



CONFERENCE BY mad\*pow

## HEALTH EXPERIENCE DESIGN CONFERENCE

APRIL 2 & 3, 2019  
BOSTON

## Be a Champion of Real World Change.

Sponsoring HXD is the best way to evangelize your organization's commitment to improving health experiences, attract design and innovation talent, interact with the community, and get inspired by the latest design methods and technology advancements. If you want to connect with leaders in design and innovation in health, you need to be at HXD!

### Conference Highlights

- A vibrant community for 500+ passionate executives and practitioners
- Inspirational keynotes from leaders in design and innovation
- Practical how-to sessions focused on tips, tricks, and proven methods
- Immersive learning via workshops on fascinating topics
- On-site and post-conference design and innovation challenges

### Diamond Level: Custom Challenge Sponsor

LIMIT 1 - \$100,000

HXD is a 2 day gathering of the most talented researchers, strategists, designers and innovators in health looking to interact with peers and hear from our industry experts. As a diamond sponsor you have the opportunity to harness these collective talents and create a challenge that will truly impact the future of health.

As a diamond level sponsor you will be offered (4) exclusive opportunities: (1) host a three month virtual challenge, (2) host a lunch workshop at HXD, (3) deliver a 10 minute keynote at HXD.

Additional benefits include:

- 8 conference passes
- Opportunity to offer (10) scholarships to student developers/designers
- Exhibition Space
- Access to the pre-event media and attendee list
- Company logo on conference website, onsite signage and pre-conference marketing materials
- Social media promotion of Sponsorship and Challenge

**\*\* This sponsorship level does not include prize money for the winners of the challenge\*\***

### Diamond Level: Selecting the Right Health Plan: A Design and Innovation Challenge Sponsor

LIMIT 1 - \$100,000

Mad\*Pow's Center for Health Experience Design is partnering with Commonwealth (Buildcommonwealth.org) to collaboratively conduct an innovation challenge to uncover how employees with a salary of less than \$55,000 might be guided to select the optimal health plan to minimize medical and financial hardship. As a sponsor of this challenge, you have the opportunity impact the lives of people struggling with tough financial decisions.

As a diamond level sponsor you will be offered (4) exclusive opportunities: (1) host a three month virtual challenge, (2) host a lunch workshop at HXD, (3) deliver a 10 minute keynote at HXD.

Additional benefits include:

- 8 conference passes
- Opportunity to offer (10) scholarships to student developers/designers
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## Sponsored Speaking Opportunities

### LUNCH & LEARN SESSION

LIMIT 4- \$10,000

The lunch-and-learns are a great opportunity for you to run your own sponsored session and talk with the design and innovation community over lunch. The lunch and learns are completely turnkey in that you simply show up and present. Let our staff handle the logistics including the marketing of your session so we can fill the room.

Additional benefits include:

- 4 Conference registration passes
- 45 Minute breakout session during lunch
- Exhibition Space
- Company logo on conference website, onsite signage and pre-conference marketing materials

### HXD UPDATES

LIMIT 4 - \$6,500

As an updates sponsor you receive (4) minutes of main stage time in front of a packed house of those leading the transformation in Health. This is your chance to make a major announcement, show off a new product or talk about the innovative work you are doing in health.

Additional benefits include:

- 3 Conference Registration Passes
- Exhibition Space
- Company logo on conference website, onsite signage and pre-conference marketing materials

## Promotional Opportunities

### COCKTAIL RECEPTION HOST

LIMIT 1 - \$12,500

The post conference cocktail reception is always a huge hit and is a great opportunity to socialize with the design and innovation community and buy them a drink or two.

Additional benefits include:

- 4 Conference registration passes
- 3 Minutes of main stage remarks to close the day and welcome everyone to the cocktail reception
- Signage recognition throughout the cocktail reception
- Exhibition Space
- Exclusive host of the cocktail party
- Access to the attendee list

### LUNCH SPONSOR

LIMIT 2 - \$8,500

Pick up the lunch tab for every attendee during this highly trafficked break. The well-fueled community will thank you later.

Additional benefits include:

- 4 Conference Registration Passes
- 2 minutes on the main stage to introduce yourself
- Exhibition Space
- Company logo on conference website, onsite signage and pre-conference marketing materials

### WIFI SPONSOR

LIMIT 1 - \$7,500

Underwrite the WiFi access for the entire conference. Your company name will be the Wifi password.

Additional benefits include:

- 3 Conference registration passes
- 2 minutes on the main stage to introduce yourself
- Exhibition space
- Company logo on conference website, onsite signage and pre-conference marketing materials

### LANYARD SPONSOR

LIMIT 1 - \$7,500

Exclusive logo placement on the lanyard that is handed out to each conference attendee.

Additional benefits include:

- 3 Conference registration passes
- 2 minutes on the main stage to introduce yourself
- Exhibition space
- Company logo on conference website, onsite signage and pre-conference marketing materials

### COFFEE SPONSORSHIP

LIMIT 1 - \$6,500

Have you ever had a good cup of coffee at a conference? Why not buy the conference attendees a cup of Boston's finest coffee?

Additional benefits include:

- 3 Conference Passes
- 2 minutes on the main stage to introduce yourself
- Exhibition Space
- Signage in the coffee break area
- Conference website recognition



## Interactive Sponsorships

### SCHOLARSHIP SPONSOR

LIMIT 3 - \$10,000

Want to support the movement but can't attend the conference? What better way to support the design and innovation community in health than picking up the tab for their conference registration. Your company will be featured on the conference website with a link to apply for a scholarship. We will then send you a list of the applicants and you can hand pick the best and brightest. Past clients have used the application process to get crowdsourced ideas on a "How might we..." style innovation prompt.

Additional benefits include:

- 10 scholarship registrations
- Scholarship opportunity featured on conference website
- Recognized on conference scholarship recipient attendee badges
- Company logo on conference website, onsite signage and pre-conference marketing materials

### MARKET RESEARCH SPONSOR

LIMIT 2 - \$10,000

Looking for product feedback from designers on your product or service? HXD is the perfect place to do a live study with a small group of conference delegates. This study will take place during the break of your choice and will be moderated by one of Mad\*Pow's lead designers.

Additional benefits include:

- 3 Conference registration passes
- Exhibition space
- Company logo on conference website, onsite signage and pre-conference marketing materials

### RECRUITING PAVILION SPONSOR

LIMIT 5 - \$6,000

Are you looking to hire talented leaders in design and innovation, researchers, strategists, designers, and developers? There will be over 500 of them at HXD! As a recruiting pavilion sponsor you will have 1 minute on the main stage to tell the audience what you are looking for in our rapid fire recruiting session.

Additional benefits include:

- 2 Conference registration passes for your staff
- Opportunity to submit a job description in the career flyer handed out to every conference attendee
- Exhibition Space
- Company logo on conference website, onsite signage and pre-conference marketing materials

### EXHIBITION SPONSOR

\$4,000

- 2 Conference registration passes for your staff
- Dedicated Exhibition Space
- Company logo on conference website, onsite signage and pre-conference marketing materials



## Become a Sponsor

Select the level of visibility appropriate to your organization's needs, and contact:

### Amy Cueva

Founder & Chief Experience Officer, Mad\*Pow

amy@madpow.com