

## 2009 Medical Innovation Summit

Improving the Prognosis: Cancer Cures through Innovation

### Become an Innovation Summit Media Sponsor

#### *Advertising and Promotion:*

Publication will be recognized as a Media Sponsor in the following:

#### **Print Materials:** (includes corporate logo)

- Select Summit collateral sent to purchased and internal mailing lists
- Summit brochure
- Summit Press Releases

#### **On-line:**

- 2009 Medical Innovation Website, logo inclusion on sponsor page
- HyperLink to Company website through Summit sponsor page
- E-mail blasts to purchased and internal email lists

#### **Summit Program:**

- Full page, 4 color advertisement – to be designed by Company and approved by Summit Coordinator
- Logo and company contact information on Media Sponsor page
- Inclusion on Exhibitor site-map if applicable

#### **Daily Summit Exposure:**

- Logo included on video screens inside amphitheater during all walk-ins, breaks and transitions
- Logo included on all printed Summit signs and banner poles throughout Conference Center
- Publication circulated from Summit publication distribution location

#### *Summit Registrations:*

Five (5) All-access Summit registrations to be used at Sponsor's discretion. Includes all Summit sessions, social events and meals.

#### **Exhibit Space:**

- Premium table-top Exhibit Space to include 1-8' table, 2 chairs, linen and skirting, booth sign and waste paper basket
- Four (4) Exhibiting Sponsor Badges (Full access to Summit sessions, social events and meals)
- Any additional standard Exhibit Fees waived (including but not limited to existing electricity, extension cords, easels)

#### **Additional Benefits/Opportunities:**

- Summit final registration list (name and company only)
- Company premium item / publication / marketing collateral included in registrant gift bag

In Exchange for Summit benefits, your company will publicize the 2009 Medical Innovation for the same approximate value, including, but not limited to:

- Two Full Page Advertisements in your publication
- Two email blasts promoting the 2009 Medical Innovation Summit, with Summit redirect
- One print mailing, to be sent by a third party mail-house
- Summit web-banner prominently placed on your website, with link back to Summit site
- Meeting listing on your website, with link back to Summit site