



**DISRUPTION: The Future of Women's Health** will inspire a global movement to empower women, advance women's health and inspire innovation in Edmonton, *for the world*. We are pleased to invite our industry partners to become Top Tier Presenting Sponsors for the inaugural conference in 2025.

Disruption provides exclusive partnership options with unique benefits and outstanding opportunities to align your corporate brand with a future for women and women's health that will change the world.

Disruption provides investment value to sales, market access, marketing, research and stakeholder teams. Partners can be included in multiple conference activities, based on their areas of interest, and recognized for total contributions from all corporate sources.

Disruption Partners are provided with partner benefits, based on level of support, as outlined in the sponsor package. In addition to these Unique Value Options available to Presenting Partners, there are opportunities to work together to co-create, collaborate and inform conference experience in multiple areas.

### PRESENTING A DISRUPTION CONFERENCE TRACK \$100,000

Our industry partners are being offered one of three opportunities to be presenting sponsor of a Disruption Conference Track of: **Precision Health, Technology and Innovation, or Advocacy: A Call to Action.**

**This premier presenting partnership will provide:**

- Recognition for all promotions, events and activities within the chosen track
- Opportunity to share insights and ideas about program content, speaker recommendations and key messaging for promotions
- Conference Track Partners are included in media relations, public relations, speaker intros and thank you

### PRESENTING A DISRUPTION MAIN ATTRACTION \$50,000

Presenting the **Women's Health Expo, Women's Health Innovator Awards, Global Connections, Women's Health Futures Report** or other main attractions will position your company as a leader in women's health innovation and collaboration.

**This presenting partnership provides:**

- Recognition for all promotions, events and activities within the chosen main attraction
- Opportunity to share insights and ideas about program content, special promotions, key messaging, and run of show
- Main Attraction Partners are included in media relations, public relations, and exclusive invitations and officials engagement

### DISRUPTION FOUNDERS LEGACY

(included in \$50,000+ partnerships)

Founding Partnerships are customized, incorporated into launch event(s), include ambassadorship, and are highly visible before, during and after the conference. Founders are a partnership legacy option that is only available this year. Your commitment will be front-and-centre in 2025 and hold a place of honour on the Disruption website for all the years to come.

### ADDITIONAL OPPORTUNITIES

- Advanced promotions as a Founder and a Presenting Sponsor
- Company spokesperson included in Global Press Conference
- Company spokesperson for continued media relations
- Digital and social promotions throughout campaign

The Disruption Team works with each partner in unique ways to bring your perspectives, values and creativity to build an exclusive partner program, co-designed content, cross promotions, and an unparalleled return on investment.

**Contact the Disruption Team for more information**  
[info@whconference.com](mailto:info@whconference.com)

As a Top Tier Presenting Sponsor, partners will also be provided with the following:

### Featured Speaker Presentation or Panel

Opportunity to host one Featured (Track) or Conference (Main Attraction) Speaker. You will be invited to provide speaker/panel and topic recommendations, provide opening remarks to the session, and work with the Disruption team to coordinate session promotions and collateral development for advanced promotions. You will be provided with a recording of your session to use as you wish following the conference.

### Precision Health Industry Showcase

As a Presenting Industry Partner you will be provided with a preferred location in the exclusive Precision Health Showcase. This area will only be accessible to healthcare professionals and eligible health sector decision makers. This exclusive area will provide you with an option to schedule/present an HCP learning session or product demonstration on the Showcase Stage.

### Women's Health Exhibitor Space

You will also be provided with a 10x20 booth space on the main show floor and will be included in first-round location choice.

### Stakeholder Engagement and Collaborative Forums

As a Presenting Partner, you will be provided with a Hospitality Suite for one block. Presenting partners are engaged to share insights about overall themes for hospitality suites, exclusive collaborations, and stakeholder forums that will be included as part of the Disruption delegate experience.

### Global Connections and Impact

As a Presenting Partner you will work with Disruption team members to develop the Global Connections strategy (attached). Disruption will enable engagement, collaboration and networking that will compel a global movement for women's health leading up to, during, and long beyond the conference. Government Houses will be encouraged for participating embassies. Government Official forums, formal and informal, will be organized. Private meetings will be encouraged and facilitated, and delegation lists shared for advanced planning. **Your advancements and innovations in technologies, treatments and products can be showcased through the Global Connections programs.**

## MAKING CONNECTIONS THAT MATTER

Disruption will attract healthcare providers, specialists, health sector decision makers, researchers, private payors, government officials and administrators, innovators, investors, health industry supply chain, manufacturers, retail women's health, digital health, patients/women, and the public. The common interest is to be a part of advancing women's health.

Presenting Partners have access to delegate lists and will be encouraged to host their own hospitality events or forums to engage a hand-picked audience. The Disruption Team may assist with hosted event promotions through automated systems.