organization's prevalence in the industry to attending delegates and industry professionals.



COMMUNITY INVOLVEMENT

- Actively participate in the dynamic conversation surrounding the overlapping healthcare and business industry.
- Support the growth and development of future industry leaders through this conference that inspires delegates and widens their understanding of the industry.



RECRUITMENT & NETWORKING

- Opportunity to establish a positive relationship with bright and motivated student delegates with different academic backgrounds who will enter various relevant industries.
- Gain innovative perspectives and analytical insights from delegates selected through a competitive process.



PARTNERSHIP OPPORTUNITIES



PLATINUM PARTNERSHIP

\$2,500 +

As our most generous sponsors, you will have the opportunity to participate in your choice of the following:

- Three complementary dinner passes for your company's representatives to join us as we discuss the industry and use this opportunity to network with other industry leaders and students.
- Invite to our exclusive wine and cheese networking event, allowing you to recruit some of the most passionate and skilled student talent.
- Company logo prominently featured in our delegate handbook and on our website.
- Ability to distribute company merchandise within delegate handbags.

SPECIAL OPPORTUNITIES

DINNER PARTNER | \$2,500 +

There are two opportunities to be the exclusive partner for the opening or closing ceremonies. On your choice of evening; either March 11th or 12th our dinner partner will have the opportunity to host a keynote address, followed by a gourmet dinner from one of Kingston's top-rated chefs. This is an unparalleled chance to network with delegates, students and industry colleagues, in a comfortable setting.





GOLD PARTNERSHIP

\$750 - \$2499

As one of our valued sponsors, you will have the opportunity to participate in your choice of the following:

- Two complementary dinner passes for your company and their representatives to join us as we discuss the industry and use this opportunity to network with other industry leaders and students.
- Invite to our exclusive wine and cheese networking event, allowing you to recruit some of the most passionate and skilled student talent.
- Company logo prominently featured in our delegate handbook and on our website.
- Ability to distribute company merchandise within delegate handbags.



SILVER PARTNERSHIP

\$500 - \$749

As one of our silver sponsors, you will have the opportunity to participate in your choice of the following:

- Invite to our exclusive wine and cheese networking event, allowing you to recruit some of the most passionate and skilled student talent.
- Company logo featured in our delegate handbook and on our website.
- Ability to distribute company merchandise within delegate handbags.
- Opportunity to provide promotional goods in delegate bags.

SPECIAL OPPORTUNITIES

WORKSHOP PRESENTATION | \$700

The workshop will give your company the chance to inspire and motivate delegates within the healthcare and business industries in a collaborative environment. Your firm will be given the opportunity to present a workshop that emphasizes the need to discuss the ongoing issues and evolution of healthcare, while oriented to meet the goals of your company.

NETWORKING SESSION | \$550

The sponsored networking session will allow your company's representatives to participate in our exceptionally popular wine and cheese event. Hosting a booth at this session provides the opportunity to interact with delegates, engage in discussion on potential company endeavours, and build lasting connections.



BRONZE PARTNERSHIP

\$499 & LESS

As one of our bronze sponsors, you will have the opportunity to participate in your choice of the following:

- Company logo featured in our delegate handbook and on our website.
- Ability to distribute company merchandise within delegate handbags.

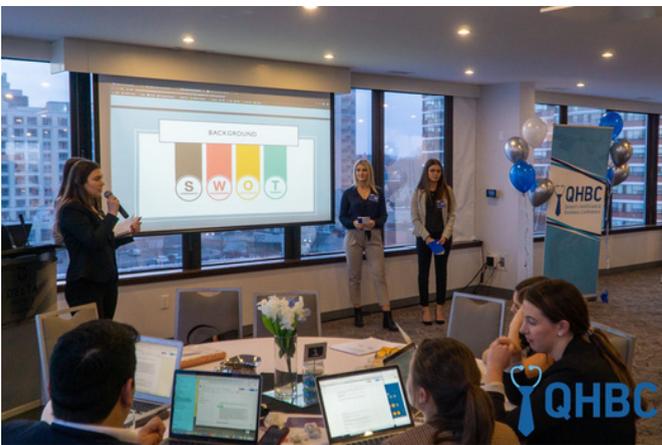
SPECIAL OPPORTUNITIES

BREAKFAST SPONSOR | \$499

As a breakfast sponsor, your company will be the title sponsor for the morning session, during the conference, with the option to present a keynote speech. The conference breakfast provides a great opportunity to network with delegates in a more casual setting.

FEATURED SPONSOR | \$499

The sponsored networking session will allow your company's representatives to participate in our exceptionally popular wine and cheese event. Hosting a booth at this session provides the opportunity to interact with delegates, engage in discussion on potential company endeavours, and build lasting connections.





PAST SPONSORS



Further.Together



Queen's Faculty of Biochemistry
Queen's University Master of Science in Healthcare Quality



JLABS @ Toronto





CONTACT INFORMATION

Your company's sponsorship will have a strong community impact - it will support growth and development of student leaders in healthcare and business. Join us to influence dialogue, research, policy, and industry through engaging in conversation, and providing your expertise. QHBC is committed to reciprocating your generous support through building a positive relationship and sponsorship experience. On behalf of the QHBC team, we thank you for all of your support and look forward to working with you!



QHBC Partnership Team

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