

Industry-Sponsored Product Spotlights: Live Webinars and Archived Webcasts

2018 Industry Prospectus



About the International Health Facility Diversion Association

Founded in 2015, the International Health Facility Diversion Association (IHFDA) is an international network of experienced professionals who come together to share solutions, knowledge and insight on how to prevent, detect, and properly respond to drug diversion by healthcare personnel. IHFDA is an advocate for patient safety, and is committed to addressing all aspects of drug diversion within healthcare facilities.

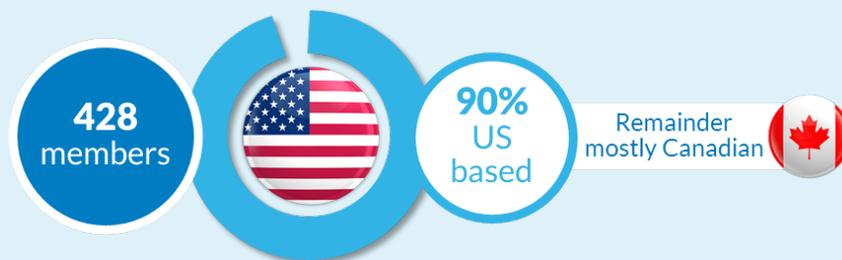
Mission Statement

IHFDA is devoted to protecting patients, staff, and facilities from the harm associated with drug diversion by healthcare personnel through education and collaboration.

Community

IHFDA provides opportunities for members to network and collaborate with industry experts.

IHFDA Member Demographics



Professional roles include:

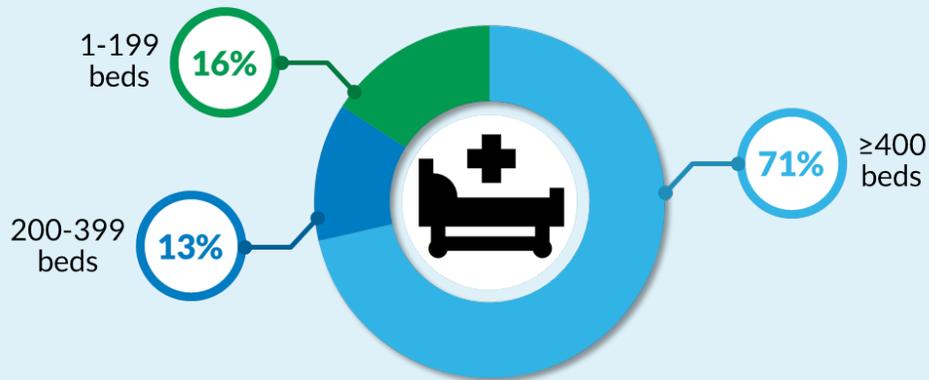


These professionals use IHFDA to enhance their knowledge and expertise

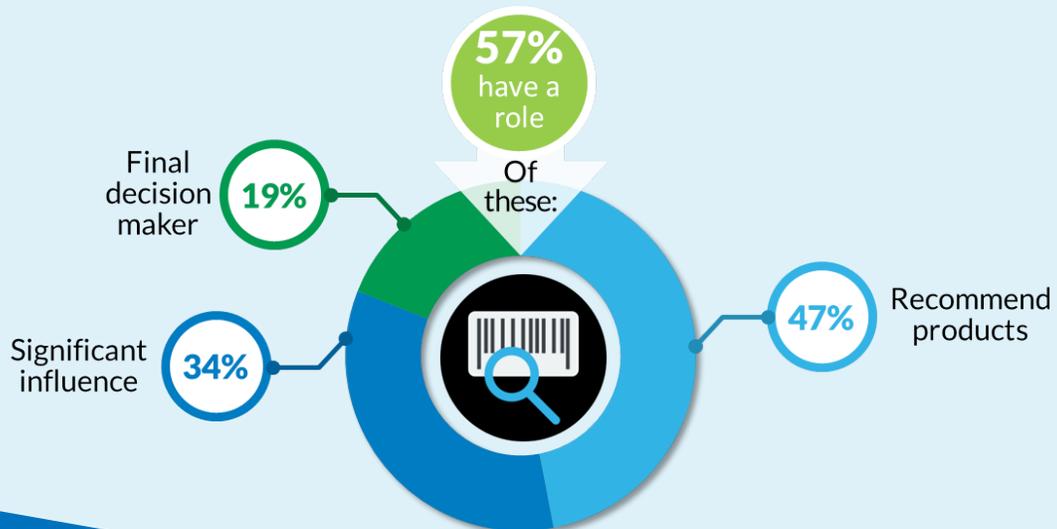
Employment setting:



Size of employing health institute (where applicable):



Role in purchasing:



About Industry-Sponsored Product Spotlight Live Webinars and Archived Webcasts

IHFDA has developed this new support opportunity for companies to join us in advancing our mission of protecting patients, staff, and facilities from the harm associated with drug diversion by healthcare personnel through education and collaboration.

We are pleased to offer our Corporate Members and other companies the opportunity to showcase their new, improved, or emerging products or services to IHFDA members in an interactive setting by participating in an industry-sponsored **Product Spotlight**. The **Product Spotlights**, in the form of live Webinars followed by on-demand archived Webcasts, allow IHFDA members to connect online from anywhere to hear presentations directly from industry leaders. See **page 5** for examples of topics of interest to our members.

Reasons to Sponsor a Product Spotlight Webinar

Engage With Our Members

Professionals who:

- Use IHFDA to enhance their knowledge and expertise.
- Want to stay on top of the latest industry trends and technologies.
- Look to your products and services to help them make educated decisions.

Present Information of Your Choice

Product Spotlights give sponsors the freedom to create a presentation centered on their company's products or services. Because they are designed to be promotional in nature, **Product Spotlights** are not eligible for CE/CME/CPE credits/contact hours.

Sponsorship Fee

Cost per live Webinar (with archived Webcast hosted on the IHFDA Website for 1 year):			
Length (including Q&A)	Corporate Members	Non-Corporate Members	Discounts
20 minutes	\$10,375	\$11,300	<ul style="list-style-type: none"> ● 5% if book 2 Webinars in a 12-month period ● 10% if book ≥3 Webinars in a 12-month period
30 minutes	\$11,100	\$12,765	
45 minutes	\$11,750	\$13,500	
60 minutes	\$12,400	\$14,260	

What Does This Fee Include?

Live Webinar:

- VoIP and backup teleconference line
- Live introduction and moderation
- Real-time polling and live text chat Q&A session
- Up to 100 participants (to ensure an interactive learning environment)

Archived Webcasts:

- Hosted on www.ihfda.org for 1 year in the members-only area
- Available 24/7 on demand
- Unlimited Webcast views

IHFDA will manage logistics related to the **Product Spotlight** promotion and registration:

Event and project management:

- Event planning and support
- Registration site creation
- Confirmation and reminder emails
- Speaker training on Webinar platform features
- Conversion of Webinar into archived Webcast
- Post-event participation report (48 hours after live Webinar; quarterly for the Webcast)

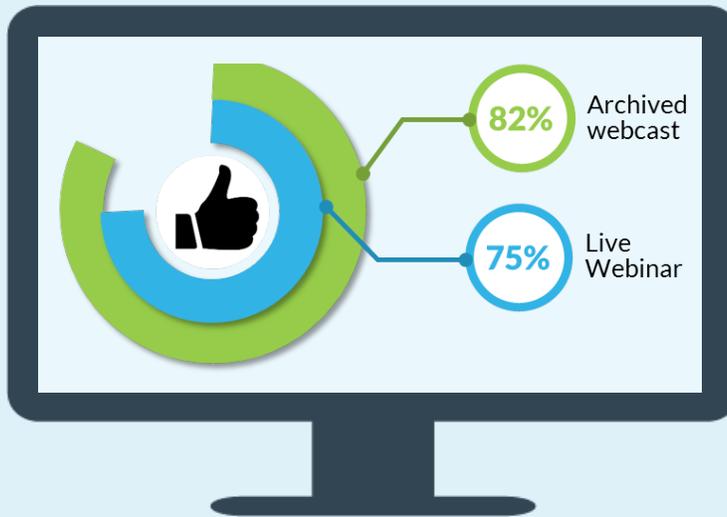
Marketing campaign:

- Promotional e-blasts to IHFDA members
- Promotional listserv messages to IHFDA members
- Announcements on IHFDA social media
- Announcements and schedules listed on the IHFDA website

IHFDA Member Survey

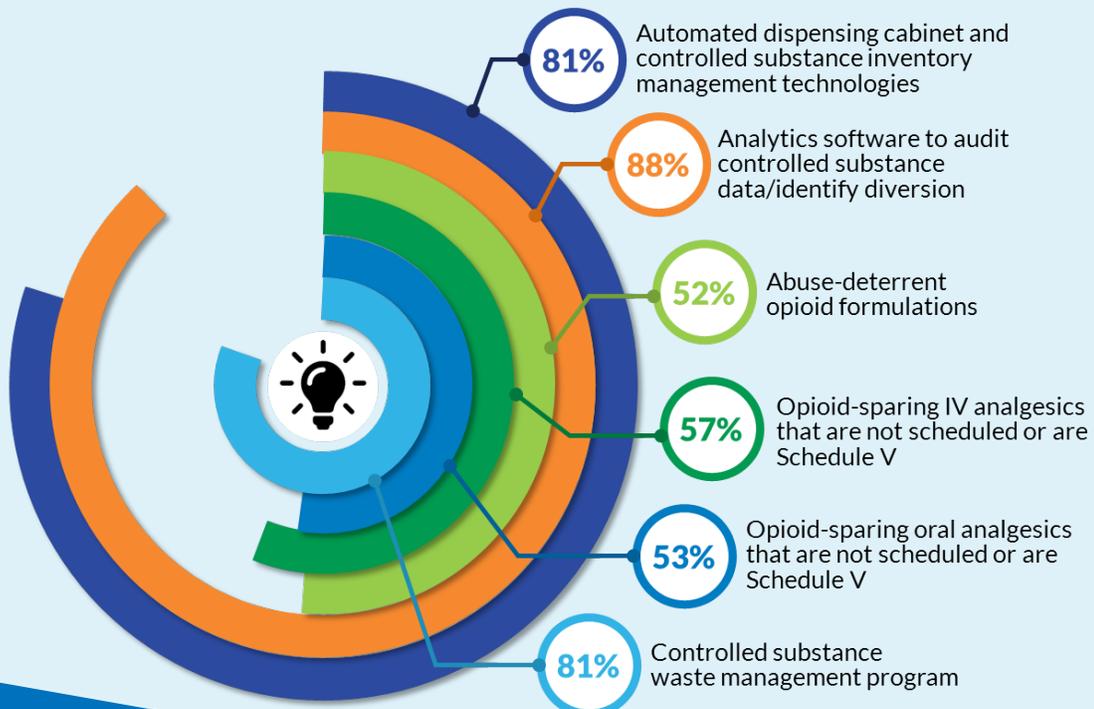
IHFDA conducted a membership survey in January 2018 to better understand member needs and preferences for industry-sponsored, no-cost, live and archived on-line education around emerging products and services that may help reduce the amount of controlled substances used in health facilities or help prevent the diversion of controlled substances that are used.

Members interest in participating in a **Product Spotlight**:

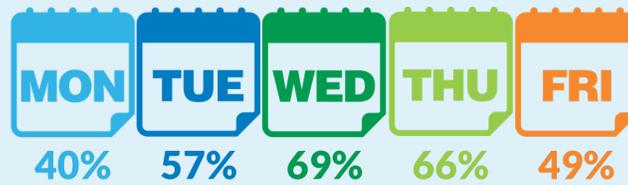


The majority of respondents would also recommend an industry-sponsored **Product Spotlight Webinar** to their associates who are not IHFDA members, if this was also available to them at no-cost.

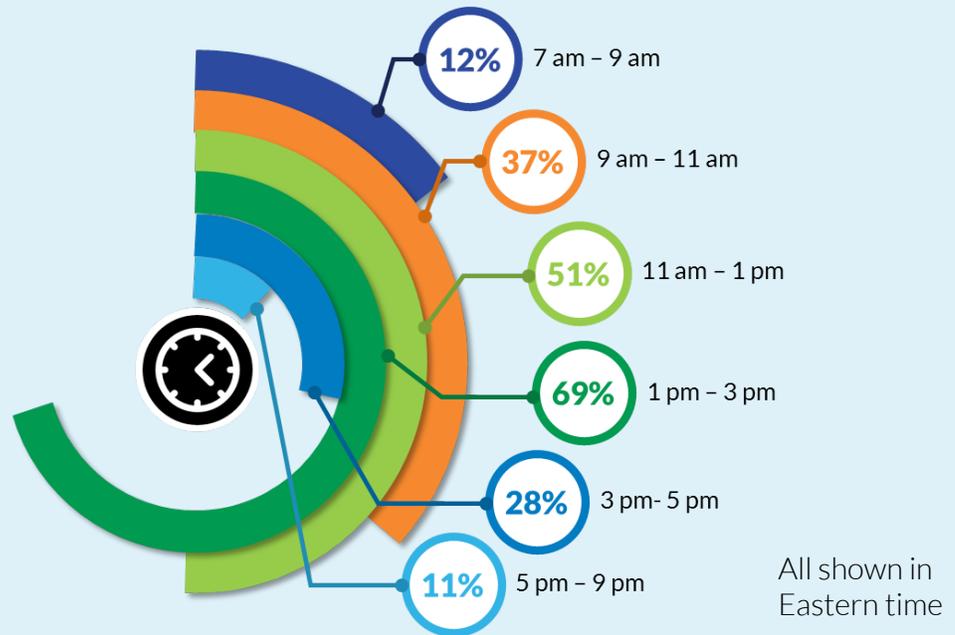
Topics members are interested in learning about:



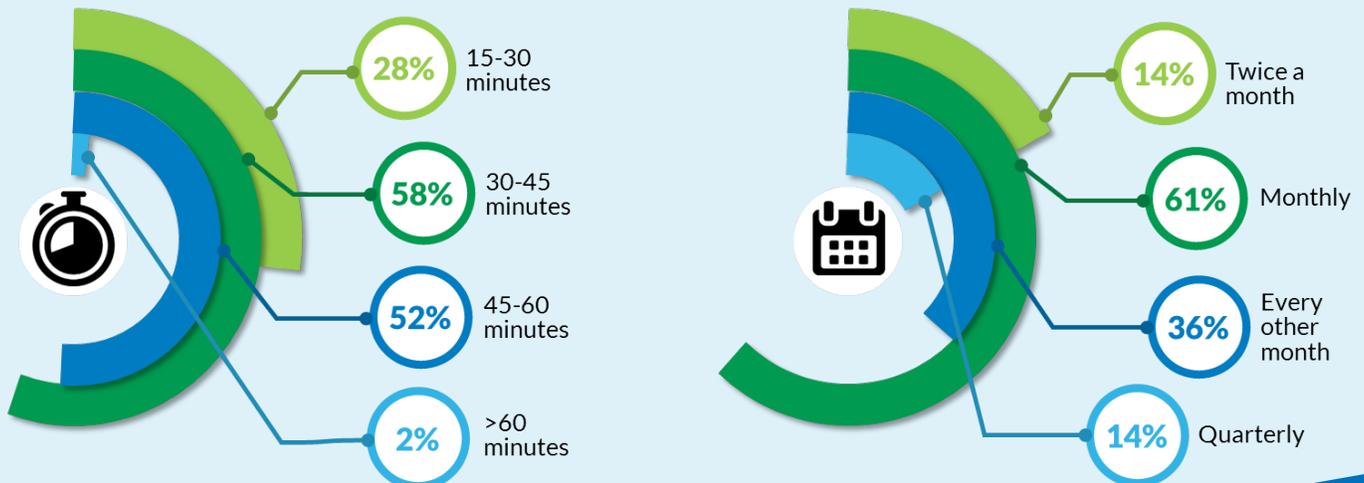
Preferred day of the week for a live Product Spotlight Webinar:



Preferred time of day for a live Product Spotlight Webinar:



Preferred length and frequency for a Product Spotlight Webinar:



Guidelines

Sponsoring companies will be responsible for the following:

- Providing a single point of contact for a **Product Spotlight** Webinar.
- Selecting a presenter from the company or a thought leader on the subject of the Webinar. Supplying the speaker details, biography, and head-shot photograph. Any speaker honorarium is the responsibility of the sponsor.
- Completing the description form for their **Product Spotlight** Webinar (provided after IHFDA accepts the application). IHFDA will use this information in promotional materials and Website listings.
- Supplying an electronic eps file of their logo for use in promotional material.
- Developing and providing presentation slides in PowerPoint format. We highly recommend sending us your electronic presentation slides, together with any polling questions, at least 2 weeks prior to your **Product Spotlight** so that they may be technically reviewed and tested with the Webinar platform.

Program Material Requirements

There can be no implication in any material that **Product Spotlights** are sponsored or endorsed by IHFDA. IHFDA does not allow the use of its logo in **Product Spotlight** materials. The following disclaimers must appear on the title slide or a disclaimer slide at the front of the presentation:

- This **Product Spotlight** is neither sponsored by nor endorsed by IHFDA.
- This **Product Spotlight** does not offer CE/CME/CPE credits.
- Commercial products featured or mentioned in this **Product Spotlight** are not endorsed by IHFDA.
- The content and views expressed in this **Product Spotlight** are those of the sponsor and speaker, and not of IHFDA.

Copyright of the content presented at the **Product Spotlight** shall be owned by the presenting company, with all rights intact. The **Product Spotlight** presenting company is responsible for obtaining copyright permissions and licenses for materials previously copyrighted that will be used as part of the **Product Spotlight**.

Product Spotlight materials must be preapproved by IHFDA; allow 3 business days for approvals.

IHFDA Logo and Name

The name and logo of the IHFDA are never to be used in advertising or promotions in any media or on descriptive product literature. The fact that a company or its goods or services were featured in a **Product Spotlight** cannot be used in advertisements, promotional activities, or descriptive product literature. IHFDA does not endorse, either expressly or by implication, the sponsoring company or its goods or services.

Cancellation Policy

Notice of cancellation must be received in writing. Terms are as follows:

- Notices received at least 4 months prior to a scheduled **Product Spotlight** Webinar will receive a 100% refund, less \$500 processing fee
- Notices received at least 3 months prior to a scheduled **Product Spotlight** Webinar will receive a 50% refund
- Notices received at least 2 months prior to a scheduled **Product Spotlight** Webinar will receive a 25% refund
- No refunds will be made for notices received within 1 month of the schedule event

IHFDA reserves the right to cancel your **Product Spotlight** Webinar at any time and refund the sponsorship fee if we feel your program is no longer appropriate for the IHFDA audience.

Application Process

Sponsoring companies may request their preferred date and time on the application (**page 8**). Applications are processed and time slots filled on a first-come, first-served basis. To avoid topic duplication in scheduling, IHFDA retains the right to make final scheduling decisions. Applicants will be notified in writing of acceptance of their **Product Spotlight** application, with assigned date and time slot. The sponsorship fee and a signed letter of agreement between IHFDA and the sponsor must be received before IHFDA can confirm a date/time or promote the **Product Spotlight**.

IHFDA does not guarantee attendance at **Product Spotlight** Webinars and will not refund a sponsor's fee on the basis of attendance.

IHFDA Product Spotlight Application

Please complete a separate application for each **Product Spotlight**.

Sponsoring company name:

Primary contact person

Name:

Title:

Company:

Address 1:

Address 2:

City:

State:

Zip code:

Phone:

Fax:

Email:

Title of proposed **Product Spotlight**:

Please indicate your preferred date for the **Product Spotlight** Webinar below or select from the adjacent date picker (we recommend Tuesday, Wednesday, or Thursday for best attendance):

1st choice:

2nd choice:



Please select your preferred duration:

20 minutes

30 minutes

45 minutes

60 minutes

Please indicate your preferred start time

(we recommend between 11 am and 3 pm EST for best attendance):

Fax completed application to Jim Barrett at 203.359.2170, email to jbarrett@ihfda.org, or click:

Please contact us with any questions:

Marsha Stanton

Jim Barrett



mstanton@ihfda.org

jbarrett@ihfda.org



732.770.7997

203.323.5945



562.684.0626

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