

# hx

MAY 13-14  
2014

## REFACTORED

BROOKLYN MARRIOTT, NYC

AN EVENT BY

mad\*pow Health 2.0



## Bringing designers and developers together to improve the health experience.

Sponsoring Health Experience Refactored is the best way to evangelize your products, attract creative and technical talent, interact with the community, and learn about cutting-edge health design and technology. If you want to meet the best designers and developers in health care you need to be at HxRefactored!

- Inspirational talks from thought leaders in health experience design and technology
- 600 designers, developers, health care thought leaders, practitioners
- Practical how-to sessions focused on tips, tricks, and proven methods.
- In-depth collaborative design and API workshops
- Live product demos showcasing new trends in design and technology
- On-site design challenges
- Post-conference innovation challenges

### Diamond Sponsorship

LIMIT 4 – \$75,000

HxRefactored's premier conference sponsorship, the Diamond sponsor will be the most recognized brand at the event. Sponsoring at this level will give you the opportunity to interact with some of the most talented designers and developers in our community. As a Diamond sponsor you will have three exclusive opportunities: (1) Run a post conference developer challenge or code-a-thon with \$10,000 in cash prizes, (2) Host a 4 hour workshop to teach developers/designers about building on your platform, (3) At Health 2.0's Fall conference we will showcase the winning team of your challenge or code-a-thon.

#### Sponsorship benefits include:

- 5 Minute main stage opening remarks
- Half day developer/designer workshop
- Exhibition booth
- Opportunity to offer 10 scholarships to student developers/designers
- Access to the pre-event media list
- Access to the full registration list
- Company logo on conference website and pre-conference marketing materials
- 4 Tweets from Health 2.0, HxRefactored and Mad\*Pow accounts announcing your participation
- 6 Full conference passes
- Choice of opportunity to run a 60 day post-conference developer challenge or a 1 day post-conference code/design-a-thon.
- \$10,000 In cash prizes available for code-a-thon or developer challenge

## Beer Garden Sponsor

LIMIT 1 - \$20,000

A huge hit at last year's conference, we're bringing this back again in 2014 and it's a great opportunity to socialize with developers and designers, and buy them a local craft brew.

**Sponsorship benefits include:**

- 4 Conference registration passes
- 2 Minutes on the main stage to introduce yourself
- Signage recognition throughout the cocktail reception
- 10'X10' Exhibition space
- Exclusive host of the cocktail party
- Access to the attendee list
- Podium mention
- Conference website recognition



## Lunch Sponsor

LIMIT 2- \$10,000

Pick up the lunch tab for every attendee during this highly trafficked break. The well-fueled developers and designers will thank you later.

**Sponsorship benefits include:**

- 4 Conference registration passes
- 10'X10' Exhibition space
- 2 Minutes on the main stage to introduce yourself
- Podium mention
- Conference website recognition
- Recognition in onsite signage

## API / Platform Introduction

LIMIT 5 - \$10,000

Do you have an API that you want the developer community to know about? Get up on stage and spend 25 minutes educating our audience about what you are looking for and how to integrate with your API.

**Sponsorship benefits include:**

- 4 Conference registration passes
- 25 Minute API introduction
- 10'X10' Exhibition space
- Podium mention
- Conference website recognition
- Recognition in onsite signage

## Coffee Sponsorship

LIMIT 1 \$10,000

Have you ever had a good cup of coffee at a conference? Why not buy the conference attendees a cup of New York's finest coffee?

**Sponsorship benefits include:**

- 4 Conference registration passes
- 10'X10' Exhibition space
- 2 Minutes on the main stage to introduce yourself
- Signage in the coffee break area
- Logo placement on the coffee cups
- Conference website recognition

## Wi-Fi Sponsor

LIMIT 1 - \$10,000

What better way to get your brand in the lights than sponsoring the WiFi at a developer/designer conference. Underwrite the WiFi access for the entire conference.

**Sponsorship benefits include:**

- 4 Conference registration passes
- Your company name will be the wifi password
- Conference website recognition
- Podium mention
- Recognition in onsite signage
- 10'X10' Exhibition space
- 2 Minutes on the main stage to introduce yourself

## Lanyard Sponsor

LIMIT 1 - \$10,000

Exclusive logo placement on the lanyard that is handed out to each conference attendee.

**Sponsorship benefits include:**

- 4 Conference registration passes
- Conference website recognition
- Recognition in onsite signage
- 10'X10' Exhibition space
- 2 Minutes on the main stage to introduce yourself

## Water Bottle Sponsor

LIMIT 1 - \$7,500

Exclusive logo placement on the water bottle that is handed out to each conference attendee.

Sponsorship benefits include:

- 4 Conference passes
- 10'X10' Exhibition space
- Conference website recognition
- Onsite signage recognition



## Scholarship Sponsor

LIMIT 5- \$10,000

Want to support the movement but can't attend the conference? Support the developer/designer community by picking up the tab for their conference registration. Your company will be featured on the conference website with a link for developers/designers to apply for a scholarship. We will then send you a list of the applicants and you can hand pick the best and brightest.

Sponsorship benefits include:

- 10 Scholarship registrations
- Recognized on conference scholarship recipient attendee badges
- Conference website recognition
- Recognition in onsite signage

## Exhibition Sponsorship

\$4,000

Sponsorship benefits include:

- 2 Conference registration passes
- 10'X10' Exhibit space includes carpet, 6'x2' table, 2 chairs, electric connection
- Conference website recognition
- Recognition in onsite signage

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## Become a Sponsor

Select the level of visibility appropriate to your organization's needs, and contact:

### Patrick Ryan

Sales Director, Health 2.0  
patrick@health2con.com  
Office: 617.690.3667  
Cell: 781.424.2755

### Amy Cueva

Founder & CXO, Mad\*Pow  
amy@madpow.com  
Cell: 603.591.0663

For more information about HxR 2014 visit  
hxrefactored.com