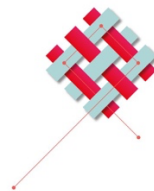# wearable tech hackathon

May 13-15, 2022

PARTNERSHIP OPPORTUNITIES

fibre FABRIC BASED RESEARCH PLATFORM

kite UHN

Welcome to the FIBRE Wearable Tech Hackathon

It is with enthusiasm that I extend an invitation to you to the inaugural FIBRE Wearable Tech Hackathon, happening May 13-15, 2022. This event is designed to bring together student participants and academic and industry mentors from FIBRE partner institutions in Canada and India, making this a multi-disciplinary, international event for creative young minds to collaborate, innovate and devise new solutions to pressing issues in healthcare.

FIBRE is an academic research platform at The KITE Research Institute at the University Health Network that is focused on driving innovation in textile-based technologies. We believe that bringing together researchers from diverse fields of study will provide the foundation to generate exciting, innovative solutions to healthcare needs for Canada and the world. We also believe in providing opportunities for young minds – students and trainees across multiple fields – to contribute fresh perspectives and participate in developing these solutions.

This is why we have launched the FIBRE Wearable Tech Hackathon, a three-day event where undergraduate, graduate, and postdoctoral students from all disciplines will work together in teams to merge textiles and technology to develop solutions to this year's Challenge Area: pressure ulcers. Pressure ulcers, caused by sustained pressure or friction on the skin, have a major impact on patient, their families, caregivers, as well as the healthcare system. Textiles commonly contribute to the cause of these issues; this year's challenge asks students to consider how textiles can figure into the solution. With the guidance of academic mentors and input from UHN's Patient Partners program, students will gain real insight into the experiences of people who have endured these ulcers with the goal to develop solutions with a human-centred approach.

The FIBRE Wearable Tech Hackathon is committed to establishing a platform for curious, creative, and forward-thinking students in any field to pursue ideas that will contribute to the improvement of healthcare for all people. We invite you to join us online to help guide the next generation of thinkers and shape the future of health and rehabilitation.

We look forward to your participation and welcome you to the FIBRE Wearable Tech Hackathon. Thank you for helping us inspire and engage the next generation of innovators.

Kind regards,

Dr. Milos R. Popovic
Director, The KITE Research Institute

Why Sponsor?

Becoming an official sponsor of the 2022 FIBRE Wearable Tech Hackathon will position your company in the vital role of supporting collaborative, interdisciplinary innovation in healthcare. This event will connect you directly to talented designers, scientists, and forward-thinking students from all disciplines, and enable you to support and guide the development of new solutions for pressing industry challenges.

Sponsorship Benefits:

- **Connect** with talented, future-focused students and trainees from 10 academic institutions across the GTA and one in India, with specializations in a wide variety of disciplines related to healthcare and design

- **Build** relationships with KITE, Toronto Rehab, and the greater UHN community of scientists, clinicians, and healthcare specialists to foster future collaboration opportunities

- **Network** with other FIBRE academic and industry partners

- **Access** to potential future employees and innovative product concepts and designs

Attendee Profile

The Hackathon will bring together undergraduate, graduate, and postdoctoral students and trainees of all disciplines. Leading scientists, academics, and medical practitioners from participating institutions, along with Patient Partners from The University Health Network will attend the event to guide student teams and help evaluate Hackathon submissions.

Participating institutions include:

- Centennial College
- Conestoga College
- George Brown College
- Humber College
- OCAD University
- Ryerson University
- Seneca College
- Sheridan College
- Sona College of Technology (India)
- The University of Toronto
- KITE – University Health Network

Futurist
CAD $2000

- Opportunity to name a prize category of the Hackathon
- Opportunity to become a presenting sponsor of the Hackathon and speak at your choice of (one or all):
  - o the Award Ceremony
  - o the Opening Ceremony
  - o a Special Topic Session
- Opportunity to present a live demonstration of your company's equipment, technologies or tools to our attendees
- Superior exhibition space (virtual booth booked in the Gather Town space)
- 3 mentions on the @FIBREhackathon and @KITE_UHN social media platforms (Twitter and Instagram)
- Full colour logo, hyperlink, and profile displayed on the Hackathon website
- A 100-word mini profile to be published in the event newsletter
- Full colour logo to be published in the event newsletter
- Opportunity to become a mentor at the Hackathon, to meet and engage with talent in the development community
- Invitation to participate as a judge at the Hackathon

Innovator
CAD $1000

- Opportunity to become a presenting sponsor of the Hackathon and speak at your choice of (one or both):
  - o the Opening Ceremony
  - o a Special Topic Session
- Opportunity to present a live demonstration of your company's equipment, technologies or tools to our attendees
- Priority exhibition space (virtual booth booked in the Gather Town space)
- 2 mentions on the @FIBREhackathon and @KITE-UHN social media platforms (Twitter and Instagram)
- Full colour logo, hyperlink, and profile displayed on the Hackathon website
- A 100-word mini profile to be published in the event newsletter
- Full colour logo to be published in the event newsletter
- Opportunity to become a mentor at the Hackathon, to meet and engage with talent in the development community
- Invitation to participate as a judge at the Hackathon

Designer
CAD $500

- Opportunity to become a presenting sponsor of the Hackathon and speak at the Opening Ceremony.
- Premium exhibition space (virtual booth booked in the Gather Town space)
- 1 mention on the @FIBREhackathon and @KITE-UHN social media platforms (Twitter and Instagram)
- Full colour logo, hyperlink, and profile displayed on the Hackathon website
- Full colour logo to be published in the event newsletter
- Opportunity to become a mentor at the Hackathon, to meet and engage with talent in the development community
- Invitation to participate as a judge at the Hackathon

Collaborator
In-kind

- Opportunity to become a presenting sponsor of the Hackathon and speak at a Recharge Activity
- Standard exhibition space (virtual booth booked in the gather town space)
- 1 mention on the @FIBREhackathon and @KITE_UHN social media platforms (Twitter and Instagram)
- Full colour logo, hyperlink, and profile displayed on the Hackathon website
- Full colour logo to be published in the event newsletter
- Opportunity to become a mentor at the Hackathon, to meet and engage with talent in the development community

Inquiries

For all sponsorship inquiries, additional questions, and comments about this event, please contact:

fibre@uhn.ca

BECOME A SPONSOR

	Futurist $2000	Innovator $1000	Designer $500	Collaborator In-Kind
Impact				
Invitation to be a Mentor	✓	✓	✓	✓
Invitation to be a Judge	✓	✓	✓	
Named Prize Category	✓			
Invitation to Speak at				
Opening Ceremony	✓	✓	✓	
Special Topic Session	✓	✓		
Award Ceremony	✓			
Recharge Activity				✓
Invitation Demo Tools/Tech	✓	✓		
Visibility				
Logo, Profile & Link on Website	✓	✓	✓	✓
Mini Profile in Event Newsletter	✓	✓		
Logo in Event Newsletter	✓	✓	✓	✓
Event Virtual Booth	✓	✓	✓	✓
Social Media Mention	3	2	1	1