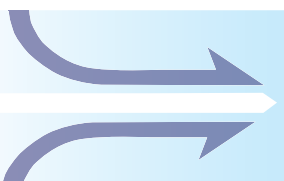


# Digital Health Impact 2020

September 30, 2020

The convergence between digital health and the life sciences is creating new opportunities to transform patient care as well as drug discovery and development. From wearables to machine learning, digital technologies are easing data collection from patients, increasing medical adherence, supplementing clinical trials, and offering new insights into real-world applications of therapies. Embedding digital health tools into the life sciences will also allow new therapies to better work within the growing value-based healthcare system that relies on data and measurable outcomes.

Join MassBio as we examine the current state of digital health as it relates to the life sciences, the challenges facing its growth, and opportunities for collaboration. Through keynotes, panel discussions, and case studies, we'll explore new strategies for therapeutics and digital health innovators to converge and ultimately deliver better outcomes for patients.



## Digital Health Impact 2020 Virtual Sponsorship Opportunities



### All Sponsors Receive

Complimentary meeting registrations, virtual booth in event platform (**see more detail below**), lead generation, acknowledgment in marketing collateral, on Massbio.org website and event website, and press release acknowledgment.

### New Enhanced Virtual Expo Vendor Booths

We have adopted a new enhanced meeting platform that will provide sponsors with multiple ways to engage directly with attendees. Sponsors can upload content including videos, host live in-booth interactive sessions, offer downloadable content & in-booth contests, and set up one on one appointments with attendees. Once the event has concluded you will be provided with detailed lead reported on who engaged with your booth and how.

### Platinum Networking Sponsor \$20,000

- Host networking reception • "Possible Talk" speaking role • Top Level in virtual exhibit hall
- 5 complimentary meeting registrations

### Gold Presenting Sponsor \$15,000

- "Possible Talk" speaking role • Gold Level in virtual exhibit hall
- 3 complimentary meeting registrations

### Silver Lunch Sponsor \$10,000

- Company logo on signage and acknowledgment of sponsorship of lunch vouchers
- Silver Level in virtual exhibit hall • 2 complimentary meeting registrations

### Supporting Sponsor \$5,000

- Booth in virtual exhibit hall
- 2 complimentary meeting registrations

#DH20