



## PARTNERSHIP OPPORTUNITIES 2020

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 your 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

#### Understand 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 CONFERENCE SERIES</b><br>Join us as a conference sponsor or exhibitor across our series of events which include webinars, virtual conferences and exhibitions and live events.  | <b>From \$11,000</b> |
| <b>ICHOM WEBINAR KEY SPONSOR</b><br>Sponsor one of our webinars which are part of our new Conference Series 2020.  | <b>\$15,000</b>      |
| <b>ICHOM WEBINAR HOST SPONSOR</b><br>Become our exclusive partner, provide content and deliver your message through our webinar platform.  | <b>\$30,000</b>      |
| <b>ICHOM OPINION</b><br>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><br>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><br>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> |
| <b>ICHOM CONNECT MEMBER</b><br>Become a member of ICHOM Connect through our organisational package allowing multiple-user access to our community. Up to 15 users.   | <b>\$50,000</b>      |
| <b>ICHOM CONNECT</b><br>Become our exclusive ICHOM Connect partner for one year. This will allow you un-paralleled access to the value-based healthcare community to increase brand awareness, understand your audience and gain first-hand insight into the developments in VBHC. | <b>\$150,000</b>     |

For bespoke packages or to develop your content strategy, please email [l.naylor@ICHOM.org](mailto:l.naylor@ICHOM.org)