

# digitalHealth SUMMIT

## and Exhibition



### What:

Digital Health Summit,  
a conference plus  
4 days of exhibition

### Where:

2012 International CES  
in Las Vegas

### When:

Exhibit: Jan 10-13, 2012



THE GLOBAL STAGE FOR INNOVATION

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The Digital Health Summit is an important new conference and exhibition at the 2012 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 2012 CES.

For more information, contact [summitinfo@digitalhealthsummit.com](mailto: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, HigherEd Tech Summit and FitnessTech Summit at the 2012 CES.*

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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.

## SPONSOR COSTS & BENEFITS

|   | PLATINUM  | GOLD      | SILVER   | BASIC    | POD        |
|---|-----------|-----------|----------|----------|------------|
| Cost  | \$36,000  | \$24,000  | \$12,000 | \$10,000 | \$7,500    |
| Exhibit Space Size                            | 20x30     | 20x20     | 10x20    | 10x10    | 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 WRAP Party                         | 10        | 8         | 6        | 4        | 2          |
| Participation on Panel                        | ✓         | ✓         |          |          |            |
| Listing in CES Print and Online Directories   | ✓         | ✓         | ✓        | ✓        | ✓          |
| Listing on Digital Health Website             | ✓         | ✓         | ✓        | ✓        | ✓          |
| Opportunity to speak at Digital Health Summit | ✓         | ✓         | ✓        |          |            |
| Participation at the Press Conference         | ✓         | ✓         | ✓        |          |            |
| Swag Bag Participation                        | ✓         | ✓         | ✓        |          |            |
| Access to Meeting Room                        | ✓         | ✓         | ✓        |          |            |
| Demo Spots on LIDT Stage on Showfloor         | 8         | 4         | 2        | 1        |            |

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