LIVING IN DIGITAL TIMES

digitalHealth





WHAT:

Digital Health Summit, a Conference Track plus 4 days of exhibits

WHERE:

2014 International CES in Las Vegas

> WHEN: January 7-10, 2014





(TechZone) at the 2014 International CES®. The Summit focuses on the emerging market of consumer-based digital health and wellness devices, related applications and services.

The Digital Health Summit is an important Conference Track and exhibition

This premiere event will expose developers, manufacturers, distributors and service providers to the opportunities, partnerships, business models, distribution channels and standards of the rapidly evolving industry of digital health technologies.

Some of the factors driving the growth in consumer and home-based healthcare technologies are:

- ▶ Billions of dollars that will be spent by a techenabled adult population over the next several decades for solutions that help them manage their own health plus care for an aging parent.
- Increasing costs in the complex healthcare system has placed greater financial and decision-making responsibilities onto the consumer.
- Penetration of reliable wireless and broadband services into the home, combined with low cost consumer devices, is driving demand for homebased solutions.
- ➤ The growing demand by professional caregivers and medical service providers for improved connectivity, monitoring and data capture to help them predict and manage the healthcare needs of those who wish to age independently in the comfort of their home.

The Digital Health Summit will feature industry speakers and thought leaders who will provide attendees with the latest statistics on consumer spending for health and wellness solutions, as well as how the consumer will purchase and utilize those solutions. In addition, attendees will gain an understanding of how their organization can capitalize on this high-growth market. Finally, the conference will explore the opportunities arising from the government's Health IT stimulus programs and offer direction into future policy issues.

Telehealth systems, electronic medical records, therapeutic and diagnostic medical devices, monitoring devices for the home to security systems, communications networks, and environmental control devices will be on display and under discussion at the Digital Health Summit at the 2014 CES.



Review the different levels of sponsorship and conference marketing options and select the mix that maximizes your exposure and effectively builds your brand at the world's largest consumer technology tradeshow.

The Digital Health staff is eager to assist you in your selection and work on custom solutions to present your company to an audience of 150,000 attendees.

SPONSOR COSTS & BENEFITS	PLATINUM	GOLD	SILVER	BASIC	POD
Cost	\$36,000	\$24,000	\$12,000	\$10,000	\$7,500
Exhibit Space Size	20 x 30	20 x 20	10 x 20	10 x 10	6' turnkey
Advertising in Program Book	Full Page	Full Page	1/2 Page	Listing	Listing
Size of Banner in Conference Room	8' x 10'	8' x 10'	4' x 5'		
Invites to Networking Party	8	6	4	2	1
Participation on Conference Panel	✓	✓	✓		
Listing in CES Print and Online Directories	✓	✓	✓	✓	✓
Listing on Digital Health Website	✓	✓	✓	✓	✓
Participation at the LIDT Press Conference	✓	✓	✓		
Access to Show Floor Meeting Room	✓	✓	✓		
Demo Spots on LIDT Stage on Show Floor	4	3	2	1	

