HPSN WORLD 2019
Human Patient Simulation Network

FEBRUARY 26 - 28, 2019
RENAISSANCE ORLANDO AT SEAWORLD®
6677 SEA HARBOR DRIVE | ORLANDO, FL 32821

Industry Partner Prospectus
Guide for conference sponsors
HPSN WORLD 2019
FEBRUARY 26 - 28, 2019

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hpsn.com
The Human Patient Simulation Network (HPSN)

Founded in 1996 to advance the use of high-fidelity patient simulation among healthcare educators, the Human Patient Simulation Network (HPSN) has grown into a global community that shares the latest research, best practices and practical tools in medical simulation. HPSN hosts international and regional conferences that are open to anyone with an interest in medical simulation, and many of the events are free.

The Human Patient Simulation Network consists of clinical educators at colleges, technical centers, universities and hospitals as well as nurses, physicians, EMS responders, medics, sonographers, respiratory therapists, students and sim center directors.

This year HPSN celebrates 22 years of innovation and collaboration with the global simulation community through our theme Inspired Innovation: Emerging Simulation Technologies to Improve Patient Outcomes.

Focus Areas

- Improving patient safety and reducing medical errors through simulation
- Establishing better inter professional communication among healthcare teams
- Operating a simulation center, from planning to staffing and Return on Investment (ROI)
- Advancing best practices in patient simulation learning
- Sharing practical research on simulation learning outcomes

HPSN Conferences

CAE Healthcare has successfully sponsored more than 150 HPSN conferences throughout North America, Europe, and the Asia-Pacific region. HPSN World is the flagship conference that brings together more than 700 members over three days for learning sessions and networking events. HPSN Europe (a regional magnet conference) draws clinicians and researchers from throughout Europe, while HPSN UK is focused on nursing, midwives and allied healthcare professionals in the UK region in June of each year. In 2014, we hosted our first HPSN Asia Pacific that was conducted fully in Chinese. In 2017, we hosted our first HPSN India.

In the coming years, HPSN will expand into Latin America and the Middle East, joining forces with other dynamic and forward-thinking healthcare constituents to transform medical education through simulation for quality patient care around the globe.
The Network

HPSN has grown into a highly interactive and collaborative network of people dedicated to improving healthcare training and patient safety.

More than 11,000 people have attended Human Patient Simulation Network events in the United States, Europe and the Asia-Pacific region.

By sharing experiences, research and great ideas, they have helped advance medical simulation as an accepted training method for learners, clinicians and teams. We think that’s quite an accomplishment.

Now, we are expanding the network to other parts of the world and adding new content and resources to each event.

As it was in the beginning, an interest in using simulation to improve healthcare training is the only membership requirement.

Our Members

Our members today are forward-thinking healthcare educators from around the world who embrace innovation.

They are clinicians and educators from a variety of specialty areas who have an interest in improving patient safety.
Why Sponsor at HPSN World 2019?

• Access to more than 700 potential customers
• Daily traffic-boosting events, including breakfast, lunch and breaks
• Prominent signage at HPSN World 2019

HPSN World Attendees

- Nursing 38%
- Other 15%
- Medicine 14%
- Simulation 10%
- EMS 7%
- Program Administration 7%
- Students 5%
- Allied Health 2%
- Government/Military 2%

We Provide the Marketing For You

• Your company logo and website link on the HPSN World event page and the hpsn.com homepage for one year
• HPSN event postcards, flyers and face-to-face marketing at healthcare conferences to draw attendance
• Targeted email marketing to the HPSN CAE Healthcare opt-in lists and partnering associations
• Conference advertising in top healthcare simulation publications and on association websites
• Active social media marketing through various social channels
Sponsorship Opportunities

Sponsoring a HPSN World event will speak volumes to attendees, customers and potential investors about your company’s dedication to supporting simulation-based medical education for improving patient care. HPSN World 2019 offers tiered sponsorship opportunities to suit any budget, while increasing awareness for your products and services. Choose from the following options, or contact us to discuss how HPSN World 2019 can help you attain your company’s goals for increased brand awareness.

Attendee Meal/ Snack Break Sponsorships
When attendees refuel, your company receives all of the attention! Meal-break signage to include 18x24” poster signage with your logo. Logo on napkins.
• Breakfast.................................$6,000
• Lunch...........................................$10,000
• Refreshment Break......................$5,000

Email Advertising Sponsorships
Our email newsblast will keep attendees informed about events, before and during HPSN World 2019. Your sponsorship grants you exclusive advertising space on this can’t-miss communication.
• Pre-Show Email News Blast ............... $2,000
• Nightly News Email Blast ............... $2,000*

*Nightly emails go out Sunday, Monday, Tuesday and Wednesday during HPSN World. One advertisement per day. Spots are limited.

Educational Lunch and Learn Technical Workshop
Know of a topic that would be of educational interest to attendees? Increase your company and awareness during a “lunch and learn” session.
• Education session for up to 30 attendees to be held on-site February 26 or 27.
• Boxed lunch includes your choice of 3 different sandwich selections, beverage (water bottle/ soda), dessert
• Insert your business cards in lunch boxes $3,000

Swag Bag Flyer Inserts
An official HPSN World 2019 Swag bag flyer insert puts your message directly into the hands of each HPSN attendee. Swag bags come in handy for collecting swag and all registered conference attendees receive one! Strong drawstring backpack material.
• Large imprint area
• 24” long black rope strings
• Available in different colors
• Artwork template provided $1,000

Supported file types: Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Quark XPress, PDF, EPS, TIFF, JPG.

For sponsorship questions or information:
Debra Roehl at (941) 536-2850
debra.roehl@cae.com
Convention Location Information

The Renaissance Marriott is centrally located in Orlando, Florida, and close to all that Orlando has to offer! The hotel has six on-site restaurants and is directly across the street from Sea World and near Universal Orlando and Disney World. Restaurants, shopping, and entertainment are easily accessible to International Drive featuring Premium Outlets and Pointe Orlando area via the I-Ride Trolley System.

Transportation Information

Area Airports:
- Orlando International Airport (MCO)
  Airport Phone: +1 407-825-2001
  Hotel Directions: 13 miles west
- Kissimmee Gateway Airport (ISM)
  Airport Phone: +1 407-847-2821
  Hotel Directions: 12 miles north
- Orlando Executive Airport (ORL)
  Airport Phone: +1 407-894-9831
  Hotel Directions: 17 miles west

Orlando Sanford International Airport (SFB)
Airport Phone: +1 407-585-4500
Hotel Directions: 41 miles north

The hotel does not provide shuttle service.

Alternate Transportation
Mears Shuttle Service:
+1 407-422-4561; fee 20 USD (one way, subject to change); reservation required.

Taxi: estimated fare: 40 USD (one way, subject to change).

Parking

- 50% OFF on-site parking. Fee 24 USD daily rate which would be 12 USD (subject to change)
- Valet parking. Fee 35 USD daily (subject to change)
- Fees exclude tax. All guests driving hybrid cars receive complimentary valet parking.
## Sponsor Application

**Company Name (as it should appear on all marketing materials and program)**  

**Contact Person**

**Title**

**Company Address**

**Suite/Floor**

**City, State**

**Zip/Postal Code**

**Country**

**Phone**

**Fax**

**Email Address**

**Website**

**Type of Business:** Please check one:  
- [ ] For Profit  
- [ ] Non-Profit

### Attendee Meals/Snack Break Sponsorships

<table>
<thead>
<tr>
<th>Meal Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakfast</td>
<td>$6,000</td>
</tr>
<tr>
<td>Lunch</td>
<td>$10,000</td>
</tr>
<tr>
<td>Refreshment Break</td>
<td>$5,000</td>
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</tbody>
</table>

### Email Advertising Sponsorships

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Show Email News Blast</td>
<td>$2,000</td>
</tr>
<tr>
<td>Nightly News Email Blast</td>
<td>$2,000</td>
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</table>

### Other Sponsorship Items

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational Lunch and Learn Technical Workshop</td>
<td>$3,000</td>
</tr>
<tr>
<td>Swag Bag Flyer Inserts</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

### Totals

- **Total Due:** $ 
- **50% Sponsorship Fee (due with application):** $ 
- **Balance:** $ 

### Method of Payment

- **Check #**
  - Make all checks payable to: CAE and include a copy of this application

- **Credit Card:**  
  - [ ] American Express  
  - [ ] MasterCard  
  - [ ] Visa

**Name** (as it appears on card)

**Card #**

**Exp Date**

**Signature**

**Date**

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**A high-res company logo and 50 word description must be submitted with this application.**

Applicant shall be required to pay a non-refundable sponsorship fee (“Fee”) which reflects the type of sponsorship selected by the Applicant for HPSN World 2019. Applicant must pay fifty percent (50%) of the total Fee upon submission of the application, and the remaining fifty percent (50%) within thirty (30) days of acceptance of the application by CAE Healthcare. All sponsorships are subject to availability and acceptance of the application is at the discretion of CAE Healthcare. Applicant is required to include a logo and description of Applicant’s company (“Company Information”) with the application. CAE Healthcare will not accept any Applications that fail to provide the Company Information.

Once the application has been accepted and the Fee paid, Applicant will be designated as a HPSN World 2019 Sponsor (“Sponsor”). Each Sponsor grants to CAE Healthcare the worldwide, non-exclusive, royalty-free license to use Sponsor’s logos and trademarks provided to CAE Healthcare for the promotion of the sponsorship. CAE Healthcare reserves the right to make alterations to the HPSN World 2019 at any time without prior notice to the Sponsor.

IN NO EVENT WILL CAE HEALTHCARE’S AGGREGATE CUMULATIVE LIABILITY FOR ANY CLAIM ARISING OUT OF OR RELATED TO THE SPONSORSHIP, WHETHER IN CONTRACT, TORT OR ANY OTHER THEORY OF LIABILITY, EXCEED THE SPONSORSHIP FEE.

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For **sponsorship** information, please contact: Debra Roehl at (941) 536-2850
debra.roehl@cae.com

**APPLICATION DELIVERY:**
CAE HPSN 2019  
6300 Edgelake Dr, Sarasota, FL 34240  
Debra Roehl at (941) 536-2850  
debra.roehl@cae.com

**CREDIT CARDS ONLY:**
Fax: (941) 379-1663  
debra.roehl@cae.com  
Attn: HPSN 2019