

2009 Medical Innovation Summit

Improving the Prognosis: Cancer Cures through Innovation

Become an Innovation Summit Platinum Partner

Commitment: \$27,500 and above (Tax deductible amount: \$10,435)

Advertising and Promotion:

Company will be recognized as a Platinum Sponsor in the following:

Print Materials: (includes corporate logo)

- Company logo to be included in Summit collateral to include postcard, brochure, etc.
- Recognition as Platinum Partner in Summit Press Releases

On-line:

- 2009 Medical Innovation Website, logo inclusion on sponsor page
- HyperLink to Company website through Summit sponsor page
- Inclusion in Summit HTML e-mail blasts

Summit Program:

- Full page, 4 color advertisement – to be designed by Company and approved by Summit Coordinator
- Logo and company contact information on Platinum 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

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 8'x 8' 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:

- Invitation for one company representative to private VIP dinner hosted by Cleveland Clinic CEO & President, Delos Cosgrove, MD
- Eight (8) complimentary guest tickets to Summit social event
- Purchase additional tickets to Summit social events at discounted rate
- Twenty (20) guest tickets to the Tuesday October 6th evening Summit dinner
- Summit final registration list (name and company only)
- Company premium item/marketing collateral included in registrant gift bag