



MEDHACKS

Johns Hopkins Medical Campus | September 8-10

Sponsor Guide 2017

Branding

The best way to get recognition at an event like MedHacks is to be as present as possible at the event. You want your logo in as many places as possible at the event and to be actively engaging with the participants. While we are always open to new suggestions, here are some starting points to help you get the most out of your sponsorship:

- 1 Bring awesome swag:** If your goal for branding is to get the attention of college students, then bringing swag is absolutely the way to go. College students love getting free stuff. Your company will stay fresh on their mind if they are carrying around a water bottle with your logo on it, have a branded t-shirt, or a logo sticker on their laptop.
- 2 The sponsor table:** In addition to bringing swag, your sponsor table is one of the best ways to interact with the students. Have the representative(s) bring engaging material (i.e. informational packets, live demos, videos, and more) and be prepared to answer questions.
- 3 Logo:** Having your logo featured in the event is the best way to get participants to know that you are coming to the event. If your logo is on our website, you will get that recognition and excitement before the event even starts. If your logo is on our event t-shirt, the participants will carry around your name for months to come when they wear their hackathon t-shirt around campus.
- 4 Branded Prize:** If you want people working with your hardware/API, consider offering a prize for the best use of that hardware/API. The prizes can be whatever you want, but common prizes include access to services the company offers and the hardware kit that they used in their project. Past prizes have also been awarded for the best tweet with a certain hashtag.

****BONUS****

Communication with other Sponsors: If your goal is to get recognition within the industry, then a great way to do this is to talk with other companies. We will be providing opportunities to meet and greet the representatives from all the sponsoring companies.

Product Trials & Workshops

A hackathon is a great place to get live feedback from potential future users of your products. If you make the use of the product as easy as possible, you are sure to get great feedback from hackers, which can help you continuously improve your product.

1

API Directory/Hardware: If you need people to use your company's API or if you want people to try out your new hardware, a hackathon is a great place to do this. Hackers are always looking for new and innovative ways to solve problems, and if marketed correctly, will be thrilled to use your products. Pro tips: (1) If you want students using your API/hardware, it is HIGHLY recommended to have mentors present at the event. Hackers have a very short amount of time to come up with a solution, so they will not want to be slowed down by trial and error. Having mentors present who are able to show teams how to use the API/hardware will greatly improve the experience for both the teams and your company. (2) Having a branded prize (see above) will greatly increase the chances that teams will use your API/hardware.

2

Run a workshop: Running a workshop can accomplish a variety of goals. For instance, you can give back and help students out with a workshop like "Getting a Job and Surviving in ____ Industry." You can discuss an important topic such as "New Regulations Regarding Digital Health." Or you could teach students an important skill like "How to Present to Potential Sponsors/Donors." A workshop can be pretty much anything. If you have an idea for a workshop, let us know and we can discuss how to make it a possibility.

Recruiting

MedHacks is one of the greatest places to find the most talented individuals of the next generation; thus by sponsoring our event, you will be able to maximize your ability to discover star engineers, computer scientists, entrepreneurs, and more. A hackathon allows your organization to organically interact with students and speak to them about their own passions and interests. Here a few tips and tricks to get the most out of recruiting at MedHacks:

1

Early access to resumes: Having early access to resumes not only helps your company gauge the participant field, but also gives you essential talking points when speaking to individual participants. Many companies will use early access as a screening tool before the event, and invite participants of interest to come speak with them during the event. Hackers will remember the people who have reached out to them - associating positive feelings and experiences about the company, a great assist during the job/internship search.

2

Head-start on the recruiting cycle: We all know the recruiting process can take weeks, if not months for your company – so why not take advantage of MedHacks to start your campaign? We have positioned MedHacks towards the beginning of the academic year so students will not be bogged down by exams and homework, thus having time to focus on the event. Capitalize on the limited availability of the students by offering informational and first-round interviews at the event itself, distributing recruiting materials, and speaking to students about the great and diverse opportunities at your company.

Judging & Mentoring

One of the aspects that makes MedHacks truly unique is the interaction between professional mentors and participants. We bring in mentors from all industries – medicine, public health, medtech, software development, etc. – to promote holistic collaboration to create amazing solutions. Often, many of mentors judge the projects as well, evaluating the merit and work participants have conducted over the past 36 hours. Here are general guidelines:

1

Go out into the field: We encourage representatives to go out “in the field” and swing by different teams’ tables and learn more about their hacks – and strike up conversations about the healthcare problems you are most passionate about. Representatives will always be able to contribute to parts of any project, and any advice to hackers is invaluable. We also offer an online portal which matches teams to companies/representatives with specific skill sets, which can often accelerate a project’s development significantly.

2

Evaluating talent: As leaders in a particular industry, representatives from your company are the most qualified to judge the projects developed by our participants. We encourage companies to reach out to projects whom they find engaging during the judging round – and start a collaboration or another venture if they so wish to do so. Often the best early-stage ideas come from hackathons due to the free and stimulating environment. Take advantage of being witness to cutting-edge technologies and develop impactful relationships which will benefit you and your company.



If you have any other questions contact:
info@medhacks.org

