

June 26, 2014

mmm-online.com
thehubcomms.com



The MM&M Healthcare Tech Jam 2014 is an online/virtual event showcasing some of the most cutting-edge technologies, gadgets and tools in the healthcare and pharmaceutical spaces and offering a program of original content covering the intersection of healthcare and technology. It is also a forum to foster live, interactive dialogue between delegates, speakers, technology companies and sponsors.

**June 26, 2014
12pm EST**

mmm-online.com
thehubcomms.com

Exhibitors & Sponsors

For sponsorship information, contact Doreen Gates, Advertising Manager at doreen.gates@haymarketmedia.com or 267-477-1151.

For event information, contact Jourdan Davis at jourdan.davis@haymarketmedia.com or 646-638-6176

FULFILLING A NEED

Much of the current innovation taking place in healthcare is being driven by the technology sector. The problem is connecting numerous companies and their game-changing technologies with the organizations that are able to adopt and deploy them effectively to exert a positive influence on brands, businesses and health outcomes. Pharmaceutical companies and their partners simply do not have the bandwidth to track the emergence of such a large fragmented field of innovators and to differentiate their offerings.

THE BENEFITS OF A VIRTUAL EXPERIENCE

Our purpose-built digital environment is designed to emulate the most valuable experiences of a physical conference, but allows speakers, delegates and sponsors to participate remotely, at their convenience – and for FREE. Presentations can also be streamed at a later date. The online space features an exhibit hall of virtual booths, where delegates can chat with exhibitors, download information and watch presentations. Delegates can also connect with each other throughout the virtual environment.

THE FORMAT

The MM&M Healthcare Tech Jam 2014 will give companies a tremendously effective platform to present their products, tools, services and expertise. In addition to a 45-minute webcast option, The MM&M Healthcare Tech Jam will also be hosting a “Technology Bootcamp” session. Introduced by the MM&M editorial Team, the “Technology Bootcamp” sessions will be a series of concise 8-10-min presentations (videos welcomed) showcasing the most important innovations, products and technology trends today helping pharma marketers navigate this ever-changing landscape. Additionally, these sessions can demonstrate to attendees how YOUR products, services and expertise may help their business and/or benefit industry stakeholders, such as the physician, the patient and the payer.

Each showcase company will also have the opportunity to upgrade to receive a virtual booth in the exhibit hall at which delegates can chat in real-time to representatives, or download materials and contact information. Interspersed throughout the event will be a series of longer-form seminars and presentation focusing on some of the key challenges, trends and opportunities in the health-tech space.

ATTENDEES

Delegates will be marketing professionals from pharmaceutical, biotech, device and diagnostics companies; advertising and marketing agency executives; suppliers, consultants and other prominent figures in healthcare marketing. Previous MM&M Virtual Events have each drawn around 1,000 registrants, with 500 attending live.

the MM&M **health tech jam** 2014

A Virtual Event in Association with **the Hub**

A Virtual Event with Real Results
12PM EST – June 26, 2014



TECHNOLOGY BOOTCAMP SPONSOR

The “Technology Bootcamp” sessions will be a series of presentations showcasing the most important innovations, products and technology trends today helping pharma marketers navigate this ever-changing landscape. These Technology Bootcamp sessions can demonstrate to attendees how YOUR products, services and expertise may help their business and/or benefit industry stakeholders, such as the physician, the patient and the payer.

Prior to the Event

- Featured placement of sponsor logo in all marketing materials: invites, event microsite and reminder/announcement/post-show emails.
- Full MM&M Healthcare Tech Jam team technical support leading up to, during and after the event.
- Full MM&M Healthcare Tech Jam team support leading up to, during and after the event for your booth reps.

During the event

- Sponsorship of one 8-10-minute presentations (videos welcomed) during live event broadcast.
- Branding within the webcast engine

- Each Sponsor will be introduced by an MM&M editorial team member
- Each Technology Bootcamp Sponsor can upgrade to receive a virtual expo booth in the exhibit hall at which delegates can chat in real-time to representatives, or download materials and contact information (See Expo Booth details in this media kit)

Following the Event

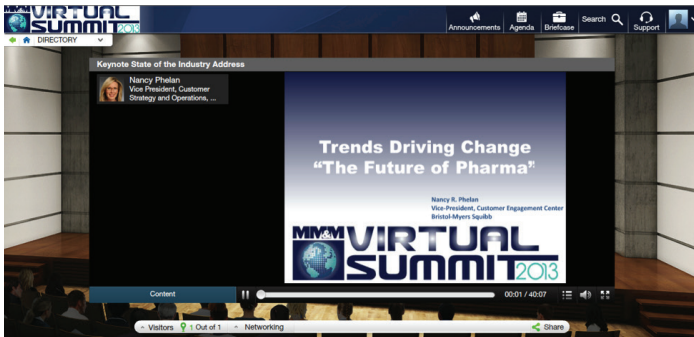
- One HTML email to all leads from the Virtual Summit (all registrants).
- **Booth Reporting:** Delegate tracking within the sponsors' booth and throughout the virtual summit exhibition area (applicable only for Expo Booth UPGRADE)
- Event sessions are archived on-demand for one year.

TOTAL COST: \$5k or \$7k for Technology Bootcamp session + Expo Booth (highly recommended to optimize engagement with attendees)

the MM&M health tech jam 2014

A Virtual Event in Association with the Hub

A Virtual Event with Real Results
12PM EST – June 26, 2014



GOLD SESSION SPONSOR (VENDOR WEBCAST & BOOTH)

Prior to the Event

- Featured placement of sponsor logo in all marketing materials: invites, event microsite and reminder/announcement/post-show emails.
- Full MM&M Healthcare Tech Jam team technical support leading up to, during and after the event.
- Full MM&M Healthcare Tech Jam team support leading up to, during and after the event for your booth reps.

During the Event

- Sponsorship of one 30-45 minute session (webcast) during live event broadcast.
- Branding within webcast engine.
- Sponsor introduction at the beginning of the webcast.
- Participation in the live Q&A following the main topic.
- Featured booth placement in exhibition area.
- Automatic “push” of sponsored session audience to the sponsor’s booth following session conclusion.

- **Prominent logo throughout event environment:** Scrolling with level of sponsorship denoted.
- Network with participants and prospects at your booth and in the Networking Lounge in both open and private

Following the Event

- One HTML email to all leads from the Virtual Summit (all registrants).
- **Booth Reporting:** Delegate tracking within the sponsors’ booth and throughout the virtual summit exhibition area.
- Event sessions are archived on-demand for one year.

TOTAL COST: \$8,000 (includes Expo Booth)

the MM&M health tech jam 2014

A Virtual Event in Association with the Hub

A Virtual Event with Real Results
12PM EST – June 26, 2014



EXPO BOOTH SPONSORSHIP

Prior to Event

- Featured placement of sponsor logo in all marketing materials: invites, event microsite and reminder/announcement/ post-show emails.
- Full MM&M Healthcare Tech Jam team technical support leading up to, during and after the event.
- Full MM&M Healthcare Tech Jam team support leading up to, during and after the event for your booth reps.

During the Event

- Prominent logo throughout event environment: Scrolling with level of sponsorship denoted.
- Preferred booth placement in exhibition area.
- Network with participants and prospects at your booth and in the Networking Lounge in both open and private

Booth Details

The Expo booth will include the following functionality (Sponsor does not need to include all elements):

- **Booth Greeting:** Video/animated greeting that opens automatically the first time someone visits the booth, and on-demand thereafter.

- **Live Chats & Instant Messaging:** Communicate directly with individuals one-on-one, or with all attendees to your booth at any given time (conversations can be public or private).
- **Prize Giveaway:** Area to describe your prize giveaway and a button to click for attendees to enter to win.
- Unlimited literature and thought-leadership items in the booth, one item placed in attendee pack and up to two items in the Resource Center.
- **Newsletter Sign-up:** Area to describe your newsletter and button to click for attendees to subscribe to it.
- **Scrolling Message Board:** You can enter multiple messages at 40 characters each.
- Information Kiosk
 - **About us:** Company description.
 - **Products/Services:** Title, Free text description, image & URL (7).
 - **Files/Resources/Literature:** Provide documents for attendees to download such as whitepapers, case studies, other marketing collateral (7).
 - **Partners:** Showcase your client roster (5).
 - **Videos:** Area to upload or link videos (7 - max size per video 25MB).

Following the Event

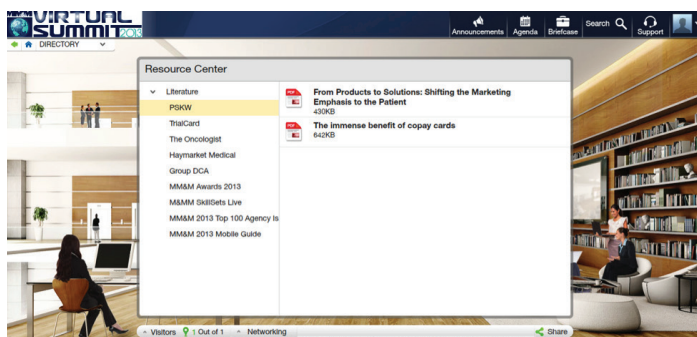
- **Booth Reporting:** Delegate tracking within the sponsors' booth and throughout the virtual summit exhibition area

TOTAL COST: \$4,000 NET

the MM&M **health tech jam** 2014

A Virtual Event in Association with **the Hub**

A Virtual Event with Real Results
12PM EST – June 26, 2014



RESOURCE CENTER

The perfect solution to get your company's invaluable marketing collateral in the hands of every attendee at the MM&M Healthcare Tech Jam.

- **Files/Resources/Literature:** Allow attendees to download your information such as white papers, case studies, new product information and any other kind of marketing collateral.
- Easily downloaded into each attendees' briefcase
- Upload up to 3 assets (25MB each MAX file size)
- All contact information of those attendees that downloaded your company information from The Resource Center will be delivered within 48 hours of the MM&M Healthcare Tech Jam

TOTAL COST: \$1,500 NET