

Organised by



The European mHealth Conference

Challenges and Opportunities for mHealth in Europe

19th June 2014 / The Hotel . Brussels



Sponsorship & Exhibition Prospectus

Contact - Charlene Selmer

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www.forum-europe.com

www.mhealthconference.eu

The European **mHealth Conference** Challenges and Opportunities for mHealth in Europe

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About the European mHealth Conference

Against the backdrop of the European Commission's recent Green Paper on mHealth, this high-level one day conference will bring together top level stakeholders for an interactive cross-sectoral debate on the way forward in developing a European strategy to unlock the potential of mHealth, and the challenges and opportunities that it brings.

mHealth has the potential to deliver huge benefits to the way in which healthcare in Europe is delivered, with the opportunity for vast cost-savings and increases in efficiency alongside a simultaneous improvement of patient experience. However, whilst mHealth is an emerging and rapidly developing field - approximately 97,000 mHealth applications are already available - its uptake in Europe remains limited.

This event will assess what needs to be done to advance the implementation of mHealth solutions at an EU (and wider) level and to ensure a suitable regulatory framework is in place. It will explore the benefits mHealth can offer to patients, healthcare professionals and to the European economy in general, and at how these can be realised, whilst addressing the existing barriers and issues relating to its deployment.



Sponsorship of the European mHealth Conference

Whatever your budget, and your requirements, sponsoring this event is a cost effective, hassle-free means to successfully promote your activities in the field of mHealth. We can offer you a wide range of packages ranging from the high level platinum package, which offers maximum exposure for your company both leading up to and during the event and includes an exclusive speaking position for a company representative; down to lower cost product branding opportunities, which are designed to compliment or act individually in support of your marketing strategy.

Further details on the sponsorship opportunities available at this event can be found on the following pages. For more information on the packages and to discuss your sponsorship requirements, please contact **Charlene Selmer** on charlene.selmer@forum-europe.com / +44 (0) 2920783 024.

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Sponsorship Packages

The list of packages described below is by no means exhaustive and is meant only as a guide to the possible sponsorship opportunities that are available at this event.

If you have any specific requirements that you feel are not covered by the packages available, then please do not hesitate to get in touch. We are always available to help you identify the options that suit your budget while maximising your value and visibility at the conference, and if necessary, our marketing team can work with you to create innovative sponsorship packages tailored to the exact needs of you and your organisation.

Benefits	Platinum	Gold
Exclusive speaking position for company representative <i>(subject to suitability to programme)</i>	✓	
Opportunity <i>(alongside the European Commission and other event partners)</i> to provide input into the content of the programme, and offer suggestions for speakers to be invited and issues to be covered	✓	
Corporate identity on conference website with link to company website	✓	✓
Recognition as sponsor <i>(at selected level)</i> in marketing emails and press releases	✓	✓
Recognition as sponsor <i>(at selected level)</i> in Forum Europe newsletters	✓	✓
Inclusion of company materials in delegate bags	✓	✓
Branding on main stage	Priority Branding	✓
Exhibition Space in refreshments / networking area	Prime Location	✓
Advert in delegate handout	Full Page	Half Page
Complimentary delegate places	5 <i>(including speaker)</i>	3
Complimentary places at VIP & Speaker Dinner <i>(to take place subject to sponsorship being secured)</i>	2	-
Cost (excl. VAT)	€10,000	€6,000

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Catering Packages

Exclusive Sponsorship of a VIP & Speaker Dinner: €5,000

- Opportunity to introduce and lead dinner-debate
- Three-course dinner for speakers and high-level invited guests
- Three seats at dinner reserved for your representatives or guests
- Corporate identity displayed in dining area during dinner
- Corporate identity included on menu cards
- Full page advert in programme
- 3 complimentary conference delegate places

Exclusive Sponsorship of Lunch: €3,000

- Corporate identity displayed in dining area during lunch
- Corporate identity included on menu cards
- Opportunity to give luncheon address (*though not compulsory*)
- Full page advert in programme
- 1 complimentary delegate place

Exclusive Sponsorship of Cocktail Reception: €3,000

- Exclusive corporate identity displayed on banners at reception venue
- Corporate identity included on invitations and menu cards
- Opportunity to give welcome address (*though not compulsory*)
- Full page advert in programme
- 1 complimentary delegate place
- 5 complimentary places to attend the cocktail reception (*ie. not the main conference*)

Exclusive Sponsorship of Refreshments: €2,500

- Corporate identity displayed in the refreshment area during coffee breaks
- Opportunity to include branded items such as napkins, chocolates or biscuits for instance (*to be provided by sponsor and subject to venue terms and conditions*). Other promotional items are also welcome.
- Full page advert in programme
- 1 complimentary delegate place

In addition to the above benefits, all catering sponsors will also be included in the sponsor section of the event website and event day material.

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Product Opportunities

As well as the main Sponsorship Packages, there is also a range of product based branding opportunities available. These have been chosen specifically for their ease of production and value beyond the event itself. The list below is by no means exhaustive and our marketing team will be happy to work with you to create innovative sponsorship packages tailored to the needs of you and your company.



Sponsored Lanyards

€1,250 + cost of production

Lanyards are distributed to all delegates on arrival at the conference, ensuring high visibility of your brand throughout the event.



Conference badges

€1,200

All delegates are required to wear their personalised conference badge on arrival at the venue. Have your company logo on all delegate badges (position as design allows) and remind delegates of your company's input into the conference.



Lanyard & Badge Combination Package

€2,000 + cost of production

Sponsorship of both the lanyards and conference badges can be offered at a combined price.

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Product Opportunities



Data Sticks

€1,250 + cost of production

In addition to providing a high value branded product to delegates beyond the event, conference proceedings can be loaded onto the sticks prior to the event and distributed to delegates on arrival.



Conference Pens and Pads

€1,200

Distributed to all attendees upon arrival, branded pens and pads again offer visibility to you and value to the delegate both during and beyond the event.



Insert in Delegate Packs

€500

Product or promotional materials can be included within the delegate packs distributed to each participant upon arrival. A high value option providing detailed company information to all delegates.

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Sponsorship Reservation Form

I am interested in becoming the (please tick box):

Platinum Sponsor Gold Sponsor

I am interested in the following Catering Packages (please tick box):

Pre-Conference Dinner Lunch Cocktail Reception Refreshments

I am interested in the following Product Opportunities (please tick box):

Sponsored Lanyards Conference Badges Lanyard & Badge Package

Data Sticks Conference Pens & Pads Insert in Delegate Packs

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Company:

Address:

Name of contact:

Contact

Tel. Number:

Contact

Email:

Signature:

Date:

Please Faxback to +44 (0) 2920 020 432

Please contact Charlene Selmer at Forum Europe to discuss all opportunities listed in this brochure.
Tel: +44 (0) 2920 783 024 . Fax: +44 (0) 2920 020 432 . Email: charlene.selmer@forum-europe.com
Forum Europe, 2 - 4 Second Floor, High Street Arcade Chambers, Cardiff, CF10 1BE. UK

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Exhibit at the European mHealth Conference

Stand Size: 2.5m x 3m / Cost: €1,500



Be recognised as an important sector leader with an exclusive exhibition space during the European mHealth Conference.

This high-level 1 day conference will offer exhibiting organisations the opportunity to:

- Showcase, promote, and introduce products, technology and services to industry, legislators and media
- Increase industry exposure
- Discover new business opportunities
- Attract new clients and touch base with existing clients
- Form strategic alliances with other companies

Stands will be prominently situated in the refreshment area. This ensures that delegates will be directly exposed to your company and will have the opportunity to explore your exhibitor display whilst enjoying drinks and snacks during the refreshment breaks scheduled for the day.

As part of the exhibitor's package, you will receive:

- A unique exhibition space of 2.5m x 3m, including a display table
- Admittance to the exhibition area for one representative to act as a host/hostess on the stand
- A 25% discount off the standard conference fees for any organisation representatives who wish to attend the main event
- Listing of your company details in the conference handout that is distributed to all delegates at the event, including a 50 word description of your organisation and the products and services that you offer
- Listing of your company details on the event website (www.mhealthconference.eu) along with contact details and a link to your homepage
- A special discounted rate of €250 for an advert in the main conference delegate handout

In addition, you will also receive a copy of the main conference handout, including a delegate list and details of the presentations made at the conference.

Exhibition details:

All stand areas are sized at **2.5m x 3m** and the ceiling height in the room is **3m**. The exhibition will be of a table top nature, not enclosed by a shell scheme.

Exhibitors may bring their own display stands but these must not extend beyond the area that has been reserved. All spaces have a display table sized approximately **1.8m x 1m** included in the price.

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Exhibitor Space Reservation Form

Please faxback to +44 (0) 2920 020 432 - we will contact you to confirm your reservation

Organisation Name:

Contact Person:

Address:

Postcode: City:

Country:

Tel: Fax: Email:

Description of organisation for conference handout, alternatively you can email this on a separate document if necessary:

(max 50 words):

Please select the number and size of stand space below.

If you have any queries over this, please contact Charlene Selmer on +44 (0) 2920 783 024.

I would like to reserve (please indicate number) large exhibition spaces (2.5m x 3.0m) @ €1500 each

Please tick here if you would also like to take advantage of the special exhibitors discounted rate of €250 for a full page advert in the main conference brochure.

By taking out an exhibition space, one organisation representative will be admitted into the venue to act as a host/hostess on your stand. Should any representatives of your organisation wish to attend the conference they will be entitled to a special 25% discount off the standard conference fees.

I would like to reserve (please indicate number) delegate passes for the main conference and claim a 25% discount off the usual delegate rate for each pass. Forum Europe will contact you shortly to take the details of delegates.

Payment schedule

An invoice for the full amount will be issued upon receipt of this booking form.

Exhibition space reservations are not confirmed until full payment is received by Forum Europe. The organisers reserve the right to reallocate exhibition space if deposit / full payment is not received by the due date.

Cancellation Policy

Cancellations must be made in writing.

If a cancellation is received 6 weeks before the event start date, a full refund will be given, subject to a €150 administration charge. However, there will be no refund for cancellations received after this date. No shows will be charged the full amount.

The undersigned, representing the above mentioned company, hereby agrees to exhibit at the European mHealth Conference, 19th June 2014, The Hotel, Brussels and accepts the terms and conditions stated above.

Signature

Date