



Health 2.0

12TH ANNUAL FALL CONFERENCE

Santa Clara, CA

September 16 - 19, 2018

2018 Prospectus



ABOUT THE CONFERENCE

[Health 2.0 Conferences](#) are the leading showcase of cutting-edge innovation transforming the health care system worldwide.

[Health 2.0](#) covers the cloud, web, mobile, and unplatforms technology revolution that is shaking up every sector health care.

At the [Eleventh Annual Fall Conference \(2017\)](#), over 1,750 attendees gathered to watch several major product launches, hear groundbreaking announcements, and see more than 180 live technology demos.

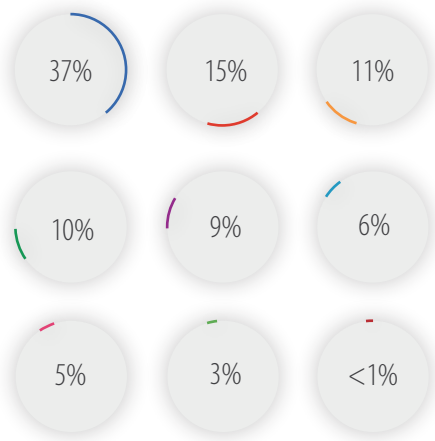
In 2018, we expect an even larger crowd from the worlds of technology, health plans, providers, pharma, government, finance, and more to:

- Experience the most comprehensive line-up of technology innovation
- Discuss the latest changes in health care
- Watch the best new startups debut at Launch!
- Meet leading thinkers, participate in fascinating discussions, & be where health care and technology leaders network and get business done.

Sponsoring [Health 2.0's Twelfth Annual Fall Conference 2018](#) is the best way to announce new products, get wide publicity, and expand your network - all in one place. If you want to cement your organization's presence in the most innovative community in health care, you need to be at Health 2.0!

FAST FACTS

EVENT METRICS *Attendees: 1,750+*



- Tech
- Professional Services
- Health Plans & Employers
- Academic, Gov't & Non Profit
- Hospital & Providers
- Pharma
- Finance
- New Media
- Press



MARKET REACH

Health 2.0 Chapters (Worldwide): 100+ Worldwide Chapters, 33,000 members

Twitter Followers: 46,000

Facebook Followers: 6,300

LinkedIn Members: 74,000

The Health 2.0 Weekly Subscribers: 29,500

Health 2.0 Website: 10,700 monthly visits

The Health Care Blog (Sister blog): 100,000 monthly visits

PREVIOUS SPONSORS



SPONSORSHIP OPPORTUNITIES



FLAGSHIP SPONSOR (LIMIT 1) - \$100,000

Health 2.0's premier conference sponsorship. The flagship sponsor is the most recognized brand at Health 2.0 and solidifies your organization as a leader in health technology innovation.

- 20 Registration Passes
- 20'x20' Exhibition Space
- 10 Exhibit Hall Only Passes
- Full Page Conference Program Advertisement
- Podium Mention
- Choice of Breakfast or Lunch sponsor
- Conference Website Recognition
- Prominent Signage
- Access to the Attendee List
- 10 minute Keynote Address
- Choice of Tangible Item Sponsor (lanyard, conference tote bag or water bottle)

ADDITIONAL OPPORTUNITIES



SPONSORED SPEAKING



FACE TO FACE MEETING



PROMOTIONAL



SPONSORED SPEAKING OPPORTUNITIES

DEEP DIVE (LIMIT 5) - \$30,000

Run your own 45 minute session to dive deeper into what's happening with your organization. Last year we saw an average audience of 250 people per session. Health 2.0 manages all of the logistics that will include: (room setup, audio/visual and food & beverage) These sessions run un-opposed to other conference content and will be promoted in the online agenda, program, and main stage at the event. Additional benefits include:

- » 6 Conference Registration Passes
- » 10'x10' Exhibit space (includes: carpet, table, chairs and WiFi)
- » Full Page Conference Program Advertisement
- » Access to the Attendee List
- » Logo recognition on conference website, marketing materials and program

LUNCH AND LEARN (LIMIT 12) - \$25,000

The Lunch and Learns launched in 2014 and have proved to be an overwhelming success as each session has been standing room only. As a Lunch and Learn sponsor you will have the opportunity to run your own 60 minute panel with your chosen speakers. Your sponsored panel will be promoted in the online agenda, program and on the main stage at the event. Additional benefits include:

- » 5 Conference Registration Passes
- » 10'x10' Exhibit space (includes: carpet, table, chairs and WiFi)
- » Half Page Conference Program Advertisement
- » Access to the Attendee List
- » Logo recognition on conference website, marketing materials and program

HEALTH 2.0 UPDATES SPONSOR (LIMIT 8) - \$12,500

As a updates sponsor you are getting (4) minutes of main stage time in front of a packed house (2000+) of the most influential people in the health tech community. This is your chance to make a major announcement, show off a new product or talk about the innovative work you are doing in the health tech space. Additional benefits include:

- » (3) Conference Registration Passes
- » 10'x10' Exhibit space (includes: carpet, table, chairs and WiFi)
- » Half Page Conference Program Advertisement
- » Logo recognition on conference website, marketing materials and program



FACE TO FACE MEETING OPPORTUNITIES



CUSTOM MATCHMAKING (LIMIT 1) - \$15,000

The 12th Annual Fall Conference is a gathering of some of the most influential people in health tech. Let us do the pre-conference legwork of arranging 10 meetings with the executives of your choice. Two weeks prior to the conference you will receive a list of the registered delegates and you tell us who you would like for a 10-15 minute introductory meeting. As part of the sponsorship we will coordinate (10) meetings and arrange for a private meeting space. Additional benefits include:

- » (3) Conference Registration Passes
- » 10'x10' Exhibit space (includes: carpet, table, chairs and WiFi)
- » Half Page Conference Program Advertisement
- » Access to the Attendee List
- » Logo recognition on conference website, marketing materials and program



EXHIBITION STAND

20' x 20' - \$20,000 - Includes the following:

- » 10 Conference Registration Passes
- » Logo recognition on conference website, marketing materials and program

10' x 20' - \$10,000 - Includes the following:

- » 5 Conference Registration Passes
- » Logo recognition on conference website, marketing materials and program

10' x 10' - \$5,000 - Includes the following:

- » 3 Conference Registration Passes
- » Logo recognition on conference website, marketing materials and program

STARTUP ALLEY SPONSOR - \$2,500

Are you bootstrapped or waiting for your first round of funding? Grab a booth in our exhibition hall and network with some of the most influential people in Health Tech. Additional benefits include:

- » 1 Conference Registration Passes
- » 10'x10' Exhibit space (includes: carpet, table, chairs and WiFi)
- » Logo recognition on conference website, marketing materials and program

FACE TO FACE MEETING OPPORTUNITIES



HEALTH 2.0 MARKETCONNECT

Each year at the Health 2.0 Fall Conference over 1,750 executives from across the healthcare system will convene to network with peers and experience the latest developments and innovations in Health Technology. This year at the 12th annual conference, Health 2.0 will once again be hosting our MarketConnect program. MarketConnect is designed to break down the barriers of technology adoption within large health systems and connect tech companies directly with pre-qualified buyers within hospitals. The one to one meeting platform has been established to accelerate the sales process by creating high-level production discussions between pre-qualified buyers and sellers.



HOW IT WORKS:

Health 2.0 has built a network of over 30 provider organizations that will be sending a group of executives to the conference. Each hospital has completed a detailed needs assessment and highlighted the particular technologies they are interested in reviewing. As a sponsor of the MarketConnect program you will have an opportunity to review the needs assessments from each hospital and select the executives you would like to meet face to face. In turn the hospital executives will provide a list of the participating tech companies that they would like to meet. The meetings will run for 20 minutes in the exhibit hall market connect pavilion.

PRICING STRUCTURE - \$750 PER MEETING

The cost to participate in the MarketConnect program is \$750 per meeting and you are invoiced at the time that meeting is confirmed. You only pay for the meetings where you agree to meet with the buyer and the buyer agrees to meet with you. In order to participate in MarketConnect you must be a conference sponsor/exhibitor.



PROMOTIONAL SPONSORSHIP OPPORTUNITIES

OPENING RECEPTION HOST (LIMIT 1) - \$50,000

Sponsor the ever popular opening reception. This invite-only reception is the premier event at Health 2.0 and is a great opportunity to align your brand with some of the most influential conference attendees. Additional benefits include:

- » 15 Conference Registration Passes
- » 10'x20' Exhibit space (includes: carpet, table, chairs and WiFi)
- » Full Page Conference Program Advertisement
- » Exclusive host of the opening reception cocktail party
- » Access to the Attendee List with emails
- » Logo recognition on conference website, marketing materials and program
- » Main stage closing remarks at the end of Day 1

LUNCH SPONSOR (LIMIT 2) - \$25,000

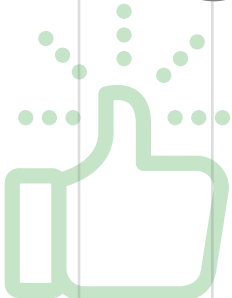
Everyone needs to eat so pick up the tab for lunch and become the most recognized brand at the conference. Our lunches are a few notches above the standard conference fare so the attendees will thank you later. Additional benefits include:

- » 8 Conference registration passes
- » Onsite sign recognition as the breakfast sponsor
- » 10'x10' Exhibition space (includes: carpet, table, chairs and WiFi)
- » Full page program advertisement
- » Access to the complete attendee list with emails
- » Logo recognition on conference website, marketing materials and program
- » 2 minutes of main stage remarks during the afternoon of your lunch sponsorship

BREAKFAST SPONSOR (LIMIT 2) - \$22,500

Breakfast may be the most important meal of the day--make sure the attendees know that it's coming from you. Sponsor breakfast and coffee for our distinguished attendees. Additional benefits include:

- » 8 Conference registration passes
- » Onsite sign recognition as the breakfast sponsor
- » 10'x10' Exhibition space (includes: carpet, table, chairs and WiFi)
- » Full page program advertisement
- » Access to the complete attendee list with emails
- » Logo recognition on conference website, marketing materials and program
- » 2 minutes of main stage remarks in the morning of your breakfast sponsorship





PROMOTIONAL SPONSORSHIP OPPORTUNITIES

COCKTAIL RECEPTION SPONSOR (LIMIT 2) - \$20,000

Go ahead and have a drink and buy one for everyone else at the conference. Host the always popular networking cocktail party. Additional benefits include:

- » 6 Conference registration passes
- » Onsite sign recognition as the breakfast sponsor
- » 10'x10' Exhibition space (includes: carpet, table, chairs and WiFi)
- » Full page program advertisement
- » Access to the complete attendee list with emails
- » Logo recognition on conference website, marketing materials and program
- » Opportunity to create a signature cocktail
- » Logo on the cocktail napkins
- » 2 minutes of main stage remarks at the end of the day to welcome everyone to the cocktail reception

WIFI SPONSOR (LIMIT 1) - \$15,000

Underwrite the WiFi for the entire conference. Your company named will be featured as the WiFi password. Additional benefits include:

- » 4 Conference registration passes
- » 10'x10' Exhibition space (includes: carpet, table, chairs and WiFi)
- » Logo recognition on conference website, marketing materials and program

LANYARD SPONSOR (LIMIT 1) - \$15,000

Exclusive logo placement on the conference lanyard that is handed out to each conference attendee. Additional benefits include:

- » 4 Conference registration passes
- » 10'x10' Exhibition space (includes: carpet, table, chairs and WiFi)
- » Logo recognition on conference website, marketing materials and program

WATER BOTTLE SPONSOR (LIMIT 1) - \$12,500

Exclusive logo placement on the water bottle that is handed to each conference attendee. Additional benefits include:

- » 3 Conference registration passes
- » 10'x10' Exhibition space (includes: carpet, table, chairs and WiFi)
- » Logo recognition on conference website, marketing materials and program

GIFT BAG SPONSOR (LIMIT 1) - \$10,000

Exclusive logo placement on the gift bag that is handed to each conference attendee. Additional benefits include:

- » 2 Conference registration passes
- » Logo recognition on conference website, marketing materials and program

VOLUNTEER T-SHIRT SPONSOR (LIMIT 1) - \$5,000

Sponsor the conference t-shirt of the 100+ volunteers that help make the event possible. Your logo will have a prominent placement on the back of the t-shirt. Additional benefits include:

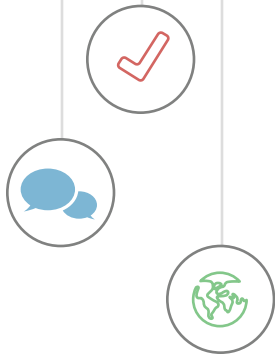
- » 1 Conference registration passes
- » Logo recognition on conference website, marketing materials and program

COFFEE BREAK SPONSOR (LIMIT 4) - \$5,000

Have your logo on the coffee cups or buy the snacks for the breaks. The attendees will see your name and you will be recognized as the contributing sponsor of the break. Additional benefits include:

- » 1 Conference registration passes
- » Logo recognition on conference website, marketing materials and program





ABOUT HEALTH 2.0

Matthew Holt and Indu Subaiya collaborated to organise the first Health 2.0 conference in September 2007 in San Francisco. Since then, Health 2.0 has been featured in The New York Times, The Washington Post, Forbes; on CNN, CBS News, and in the health care trade press. After over 30 conferences across the globe, the Health 2.0 conferences have become the place to see and be seen for leaders in health care technology and innovation. In addition to the conferences, Health 2.0 runs the Catalyst @ Health 2.0, Developer Challenges, Code-a-thons, Health 2.0 Market Intel & Source Database, HxR, Innovate Smarter Roundtables, MarketConnect and Health 2.0 News & Health 2.0 TV.

For more information, contact Pat Ryan: patrick@health2con.com.

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