SPONSORSHIP PROSPECTUS

HEALTH2CON.COM
ABOUT THE CONFERENCE

Health 2.0 Europe is the leading showcase of cutting-edge technologies for user-generated health care, transforming health care systems around the world. Health 2.0 technologies integrate with the wider cloud and health interface layer ecosystem, focus on the user experience through design and usability, and use data to improve outcomes by facilitating more informed decision making. In recent years, there has been an explosion in the number of companies creating and using these tools and services. The conference is gathering 500+ forward thinking innovators from across Europe to see first hand the technology that is disrupting the health care system globally.

Health 2.0 Europe 2017 will take place at FIRA Barcelona Montjuic on May 3-5, 2017 and will be co-located with Healthio, a new event proposing a fresh and interactive approach for health professionals, patients and other stakeholders to experience the latest innovations in healthcare. Trade show activities will include product demonstrations, workshops, talks, debates, knowledge acceleration areas and other activities combined to create a genuinely interactive experience.

EVENT METRICS

Top Industries Represented
- Entrepreneurs: 32%
- Hospital/Provider: 13%
- Pharma and Med device: 10%
- Gov, non-profit: 9%
- Technology providers: 9%
- New Media: 10%
- Finance/VC: 11%
- Press: 11%
- Patients: 13%

Audience Analysis By Country
- SPAIN: 36%
- FRANCE/GERMANY: 9%
- UK/IRLAND: 9%
- US/CANADA: 6%
- HOLLAND/BELGIUM: 5%
- SCANDINAVIA: 5%
- EASTERN AND CENTRAL EUROPE: 4%
- ASIA: 3%
- PORTUGAL/ITALY: 1%

PREVIOUS SPONSORS

For more information about sponsorship contact patrick@health2con.com or aline@health2con.com
MARKET REACH

Health 2.0 Chapters Around the World: +100 worldwide chapters, 33,000 members (see EU Chapter map below)

Twitter Followers: 45,000
LinkedIn Members: 58,000
Facebook Fans: 6,000
Health 2.0 Weekly Subscribers: 52,000
European Email Marketing Database: 13,000
Health 2.0 News: 15,000 monthly visits
The Health Care Blog (Sister blog): 100,000 monthly visits

WHAT’S THE BUZZ ABOUT?

Health 2.0 Europe integrates the best of European web/mobile based technologies, and compares, contrasts and contextualizes them with leading examples of Health 2.0 from around the world. We’ll be seeing what works in the context of Europe’s evolving health care systems, and what the “boundary-less” online world means for consumers and physicians working in distinct health care systems - all in our lauded format of “Rapid-Fire” technology demos, provocative keynotes, and interactive discussions.

Health 2.0 Europe 2017 will cover:

» Solutions for hospitals and health professionals
» Empowering patients
» Pharma 2.0: collaborating with a transformed industry
» Corporate wellness: employers are stepping in
» Patient-provider communication tools
» Engaging payers: reimbursement and solutions for insurers
» From the “Unmentionables” to the “Unacceptables”
» New tools for the European health consumers
» Data analytics: turning BIG into smart & actionable
» From health to wellness: wearable & pervasive technologies
» Health 2.0 applications in emerging markets
» Genomics and personalized medicine
» Solutions at the Frontiers of Health 2.0

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WHY SPONSOR?

» Get access to 500+ executives looking for solutions to complex health care challenges.
» Align your brand with the most innovative digital health technologies on the market today
  » Showcase your product or organization to the global Health 2.0 audience
» Meet with the hundreds of investors and buyers looking for innovative digital health solutions

All listed prices are exclusive of Spanish VAT (21%)

A detailed description of each sponsorship opportunity can be found below

### FLAGSHIP SPONSOR

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Price</th>
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<tbody>
<tr>
<td>40.000€</td>
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### SPEAKING OPPORTUNITIES

<table>
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<tr>
<th>Opportunity</th>
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<td>Deep Dive on main stage (30 minutes)</td>
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<tr>
<td>Deep Dive in track room (30 minutes)</td>
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<tr>
<td>½ Deep Dive on main stage (15 minutes)</td>
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<td>Panel/session sponsorship on main stage</td>
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<td>Panel/session sponsorship in track room</td>
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</tr>
<tr>
<td>Traction sponsorship (investor event)</td>
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<tr>
<td>Updates sponsorship on main stage</td>
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### EXHIBITION OPPORTUNITIES

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<td>Startup Alley</td>
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### PROMOTIONAL OPPORTUNITIES

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<td>Lanyard sponsor</td>
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<td>Water Bottle + Fountain</td>
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<tr>
<td>Seat drops in auditorium</td>
<td>1.000€</td>
</tr>
<tr>
<td>Seat drop in track rooms</td>
<td>500€</td>
</tr>
</tbody>
</table>
**FLAGSHIP SPONSOR**

Limit 1 / 40 000 €

Health 2.0’s premier conference sponsorship. The flagship sponsor is the most recognized brand at Health 2.0 and solidifies your organization as a leader in health technology innovation.

» Prominent logo on all conference materials as flagship sponsor
» Exclusive logo placement on conference lanyards
» 2 dedicated emails to the database
» 10 conference passes for your company colleagues or important clients
» 10 minute main stage keynote
» Access to attendee list (with email addresses) 2 weeks prior to the event
» Full page advertisement on back cover of the printed programme

“Fantastic organization in Health 2.0!! We have seen great presentation, exhibitor and the best in health technology&innovation. Thanks to everyone who made it possible...”

Ricardo Jauregui, CTO Dycare, Grants4Apps Coworking Barcelona

**SPONSORED SPEAKING OPPORTUNITIES**

**DEEP DIVE ON MAIN STAGE**

Limit 4 / 17 500 €

Run your own 30 minute session to dive deeper into what’s happening with your organisation. In Europe, your deep dive will happen on main stage, in front of the full audience. Your session will be videotaped and made available for re-purposing. Additional benefits include:

» 6 Conference Registration Passes
» 2 Registration Passes for Your Guests
» Exhibition Space at Health 2.0 Conference
» Full Page advertisement in the Conference Programme
» Access to the Attendee List
» Logo recognition on conference website, marketing materials and programme

**DEEP DIVE IN TRACK ROOM**

Limit 4 / 12 500 €

Run your own 30 minute session to dive deeper into what’s happening with your organisation. This deep dive will take place in one of our breakout rooms with seating for 200 conference delegates. Additional benefits include:

» 4 Conference Registration Passes
» 2 Registration Passes for Your Guests
» Exhibition Space at Health 2.0 Conference
» Full page advertisement in the Conference Programme
» Logo recognition on conference website, marketing materials and programme

For more information about sponsorship contact patrick@health2con.com or aline@health2con.com
½ DEEP DIVE
Limit 4 / 10 000 €
Run your own 15 minute session to dive deeper into what’s happening with your organisation. In Europe, your ½ deep dive will happen on main stage, in front of the full audience. Your session will be videotaped and made available for re-purposing. Additional benefits include:
» 4 Conference Registration Passes
» Exhibition Space at Health 2.0 Conference
» ½ Page Conference Programme Advertisement
» Logo recognition on conference website, marketing materials and programme

½ DEEP DIVE IN TRACK ROOM
Limit 4 / 8 000 €
Run your own 15 minute session to dive deeper into what’s happening with your organisation. This deep dive will take place in one of our breakout rooms with seating for 200 conference delegates. Additional benefits include:
» 3 Conference Registration Passes
» Exhibition Space at Health 2.0 Conference
» ½ Page Conference Programme Advertisement
» Logo recognition on conference website, marketing materials and programme

PANEL/SESSION ON MAIN STAGE
Limit 6 / 7 500 €
As a panel sponsor you will have the opportunity to align your brand with a main stage session that is important to the work you are doing. Additional benefits include:
» Consideration for moderation or panelist role
» Opportunity to support Health 2.0 team in curation of content
» Logo visibility in all marketing communications about the session
» 3 Conference Registration Passes
» Logo recognition on conference website, marketing materials and programme

PANEL/SESSION IN BREAKOUT TRACK
Limit 4 / 5 500 €
As a panel sponsor in one of our breakout rooms you will have the opportunity to align your brand with a session that is important to the work you are doing. Additional benefits include:
» Consideration for moderation or panelist role
» Opportunity to support Health 2.0 team in curation of content
» Logo visibility in all marketing communications about the session
» 3 Conference Registration Passes
» Logo recognition on conference website, marketing materials and programme

HEALTH 2.0 UPDATES
Limit 4 / 5 000 €
As a updates sponsor you are getting (4) minutes of main stage time in front a packed house of the most influential people in the health tech community. This is your chance to make a major announcement, show off a new product or talk about the innovative work you are doing in the health tech space. Additional benefits include:
» 3 Conference Registration Passes
» Logo recognition on conference website, marketing materials and programme

TRACTION (INVESTOR EVENT)
5 000 €
Traction puts early stage companies center stage as they compete to be recognized as the most fundable startup from venture capitalists and corporate investors. As a sponsor you will have the opportunity to deliver (3) minutes of opening remarks at the start of the session and be a judge during the pitch competition. Additional benefits include:
» Logo visibility in all marketing communications about Traction
» 3 Conference Registration Passes
» Logo on website, programme and all conference materials

For more information about sponsorship contact patrick@health2con.com or aline@health2con.com
# Promotional Sponsorship Opportunities

## WiFi
7 000 €
Underwrite the WiFi for the entire conference. Your company named will be featured as the WiFi password. Additional benefits include:

- Logo on WiFi splash page
- 3 Conference Registration Passes
- Logo recognition on conference website, marketing materials and programme
- Exhibition Space at Health 2.0 Conference

## Cocktail Reception
6 000 €
Go ahead and have a drink and buy one for everyone else at the conference. Host the always popular networking cocktail party. Additional benefits include:

- 3 Conference Registration Passes
- Logo on website, programme and all conference materials
- Exhibition Space at Health 2.0 Conference
- 2 minutes of main stage time at the end of the day to welcome everyone to the cocktail reception

## Lanyard
6 000 €
Exclusive logo placement on the conference lanyard that is handed out to each conference attendee. Additional benefits include:

- 2 Conference Registration Passes
- Logo recognition on conference website, marketing materials and programme
- Exhibition Space at Health 2.0 Conference

## Lunch
4 500 €
Everyone needs to eat so pick up the tab for lunch and become the most recognized brand at the conference. Our lunches are a few notches above the standard conference fare so the attendees will thank you later. Additional benefits include:

- 2 Conference Registration Passes
- Logo recognition on conference website, marketing materials and programme
- Exhibition Space at Health 2.0 Conference

## Coffee Break
3 500 €
Have your logo on the coffee cups and be recognized as the brand that is keeping our attendees well caffeinated throughout the conference. Additional benefits include:

- 2 Conference Registration Passes
- Logo recognition on conference website, marketing materials and programme

## Water Bottle & Fountain
6 000 €
Hydration is important at Health 2.0 and there are several water fountains throughout the facility. As a sponsor, your logo will be prominently featured on the conference water bottle. Additional benefits include:

- 2 Conference Registration Passes
- Logo recognition on conference website, marketing materials and programme
- Exhibition Space at Health 2.0 Conference

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**VOLUNTEER T-SHIRT**

3 500 €

Sponsor the conference t-shirt of the 50+ volunteers that help make the event possible. Your logo will have a prominent placement on the back of the t-shirt. Additional benefits include:

» 2 Conference Registration Passes
» Logo recognition on conference website, marketing materials and programme

**DEDICATED EMAIL BLAST**

3 000 €

Have your own dedicated email announcement for your session, exhibition booth or other information sent out to our European database of 13,000 contacts as well as the 500+ conference delegates.

**MAIN STAGE SEAT DROPS**

1 000 €

Distribute a piece of literature on the seat of every conference delegate in the main ballroom.

**BREAKOUT ROOM SEAT DROP**

500 €

Distribute a piece of literature to the 200+ conference delegates that attend one of our breakout sessions.

**EXHIBITION OPPORTUNITIES**

**EXHIBITION STAND**

1 500 €

The exhibition area will provide a unique opportunity to promote your organization and interact with fellow attendees. The exhibition stand includes:

» Dedicated 3m x 3m space with (table, chairs, wifi and electric)
» 2 Conference Registration Passes
» Logo recognition on conference website, marketing materials and programme

**STARTUP ALLEY SPONSOR**

800 €

Exclusive to early stage companies with less than 1M in funding. The Startup Alley includes:

» Dedicated 3m x 3m space with (table, chairs, wifi and electric)
» 1 Conference Registration Pass
» Logo recognition on conference website, marketing materials and programme

All exhibitor company names will be published with the company name in the conference publications and on the conference website. Exhibition space will be assigned on a ‘first-come, first-served’ basis within the respective sponsorship levels, according to the date of the exhibition booking and the date of the receipt of the payment.

“Excellent Health 2.0 Europe conference, great speakers and great startups. Thanks to Health 2.0 team. I won’t miss it next year.”

Roberto Martin, Head IT Innovation, Bayer Hispania
ABOUT HEALTH 2.0

Matthew Holt and Indu Subaiya collaborated to organise the first Health 2.0 conference in September 2007 in San Francisco. Since then, Health 2.0 has been featured in The New York Times, The Washington Post, Forbes; on CNN, CBS News, and in the health care trade press. After over 30 conferences across the globe, the Health 2.0 conferences have become the place to see and be seen for leaders in health care technology and innovation. In addition to the conferences, Health 2.0 runs the Catalyst @ Health 2.0, Developer Challenges, Code-a-thons, Health 2.0 Market Intel & Source Database, HxR, Innovate Smarter Roundtables, MarketConnnct and Health 2.0 News & Health 2.0 TV.

Your Contacts:

Sales Director / Patrick Ryan
Email: patrick@health2con.com
Phone: +1 781 424-2755

International Director / Pascal Lardier
Email: pascal@health2con.com
Phone: +33 6 10 30 76 65
skype: pascal_lardier

Business Development Director Europe / Aline Noizet
Email: aline@health2con.com
Phone: +34628003358

Business Development Associate / Stephanie Thielan
Email: stephanie.thielan@health2con.com

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health2con.com/linkedin
Sign up at h2c.io/newsletter for The Health 2.0 Weekly
HEALTHIO is a unique arena where patients, doctors, nurses, healthcare workers, caregivers, companies, institutions and associations see and experience the latest healthcare innovations.

The HEALTHIO arena is divided into specialized areas with activities which include product demonstration and testing, talks and discussions and business meetings.

HEALTHIO is an opportunity to present ground-breaking yet real solutions for a changing world to the healthcare sector's influencers, innovators and decision makers.

HEALTHIO sponsorship and participation options are available on request at healthio.sales@firabarcelona.com