



Westin Boston Waterfront, March 26 & 27, 2012

# Sponsorship Opportunities

healthcare  
EXPERIENCE DESIGN CONFERENCE

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## Excellent visibility at an inspired event

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Thank you for considering sponsorship of the Healthcare Experience Design Conference! Last year's sold-out event brought an incredibly talented and passionate group of people together to share their insights, experiences, and strategies for success. Asking behavioral change luminaries to share the stage with bootstrapping healthcare entrepreneurs resulted in a unique conference experience that left attendees energized, inspired, and asking for more.

We'd like to make this year's conference bigger, better, and more beneficial to everyone involved. We'll be offering two day's worth of

speakers and workshops, in a venue that allows us to accommodate twice the number of attendees. That means attracting top-tier sponsors like you – and making a convincing case for why you should put your name on this unique event.

First, there's your audience, a ballroom full of healthcare, technology, and design professionals, from Director-level executives to solopreneurs. Whether they're at Fortune 500 firms or fledgling start-ups, these people know how to get things done.

Second, being masters of experience design, we have perfected a strategy that puts attendees in close proximity to our sponsor booths in a completely organic and non-threatening way. Believe it or not, it's all about the food. Placing our sponsors around the perimeter of the snack and beverage zone ensures a steady stream of traffic.

Third, we understand that not everybody needs or wants the same level of visibility. For this reason, we offer multiple sponsorship levels and even some a la carte options that will work for a range of budgets.

Finally, being part of this event is a powerful way to show your commitment to creating better healthcare experiences. This conference has the ability to empower technologists, usability practitioners, design practitioners and thought leaders to make real and positive changes to all kinds of healthcare technologies, from electronic health records to web-based applications, medical devices, and human services.

Change doesn't happen overnight. But with your support, we can continue the game-changing work we started at last year's Healthcare Experience Design Conference.

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platinum (2)  
\$25,000

### Sponsorship benefits include:

- Large logo and acknowledgement on the conference homepage
- Large logo and acknowledgement in emails
- Public thanks before, during, and after the conference (social media and conference opening address)
- Large logo on event signage and materials
- Inclusion in the animated loop running in all rooms w/ opportunity to customize content
- Opportunity to provide printed piece to all attendees or insert an item in the swag bag (subject to approval)
- Double exhibit space in vendor area
- Complimentary GOBO illumination in the main sponsor gallery
- Five complimentary passes to the conference (\$3,375 Value)
- Discount code to give colleagues, clients, and partners: The early bird registration rate of \$575

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## gold (4)

\$15,000

### Sponsorship benefits include:

- Medium logo and acknowledgement on the conference homepage
- Medium logo and acknowledgement in emails
- Public thanks before, during, and after the conference (social media and conference opening address)
- Medium logo on event signage and materials
- Inclusion in the animated loop running in all rooms
- Opportunity to provide printed piece to all attendees or insert an item in the swag bag (subject to approval)
- Double exhibit space in vendor area
- Three complimentary passes to the conference (\$2,025 Value)
- Discount code to give colleagues, clients, and partners: The early bird registration rate of \$575

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## silver (12)

\$5,000

### Sponsorship benefits include:

- Small logo and acknowledgement on the conference homepage
- Small logo and acknowledgement in emails
- Public thanks before, during, and after the conference (social media)
- Small logo on event signage and materials
- Inclusion in the animated loop running in all rooms
- Single exhibit space in vendor area
- Two complimentary passes to the conference (\$1,350 Value)
- Discount code to give colleagues, clients, and partners: The early bird registration rate of \$575

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## a la carte

### Don't See What You're Looking For?

We're open to suggestion if you have a different way of being featured in mind.

### Sponsorship benefits include:

- Lanyards \$2,500 + cost
- Swag Bag or other giveaway to all attendees \$2,500 + cost
- Wifi/Charging Station sponsorship - \$2,500
- Swag Bag Inserts (subject to approval) \$1,000 + cost
- Free parking sponsorship (first 50 registrants) \$2,500
- Lunch sponsorship \$7,500
- Break sponsorship \$2,500
- Breakfast sponsorship \$2,500
- Chair drop brochure for keynote presentation (subject to approval) - \$2,500
- 2 Student Scholarships for conference attendance - \$1,000

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## Contact

Select the level of visibility appropriate to your organization's needs, and contact:

Amy Cueva

amy@madpow.net  
603.436.7177 x214

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