2013 HEALTH IT LEADERSHIP SUMMIT

Technology's Role in Revolutionizing Healthcare

November 12th

The Historic Fox Theatre, Atlanta, Georgia

HEALTH IT
LEADERSHIP SUMMIT

Engage with the Health IT Leadership Summit

Created in 2010 by the Technology Association of Georgia's Health Society, the Metro Atlanta Chamber of Commerce, and the Georgia Department of Economic Development, the Health IT Leadership Summit brings together leaders from across the healthcare continuum to discuss how the industry can drive innovation to enable better healthcare delivery at lower costs to more people.

The daylong event offers excellent education opportunities via keynote presentations from noted industry leaders, and engaging panel sessions featuring representatives from government, healthcare providers and business. Networking opportunities between sessions enable attendees to foster relationships that continue beyond the Summit.

Founding Partners

The Georgia Department of Economic Development (GDEcD) is the state's sales and marketing arm. It is the lead agency for attracting new business investment, encouraging the expansion of existing industry and small businesses, locating new markets for Georgia products, attracting tourists to Georgia and promoting the state as a destination for arts events and location for film, music and digital entertainment projects. The department also focuses on planning and mobilizing state resources for economic development.
www.georgia.org

Everything the Metro Atlanta Chamber (MAC) does—from recruiting businesses to Atlanta from all over the world, to tackling policy issues—is about creating jobs and prosperity to help Atlanta thrive. MAC's board is made up of Atlanta's top business leaders, and its professional staff serves 4,000 member companies that employ nearly 1 million workers. MAC focuses on recruiting headquarters and global business; and companies in the supply chain and advanced manufacturing, bioscience, technology and business services sectors.
www.healthit.metroatlantachamber.com

TAG Health focuses on Georgia's rapidly expanding healthcare field. Healthcare IT and management professionals, physicians, allied health professionals and hospital administrative personnel are all members of the Society. The Society focuses on the rapid advances in healthcare technology that are having an enormous impact on the field. Emerging biotech firms, new drugs and treatments, regulatory pressures, academic opportunities and job growth, funding for promising start-ups and the management of a sea of healthcare information are all covered by the Society's programs.
www.tagonline.org/tag-health

2013 Special Awards and Events

Innovation Award

This award recognizes companies developing leading-edge technology and unique approaches to improving health, as well as healthcare delivery and processes. 2012 winners include Atlanta-based:

cardiomems SoloHealth

Phoenix Awards

These awards represent the iconic "rising from the ashes" of the Phoenix—a symbol of strength, tenacity and leadership. Each year, three awards are presented in the following categories: Entrepreneur/ Startup Company of the Year; Emerging Company of the Year; and Community Service Person of the Year.

Health IT Student Innovation Award

This award recognizes Health Science, Business and Computer Science students who work as a team and design mobile applications to aid healthcare providers in the education and training of patients.

VIP Reception

An evening event hosted by the Metro Atlanta Chamber of Commerce at its picturesque, open-air rooftop, the reception provides sponsors and their guests a chance to mix and mingle with the Summit's keynote speakers and healthcare executives from around the region.

Hall of Innovation

Sponsor exhibits are typically open during breakfast, lunch and during the afternoon module programs, affording sponsors the time to network with attendees and discuss their companies' products and services.

Cocktail Reception and Networking

Open to all Summit participants, this event concludes the conference, offering attendees, speakers and sponsors a chance to chat about the day's insights.

Health IT Leadership Summit Sponsorship Benefits Can Start Today

When you partner with the Summit as a sponsor, we actively seek to provide you with excellent exposure in return for your support. Not only are your sponsorship dollars associated with the event, but they are recognized by the three founding partners—the Georgia Dept. of Economic Development, Metro Atlanta Chamber of Commerce, and TAG Health—and their respective constituents.

Your contributions are recognized not only during the conference, but throughout the months leading up to the event:

- Immediate and year-long recognition of sponsorship via the Summit's social networks
- Unique opportunity to reach healthcare providers and IT vendors in one place
- Logo inclusion in Summit materials including emails, website and signage at the event—assured publicity and recognition of the support you provide the healthcare IT industry
- Opportunity to brand and "own" specific events before, during and after the Summit, such as receptions, panels/modules, functions, webinars and tweetchats
- Multiple opportunities for exposure and networking with healthcare IT leaders among the Southeastern provider, vendor, government and academic community

Sponsorship Support

As attendance at the Summit has grown, so has sponsorship support year over year. The Health IT Leadership Summit is pleased to recognize the following sponsors for their loyalty and commitment to the success of this event since its inception in 2010:

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Three-Year Sponsors

www.HealthITLeadershipSummit.org @HealthITSummit Health IT Leadership Summit

For more information on sponsorships, contact Chris Karabinos at 770-490-4940 or chris.karabinos@pointclearsolutions.com

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HEALTH IT LEADERSHIP SUMMIT

	Exclusive Event Host	VIP Reception Host	Hall of Innovation	Video	Innovation Awards	Lunch	Cocktail Reception	Breakfast	Module	Gold	Silver	Bronze
"HOST" RECOGNITION ON:												
Event Signage (Logo)	✓											
Event Brochure (Logo on Cover)	✓											
Full Page Ad in Event Brochure	✓											
Event Website	✓											
Registration Page (Logo)	✓											
Event Bags (Logo)	✓											
"SPONSOR" RECOGNITION ON:												
VIP Reception Signage (3 signs w/ Host logo only)		✓										
Recognition as Web Broadcast Partner				✓								
Event Signage (Logo) at Exhibit Hall			✓									
Event Signage (Logo)				✓	✓	✓	✓	✓		✓	✓	
Event Signage (Logo) On Screen/ Breakout Rooms									✓			
Podium (Logo) - at VIP Reception		✓										
Event Brochure (as VIP Reception Host)		✓										
Ad in Event Brochure		1/2 pg	1/2 pg	1/2 pg	1/2 pg	1/2 pg	1/4 pg	1/4 pg	1/4 pg	1/4 pg	1/4 pg	1/8 pg
Official Press Release of Reception Photography		✓										
Summit Website (Logo)			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Registration Page (Logo)			✓	✓		✓	✓	✓				
Dedicated Press Release			✓									
Live Feed "Commercials" during Breaks				✓								
Logo Placement on Recorded Online Conf (12 months)				✓								
Awards Information Pages (Logo)					✓							
Logo on Award					✓							
Hall of Innovation Table (space footage, w/electricity)	10' Premier Placement		10' Premier Placement	10' Premier Placement	10'	10'	6'	6'	6'	6'		
Exhibit Table at Reception with Promotional Materials		✓										
Tickets to Full-day Program	15	15	10	10	10	10	10	10	10	10	10	5
VIP Reception Tickets	7	7	4	4	4	4	3	3	3	3	2	1
Company materials distributed in Goody Bag	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Keynote/Morning Panel Introduction Opportunity	✓											
3 Min Podium Opportunity for Company Rep at Reception		✓										
Opportunity to Give Away Prizes from Podium			✓									
Morning Speaker/Panel Introduction Opportunity				✓								
Opportunity to Introduce Awards on Stage					✓							
Lunch Introduction Opportunity						✓						
Reception Introduction Opportunity							✓					
Breakfast Introduction Opportunity								✓				
Module Introduction Opportunity												
Tickets to TAG's Annual VIP Reception (w/ Bd of Dir)	3	3	2	2	2	2	1	1	1	1		
Promo Code for Company Distribution Allowing Unlimited Online Views				✓								
Available Sponsorships	1	1	1	1	1	1	1 (may be shared)	1	4 (1/module)	10	unlimited	unlimited
Investment	17,500	15,000	12,500	10,000	10,000	10,000	9,000	6,000	6,000	5,000	3,000	1,000

www.HealthITLeadershipSummit.org @HealthITSummit Health IT Leadership Summit

Contact Sponsorship Chair for more information: Chris Karabinos (770-490-4940; chris.karabinos@pointclearsolutions.com)