BECOME A SPONSOR

The mHealth Summit Europe will be back in 2015 as a part of eHealth Week in Riga, Latvia on 11-12 May. The Summit will be opening eHealth Week, providing international thought leadership on how we can fulfil the mHealth promise with a focus on Revitalizing the mHealth Agenda in Europe.

Participating in the mHealth Summit offers a prime opportunity to make positive and lasting impressions on key decision makers and launch new products.

Guided Exhibit Tours around key mHealth conference topics will bring conference delegates to exhibition stands providing the opportunity to showcase your mHealth solution.

Choose the sponsorship opportunity best fit to your company’s business need and investment budget available.

We look forward working with you to help you make the most out of your participation.

Martin Eberhart

About the mHealth Summit

The mHealth Summit Europe aims to bring together 350 global leaders in government, the private sector, industry, academia, providers and not-for-profit organizations from across the mHealth ecosystem. A distinguished faculty of international experts and opinion leaders will address and discuss the themes such as: Data Safety, mHealth and Mobility in Hospitals, and mHealth Usability from the Users Perspective.

Top 10 Reasons to Attend mHealth Summit Europe

• See how mHealth will change care delivery in the future
• Learn from a faculty of world class speakers what is next in mHealth
• Network with key stakeholders and build your partner ecosystem
• Get an understanding of how mHealth impacts your work in the future
• Learn how to make mHealth a reality
• Discover how to successfully market your mHealth products and services
• Leave with an insight into building sustainable business models for mHealth
• Get smarter on how to manage changing care processes and organizational change
• Learn how to achieve certification for your mHealth products and services
• Share best practice with game-changing start-ups and create new business opportunities

Conference Focus Areas

• How to handle disruptive mHealth care models and resulting change management
• mHealth for the pharma and life sciences industry
• The role of mobile network operators in the mHealth space
• Identification of new business opportunities, establishing new business models and supporting business transformation
• Addressing the need for meaningful data privacy and security

2015 Audience:

Country Report:
- Latvia, Estonia & Lithuania 25%
- Nordic Countries 15%
- United States 10%
- United Kingdom 10%
- DACH 10%
- Benelux 8%
- Spain 6%
- Italy 5%
- Poland 5%
- AsiaPac 5%
- Middle East 3%

Worksite Report:
- Government 15%
- Healthcare Provider 25%
- Pharma & Life Sciences 10%
- Clinicians 15%
- IT Professionals 15%
- Vendor 6%
- Payers 5%
- Other (Consultants, Legal) 4%
- Other Industries (mobile network operators, mobile app developers) 5%

Professional Title Report:
- Information Management Systems 25%
- C-Suite 20%
- Senior Management 15%
- Policy Makers 15%
- Clinical Staff / Management 10%
- Pharmacists 10%
- Others 5%

www.mhealthsummit.eu
SPONSORSHIP PROSPECTUS

Leader EUR 19,950
Contributor EUR 11,950
Supporter EUR 4,950

<table>
<thead>
<tr>
<th>Speaking Opportunity</th>
<th>Corporate Executive Spotlight (30 min) main program session</th>
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</thead>
<tbody>
<tr>
<td>Exhibition Stand</td>
<td>9 sqm in WoHIT exhibition hall &amp; Table top at the mHealth Summit</td>
</tr>
<tr>
<td>Complimentary Conference Passes (Staff + Customer)</td>
<td>6 (access to WoHIT and mHealth Summit)</td>
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<tr>
<td>Company description listed on the mHealth Summit Europe website</td>
<td>WoHIT and mHealth Summit websites</td>
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<tr>
<td>mHealth Summit Europe Conference Guide Advertisement</td>
<td>Both — full page</td>
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<tr>
<td>mHealth Summit Europe Conference Guide Advertisement</td>
<td>mHealth only ½ page</td>
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<td>mHealth Video Story</td>
<td>Included</td>
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<td>Web banner</td>
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<td>Sponsor recognition</td>
<td>Maximum recognition logo visibility on most platforms incl. brochures, website, e-pushes, conference guide, attendee giveaways, walk-in slides, verbal acknowledgement and onsite signage.</td>
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Opportunities Available | 2 | 4 | 10

Branding & Messaging
Mobile App: €4,000
Sponsor the mobile app as a way to ensure all attendees see your company logo. The mobile app is utilized to help delegates to network, search sessions, speakers, and exhibitors. Promotion includes a company logo banner on all pages of the mobile app.

Coffee and Lunch Stations: €4,000
As delegates meet and network during conference breaks they will have your company to thank. Get out your messaging placed at the station.

Communications & Media
HealthTech Wire — the mHealth Interview: €2,100
Leadership talks about your Summit activity. This will help you attract engaged delegates to your exhibit stand. Includes the creation of high-value content asset with the help of HealthTech Wire’s editorial.

HealthTech Wire — the mHealth TV Talk: €3,400
Broadcast your message through a dynamic TV quality news report live from the Summit. Educate the mHealth community about your solutions and presence at the Summit using a fresh format. This includes a TV Talk video creation of three one minute statements optimised for social media messaging.

Additional opportunities: Exhibit at eHealth Week
Shell Scheme Booths
- Carpet
- Wall panels
- Fascia board with company name (for logo an additional fee)

Exhibition Fees
Early Exhibition Fee (contracts received on or before 16 December 2014)
- Space Only — €345 per m²
- Shell Scheme — €410 per m²

Late Exhibition Fee (contracts received on or after 17 December 2014)
- Space Only — €360 per m²
- Shell Scheme — €425 per m²
Additional €400 per every corner side of booth.

For sponsorship opportunities please contact: Sean Roberts
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Follow us on @himsseurope #mhealthEU
www.mhealthsummit.eu

In conjunction with: Personal Connected Health Alliance
Presented by: