The Duke University Medical Center mHealth@Duke consortium invites your business to participate as a sponsor in the Third Annual mHealth@Duke health conference to be held in Durham, NC on April 15, 2015.

After two successful conferences, we expect upwards of 200 attendees from the Research Triangle and beyond. In attendance will be faculty, students, and staff representing several of our world-class institutions of higher learning from the area. Also in attendance will be entrepreneurs and innovators in digital and mobile health as well as health care providers with an interest in integrating mobile technology in their care for patients.

Raleigh-Durham has one of the fastest growing high-tech sectors in the country. This coupled with it also having some of the best health care institutions in the world makes it a hotbed for growth in digital and mobile health.

Being a sponsor for the mHealth@Duke conference is an excellent opportunity to increase the visibility of your business’s products and services where it has the potential for the largest impact.

Support from our sponsors enables students to attend at a reduced registration, contributes costs for the venue and catering, and helps support the travel expenses for our invited speakers.

Please join us at the 3rd annual mHealth@Duke conference, and help us harness the excitement around mobile health!

To discuss sponsorship opportunities or for questions:
Email: Erica.levine@duke.edu
T: 919.684.1953
or
Bernard Fuemmeler, Ph.D., MPH, Director, mHealth@Duke
Email: Bernard.fuemmeler@duke.edu
T: 919.681.7171
The mission of mHealth@Duke is to accelerate mobile technology research to advance the delivery of health care through improved patient-provider communication and collaborative health care management. This is accomplished by providing education and leadership in mHealth and servings as an incubator for mHealth research at Duke and the surrounding community.

The Annual mHealth@Duke conference provides a platform for the growing interest in mHealth at our neighboring institutions and the emerging entrepreneurial mHealth sector in the Triangle.

Conference Highlights

- **Keynote Speakers:**
  - Dr. Kevin Patrick, Professor, University of California, San Diego and Director of the Center for Wireless and Population Health Systems at UCSD.
  - Bobby Jefferson, Director of Futures Group’s Center for Developmental Informatics
- **Update on Duke Medical Center Epic/Apple Health integration project**
- **Presentation by winning team from the Inaugural mHealth@Duke Shark Tank competition**

Sponsor Benefits

- Increase brand exposure among leaders and innovators in the mHealth space.
- Detailed recognition in marketing materials, including conference website and program.

2014 Attendee Overview

- 160 Attendees.
- 60% attendees were faculty, staff, and graduate students from Duke University schools of Medicine, Nursing, Business, Policy, and Arts and Sciences.
- 40% attendees were innovators from the Triangle business and tech communities and neighboring academic institutions
- 60% attendees stated research as their primary area of focus
- 10% attendees stated software development as primary area of focus
- 30% stated teaching, clinical care, or “other” as primary area of focus
- 98% attendees stated that they would attend future mHealth@Duke conferences
Conference Sponsorship Packages

Platinum Sponsorship Package $3500

Exclusive level visibility

- Elite level plus 1/2 page ad in program and ads throughout conference as Platinum Sponsor
- Recognition as a sponsor (with logo) on conference website as Platinum Sponsor
- Mention of company during conference
- Free registration for 3 people (including lunch)
- 2 tickets to breakfast/dinner with keynote speakers & mHealth@Duke Executive Committee
- Option to have a booth/table during the mixer/networking session
- Option to have representative (at companies cost) to participate in a panel discussion on mHealth entrepreneurship
- Recognized sponsorship of winning poster ($100 prize)

Gold Sponsorship Package $2500

Deluxe level visibility

- Elite level plus 1/4 page ad in program
- Recognition as a sponsor (with logo) on conference website as Gold Sponsor
- Mention of company during conference
- Free registration for 2 people (including lunch)
- 1 ticket to breakfast/dinner with keynote speakers & mHealth@Duke Executive Committee
- Option to have a booth/table during the mixer/networking session

Silver Sponsorship Package $1500

Elite level visibility

- Recognition as a sponsor with logo on conference website and program as Silver Sponsor
- Mention of company during conference
- Free registration for 2 people (including lunch)
Conference Sponsorship Application

Sponsoring Company Information: Information should be completed exactly as you would like it to appear in onsite materials.

Company Name: ____________________________________________
Address: _________________________________________________
City: ____________________________ State: ___________ Zip: ________________
Phone: ___________________________ Fax: _______________________
Contact Name: ______________________________________________
Email: _____________________________________________________

Please list the name(s) of the attending representative, title(s), and email address(es).

Name: ___________________________ Title: _______________ Email: ________________
Name: ___________________________ Title: _______________ Email: ________________
Name: ___________________________ Title: _______________ Email: ________________

Please select from the list below which sponsorship you will be purchasing:

- Deluxe Scholarship Package
- Gold Sponsorship
- Silver Sponsorship

Please make check payable Duke University.

Special Note: Sponsorships are not confirmed until payment is received. All payments must be made prior to April 1, 2014.

Please submit form with payment to:
Duke University
Chip Bailin, Finance Director
Department of Community & Family Medicine
DUMC 2914, Durham, NC 27710