

digitalHealth SUMMIT

and Exhibition



What:

Digital Health Summit,
a conference plus four
days of exhibition

Where:

2010 International CES
in Las Vegas

When:

Exhibit: Jan 6-9, 2011
Conference: Jan 7, 2011



WHERE ENTERTAINMENT, TECHNOLOGY
AND BUSINESS CONVERGE

PRODUCED BY  CEA

The Digital Health Summit is an important new conference and exhibition at the 2011 International CES®. The Summit focuses on the emerging market of consumer-based digital health and wellness devices, related applications and services.

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 tech-enabled 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 home-based 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 this new conference destination at the 2011 CES.

For more information, contact summitinfo@digitalhealthsummit.com or call (800)553-2399

The Digital Health Summit and Exhibition is presented by Living in Digital Times LLC., producers of the Kids@Play Summit, the Silvers Summit, Mommy Tech Summit and HigherEd Tech Summit at the 2010 CES. FitnessTech Summit will debut at the 2011 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 largest electronic show in the world.

The Digital Health staff is eager to assist you in your selection, and work on custom solutions to presenting your company to an audience of more than 100,000 attendees.

Digital Health Basic \$7,500

- ❖ Turnkey Pod exhibit package
- ❖ 2 complimentary passes to the Digital Health Summit WRAP Party
- ❖ Official listing in the CES print and online directory
- ❖ Listing in Digital Health Summit exhibitor and conference materials produced by Living in Digital Times
- ❖ Company logo/link on the Digital Health Summit website
- ❖ Digital Health Summit press, marketing, and public relations outreach

Digital Health Plus \$10,500

- ❖ 10'x10' exhibit space
- ❖ 4 complimentary passes to the Digital Health Summit WRAP Party
- ❖ Official listing in the CES print and online directory
- ❖ Listing in Digital Health Summit exhibitor and conference materials produced by Living in Digital Times
- ❖ Company logo/link on the Digital Health Summit website
- ❖ Digital Health Summit press, marketing, and public relations outreach

Digital Health Sponsor \$12,000

- ❖ 10'x20' exhibit space
- ❖ 6 complimentary passes to the Digital Health Summit WRAP Party
- ❖ Opportunity to participate in Digital Health Summit swag bag
- ❖ Half-page B/W ad in Digital Health Summit program book
- ❖ Content on website: interview with your management or a blog entry
- ❖ Official listing in the CES print and online directory
- ❖ Listing in Digital Health Summit exhibitor and conference materials produced by Living in Digital Times
- ❖ Company logo/link on the Digital Health Summit website
- ❖ Opportunity to participate at the Digital Health Summit Press Conference
- ❖ Opportunity to hang a 4' tall x 5' wide banner at Digital Health Summit (banner provided by exhibitor)

Gold Sponsor \$24,000

- ❖ 20'x20' exhibit space
- ❖ 8 complimentary passes to the Digital Health Summit WRAP Party
- ❖ Opportunity to participate in Digital Health Summit swag bag
- ❖ Full-page color ad in Digital Health Summit program book
- ❖ Company banner in conference room (does not include production)
- ❖ Thank you mention at the breakfast
- ❖ Shared access to 10'x10' meeting room in exhibit area
- ❖ Official listing in the CES print and online directory
- ❖ Listing in Digital Health Summit exhibitor and conference materials produced by Living in Digital Times
- ❖ Company logo/link on the Digital Health Summit website
- ❖ Opportunity to participate at the Digital Health Summit Press Conference
- ❖ Opportunity to be on panel at the Digital Health Summit Conference
- ❖ Opportunity to hang a 8' tall x 10' wide banner at Digital Health Summit (banner provided by exhibitor)

Platinum Sponsor \$36,000

- ❖ 30'x30' exhibit space
- ❖ 10 complimentary passes to the Digital Health Summit WRAP Party
- ❖ Opportunity to participate in Digital Health Summit swag bag
- ❖ Full-page Color ad in Digital Health Summit program book
- ❖ Company banner in conference room (does not include production)
- ❖ Thank you mention at opening of Digital Health Summit Conference
- ❖ Shared access to 10'x10' meeting room in exhibit area
- ❖ Official listing in the CES print and online directory
- ❖ Listing in Digital Health Summit exhibitor and conference materials produced by Living in Digital Times
- ❖ Company logo/link on the Digital Health Summit website
- ❖ Opportunity to speak at the Digital Health Summit Conference
- ❖ Opportunity to participate at the Digital Health Summit Press Conference
- ❖ Opportunity to hang a 8' tall x 10' wide banner at Digital Health Summit (banner provided by exhibitor)