

# Digital Health Impact

Nov. 4, 2021 | Sponsorship



## Event Overview

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.

## 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, MassBio will provide a detailed lead report on who engaged with your booth and how.

## Sponsorship Opportunities

All sponsors receive a virtual booth in event platform, lead generation, acknowledgment in marketing collateral, on Massbio.org website and event website, and press release acknowledgment.

### Gold Presenting Sponsor: \$20,000

(limited availability)

- Booth in virtual exhibit hall at Gold level
- Event moderator role on industry or patient panel\*

### Silver Lunch or "Coffee Break" Sponsor: \$15,000

- Booth in virtual exhibit hall at Silver level
- Acknowledgment of sponsorship of virtual coffee or lunch vouchers
- Opportunity to present a 2-minute thought leadership segment prior to networking or lunch break

\*Speakers must be submitted and approved by event steering committee prior to contracting a sponsorship

### Bronze Networking Sponsor: \$10,000

- Booth in virtual exhibit hall at Bronze level
- Company logo displayed on networking section of event platform
- Dedicated poll question during one of the networking breaks (poll question to be approved by MassBio)

### Copper Supporting Sponsor: \$5,000

- Booth in exhibit hall at Copper level

For sponsorship opportunities, contact **Laura Rudberg** at 617.674.5121 or [laura.rudberg@massbio.org](mailto:laura.rudberg@massbio.org)