

APRIL 14 & 15, 2020  
BOSTONCONFERENCE BY **THAD+POW**

**HEALTH  
EXPERIENCE  
DESIGN  
CONFERENCE**

## Be a Champion of Real World Change

At the Health Experience Design Conference, the most talented researchers, strategists, designers, and innovators in health come together for two days to connect with peers and learn from industry experts.

The conference is a wonderful way to promote and support your organization's breakthrough efforts by launching a custom design project where designers innovate on a topic of your choice.

### Why Launch a Design Project at HXD?

LIMIT 1 | \$100,000-\$250,000

*\*Depending on project format\**

HXD's design projects spark open innovation like nothing else. Diamond-level design project sponsors may choose one of the following project formats:

- A three-month virtual design challenge\*
- A report researched and published to inform your innovation efforts
- Conceptual design created in partnership with other organizations that can be used to shape potential pilots

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

Your organization can expect to generate:

- A multitude of diverse ideas and viewpoints that truly impact the future of health
- Unique intellectual property for your organization
- Opportunities to collaborate with other organizations
- Brand positioning as an innovator
- Interest from passionate designers and innovators looking for opportunities at organizations like yours

As an added bonus, all Diamond-level design project sponsorships include:

- 10-minute keynote at HXD
- Lunch workshop at HXD



# Intrigued by sponsoring a design challenge, but need inspiration on what challenge to tackle?



Here are a few ideas based on the UN Sustainable Development Goals (SDG) to help stimulate your thoughts. Intrigued? We would love to chat and help you craft your custom design challenge prompt.

## GETTING SICK ≠ GOING BROKE

How might we design solutions prevent medical bankruptcy?

Sick people often find themselves unable to pay the high cost of their health care and then have to find alternate ways to raise money, including crowdfunding. Of the \$5 billion GoFundMe says it has raised, about a third has been for medical expenses from more than 250,000 medical campaigns it facilitates each year.

UN SDG: No Poverty

## IMPROVING CARE FOR CAREGIVERS

How might we design a caregiver support system that creates a better balance between self-care and care for others?

Often, caregivers are forced to choose between caring for their loved ones, their jobs, and their personal health.

UN SDG: Good Health and Well-Being

## HELPING TEENS AT RISK

How might we design a program to support at-risk teens?

According to the Centers for Disease Control (CDC), suicide is the second leading cause of death for 15 to 24 year-olds. Approximately one out of every 15 high school students reports attempting suicide each year. One out of every 53 high school students reports having made a suicide attempt that was serious enough to be treated by a doctor or a nurse.

UN SDG: Good Health and Well-Being

## DESIGNING A HEALTHY HOME

How might we redesign the built environment, neighborhood, community connections, inclusion of nature and more to create truly healthy homes?

While there are many points to provide health care at home, there is no standard for what constitutes a "healthy home."

UN SDG: Good Health and Well-Being

## PRIORITIZING RAPE SURVIVOR SUPPORT

How might we redesign rape reporting and support to more effectively prosecute rapists and ensure better outcomes for survivors?

According to RAINN, an American is sexually assaulted every 73 seconds. While women and girls (especially women of color) are primarily impacted, men are also affected. There is a significant backlog of rape kits, which creates an obstacle to prosecuting perpetrators. While there are many resources for reporting rape and supporting survivors, the overall reporting experience is not designed to meet the mental and physical needs of the patient.

UN SDG: Good Health and Well-Being

## ENHANCING THE EMPLOYEE EXPERIENCE

How might we design an employee experience that fosters connection, as well as mental and physical health at work, so health is the default outcome?

Employee well-being has been a buzzword for years, but employees are often responsible for managing their own well-being within an unhealthy workplace.

UN SDG: Decent work and Economic Growth

## SEARCHING FOR SAFETY ON A CHANGING PLANET

How might we apply human-centered design to global issues in the face of a climate catastrophe?

In 2017, climate change factors displaced 16.1 million people worldwide. By 2050, between 150 to 200 million people are at risk of being forced to leave their homes due to the changing climate.

UN SDG: Climate Action



# 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

## 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 registration passes
- 2 Minutes on the main stage to introduce yourself
- Exhibition Space
- Signage in the coffee break area
- Conference website recognition



# 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



# 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 crowd-sourced 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 | \$6,500

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

LIMIT 5 | \$4,000

### Benefits Include:

- 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, Contact Us

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

**Amy Heymans**

Founder & Chief Experience Officer,  
Mad\*Pow  
amy@madpow.com

For more information visit [HXDconf.com](http://HXDconf.com)



Do you have a challenge or opportunity that inspires you, but need to build a coalition to make it real? Contact the Center to find those partners and start making magic happen:

**Kathryn Hautanen**

Director of Mad\*Pow's Center  
for Health Experience Design  
khautanen@madpow.net

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Powered By



Mad\*Pow is a strategic design consultancy that helps deliver innovative experiences and compelling digital solutions to motivate and engage people, while producing positive health outcomes and measurable business impact.