

## American Telemedicine Association

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**Situation** The American Telemedicine Association (ATA) is a non-profit organization based in Washington, D.C. that is focused on promoting access to medical care for consumers and healthcare professionals through telecommunications technology. It has a membership network of more than 10,000 healthcare professionals and hosts the largest telehealth conference in the industry. It enlisted TDC to create a sub-brand for its 2018 annual conference and tradeshow event that would help it stand out among other telehealth conferences and generate greater interest and attendance.

**Solution** We recently conducted a series of discussions and interviews with ATA staff, board members, and past conference attendees to better understand perceptions around the conference's past marketing efforts, content strengths, and opportunities going forward. In addition, we explored and assessed the brand identities and presentations of other like-minded conferences. We also recommended that the new conference branding be expressed as an evergreen identity that would not only apply to the 2018 event, but for all future conferences.

As a result, we created a new name and logo approach for the event that allowed updates for future events while maintaining brand continuity, a sub-brand look and feel, as well as an evergreen theme line ("Educate. Connect. Discover.") In addition, we developed a number of collateral pieces, including a save-the-date postcard, an exhibitor prospectus, website and email graphics, and an awards criteria and submissions brochure that all reflected the new look and feel.

**Result** To date, ATA has been extremely pleased with the new branding and identity assets we've developed for the 2018 conference. We are continuing to work with ATA in applying the sub-brand look and feel to other materials associated with the conference and anticipate additional assignments to support the event in the immediate weeks and months ahead.

- value proposition and theme
- conference logo and descriptor tag line
- conference identity standards guide

The ATA annual conference is the most significant telehealth-focused conference today. It engages a broad spectrum of stakeholders in healthcare, including information systems, technology, sales, healthcare providers and administrators, payers, research, and more. In one event, the conference brings together the widest range of telehealth-related participants, thought leadership, and education opportunities in the industry.

## EDUCATE. CONNECT. DISCOVER.

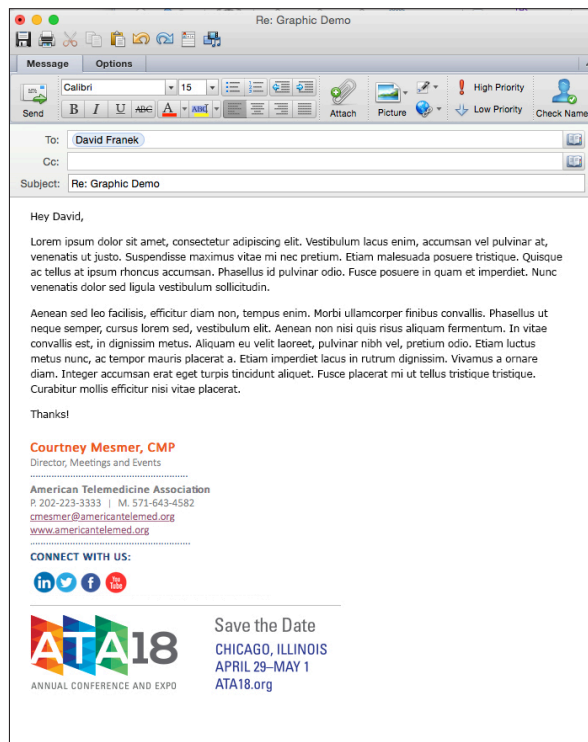


### Research Modes Used:

Stakeholder Interviews  
Competitive Research



- save the date postcard
- email signature
- HTML email template



- exhibitor prospectus brochure
- award criteria brochure



## ATA18 CONFERENCE AND EXPO

Showcase your products to top leaders who are designing the future of modern healthcare.

The ATA18 International Conference & Expo convenes thousands of healthcare leaders and is focused exclusively on telemedicine. This year, we will celebrate 25 years of success gathering thousands of leaders committed to improving healthcare delivery. ATA18 is the perfect opportunity to find new business, raise your organization's profile, and achieve greater brand visibility among those driving the telehealth profession.

**Market Reach**

- Over 10,000 Members
- Over 21,000 Twitter Followers
- Over 4,100 Facebook Fans
- Over 1,000 LinkedIn Followers
- Over 67,000 Unique Visitors on conference website
- Over 38,000 Subscribers to weekly news brief

**Participating organizations, systems, companies, and institutions represent a broad spectrum of areas within the industry including:**

- Healthcare Providers
- Private and Group Practices
- Clinics/Hospital/Health Systems
- Insurance Companies/Payers
- Corporate/Retail/Service Providers
- Specialty Clinics/Centers
- Long-Term/Post-Acute Centers
- Academic/Research/Education
- Financial/Legal/Investment
- Vendor Devices/Services
- Military/Government
- Healthcare Consulting Services

**Who Attends ATA Annual Conferences?**

- Senior Leadership and C-Suite Executives
- Physicians and IT Professionals
- Administrators and Legal Healthiers
- Consultants and Policy Strategists
- Government Relations Leadership
- Students

**96%** of exhibitors rated the conference as "valuable or highly valuable"

**62%** of ATA 2017 exhibitors were very satisfied with leads

**36%** of ATA 2017 exhibitors said ATA Annual conference is better than competing industry shows

**26%** of attendees come specifically for the expo

**50%** of attendees plan on purchasing telemedicine products and/or services in the near future

To learn more about ATA18 promotional opportunities, contact Karen Eggenster at 202-203-7004 or k.eggenster@americantelemed.org.

## PROMOTIONAL OPPORTUNITIES

### Exhibit Hall & Convention Center Opportunities

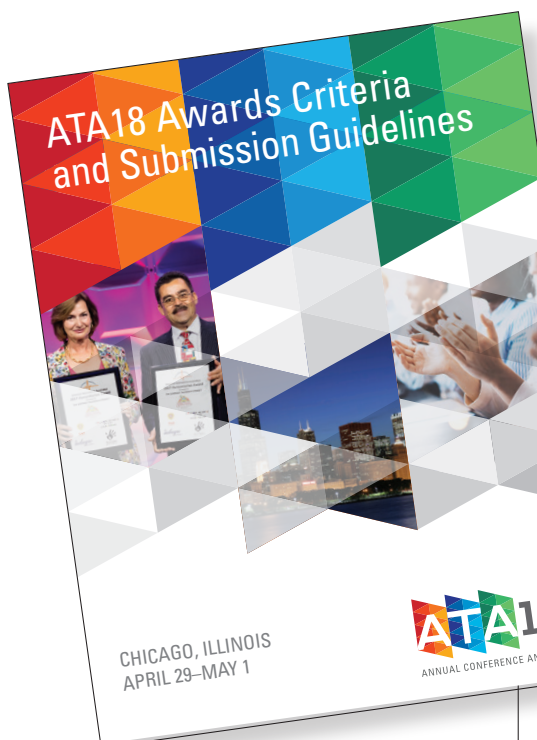
**Featured Speaker / \$25,000 / Three Opportunities**  
Have your brand front and center by sending a leader from your organization to address the attendees or show a 1-2 minute video. The Plenary Sessions were attended by an average of 1,500 participants daily in 2017. This sponsorship opportunity also includes the option to place an item on attendee chairs at the general session as well as have additional signage at the entrance to the general session.

**25th Anniversary Celebration Dinner / \$25,000 / Exclusive Opportunity**  
ATA turns 25 in 2018 and we have plans to celebrate with a special dinner. This event will bring together hundreds of telemedicine's current and past leaders. An excellent venue to pair your name with this monumental event.

**Opening Reception in the Exhibit Hall / \$25,000 / Exclusive Opportunity**  
Taking place inside the exhibit hall, the Opening Reception is the big expo kickoff! Attendees will enjoy light refreshments as they network with old and new friends, as well as your company representatives. You will have the opportunity to provide a short welcome to attendees to the thousands in attendance. Sponsor may provide branded napkins for the bar and buffet.

**Mobile App / \$25,000 / Exclusive Opportunity**  
Capture the attention of thousands of leading healthcare professionals before, during, and after ATA18. Attendees access the programming, expo and logistical information through the Mobile App. In 2017, the mobile app had an 80% adoption rate. The number of views within the app was in the 100,000 plus. Specifically, the total session views were over 219,950 and the Agenda views were almost 357,000. There will be no printed program, so the App will be the primary source of information that attendees will regularly use. Each time an attendee opens the ATA18 App you will appear on the main screen for all to view.

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## TRANSFORMATION OF HEALTHCARE DELIVERY

The **President's Award for the Transformation of Healthcare Delivery** recognizes the leadership of an organization that incorporates virtual healthcare services (i.e., telemedicine) as part of an initiative resulting in improved quality and better value healthcare for a large population of patients. Consideration for this award will factor impact on the population served, including:

- Special needs groups
- Academic output such as peer-reviewed research and presentations
- Targeted education programs
- Number of sites
- Business case or business model
- Long-term sustainability
- Active partnerships and collaboration

**Who can apply:** active ATA member organizations as well as non-member organizations.

**Previous winners of The President's Award for the Transformation of Healthcare Delivery**

2003 – Missouri Telehealth Network	2007 – University of New Mexico, Center for Telehealth
2004 – Alaska Federal Health Care Access Network (AFHCAN)	2008 – Medical Missions for Children
2005 – North Network	2009 – Avera Health – Telehealth
2006 – University of California Davis, Center for Health & Technology	2010 – Orbis International
	2011 – University of Arkansas for Medical Sciences
	2012 – Telemedicine and Advanced Technology Research Center
	2013 – University of New Mexico, Project Echo
	2014 – Center for Rural Health Innovation: MY Health+Schools
	2015 – Center for Telehealth, University of Mississippi
	2016 – United Health Centers of the San Joaquin Valley
	2017 – New York Presbyterian on Demand

## Nominating Process

Active ATA members are eligible to submit for consideration to receive any of the awards. Nominations can be made for a project, program, institution, or individual in the telemedicine field. All nominating material must be submitted using the online nomination platform.

## Selection Process

Awards will be determined by an award committee, selected by the ATA President, composed of recognized authorities in the field of telemedicine. The nomination must have current evidence that the initiative has contributed to the substantial development and/or deployment of telemedicine. The basis for judgment and selection of these awards will be the documentation submitted to the Association. No project or institution affiliated with a current officer of the Association is eligible to receive an award.

## Submission Checklist

For submission, make sure you have all the items required for submitting your nomination. You will need:

- Name of nominee (to be sent)
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- Nominee Overview: an abstract describing and justifying how the nominee specifically meets the selection of criteria (maximum of 150 words)
- Supporting documents: the following documents should be included with the nominee submission:
  - ☐ Summary of project, program, institution, innovation, or individual which clearly states how nominee meets criteria for the award
  - ☐ Support/endorsement letter(s) (not required, but suggested)

Contact information for nominator and nominee

## Timeline

- Nomination submission deadline: Friday, December 8, 2017 at 11:59 p.m. Pacific Time
- Awards notification: Week of January 22, 2018
- Conference calls with awards' recipients: January 24-26, 2018
- Video recording of awards' recipients: Early February 2018
- Red Carpet Photo Shoot with awards' recipients: Prior to Awards Ceremony: Sunday, April 29
- Awards Ceremony: Sunday, April 29

**Questions?** E-mail ewoodward@americantelemed.org



- responsive website
- website graphics
- online promotional graphics

ata18.org

