

# the usability ecosystem 2.0

IDSA Medical Design Conference **2015**



Center for Advanced Medical Learning and Simulation  
October 21-22, 2015  
Tampa, FL

Sponsorship & Exhibit Opportunities

DEADLINE: OCTOBER 2<sup>nd</sup>



Mary Beth Privitera, IDSA  
IDSA Medical Design Conference

## Our New Tradition

The second annual IDSA Medical Design Conference will continue to advance your knowledge and experience in the challenging world of medical device design. Back by popular demand, the conference taking places once again at Tampa's Center for Advanced Medical Learning and Simulation (CAMLs), a state-of-the-art medical simulation facility that combines cutting edge training, research, education and innovation.

The conference, conducted by a forum of experts, will focus on all aspects of medical device design through robust debate, experiential workshops and a hands-on lab with the opportunity to play surgeon. Topics will include: design research techniques, application of human factors, interfacing with clinical personnel, the future of the medical device industry, the evolution of regulatory requirements and the creative problem solving in patient-centered design.

"There's no better way to learn medical device design than to try it!" says Mary Beth Privitera, IDSA, conference chair, and biomedical engineering faculty at the University of Cincinnati, and co-chair of the Association for the Advancement of Medical Instrumentation's human engineering committee.



## Why Sponsor?

The IDSA Medical Design Conference will attract medical device design and human factors engineers, medical product development and manufacturing professionals and top business professionals in the medical field. The Usability Ecosystem and its location at CAMLS offer both a unique venue and opportunity to showcase your products and services and engage in a dynamic niche marketing opportunity. The conference presents a distinctive opportunity for personal networking with prospective buyers in an exceptional setting. Attendees will be impacted with meaningful, insightful and intriguing topics and unmatched hands-on experience. Be a part of the conversations taking place and highlight the ways your company can support practitioners in this uncharted and up-and-coming sector of the greater design industry. Be the first to commit to advancing design in the medical device space and showcase your alignment with IDSA, and the greater design industry.

# Sponsorship Opportunities

## Platinum Sponsor

Exclusive | \$15,000

Get top positioning as the exclusive Platinum Sponsor supporting the conference. Sponsorship includes unique incentives including press release, inclusion in INNOVATION, attendee list access and much more.

- Recognition as title sponsor "Medical Design Conference brought to you by..."
- 2-3 min speaking opportunity during opening remarks
- Inclusion in article on IDSA.org covering the conference
- One exhibit space
- One exclusive email sent to attendees pre-conference on your behalf
- Recognition in full sponsor page thank you in the Winter issue of INNOVATION magazine
- One banner ad in designUpdate
- Two complimentary registrations
- Platinum level logo recognition in pre-conference marketing emails, on on-site signage and on all pages of the conference microsite (with link to your company website) except the welcome page
- One page hand-out in conference folder
- Social Media promo package
- Access to attendee email and mailing list for one-time use post-conference
- Full page ad in INNOVATION Magazine

## Gold Sponsor Opportunities

### Pre-Conference Workshop Sponsor

Exclusive | \$10,000

Help attendees get a head start by sponsoring the Pre-Conference Workshop.

- Help attendees get a head start by sponsoring the Pre-Conference Workshop.
- One exhibit space
- Opportunity to send promotional message in a pre-conference email
- One ad in designUpdate
- One complimentary registration
- Gold level logo recognition in pre-conference marketing emails, on on-site signage and on all pages of the conference microsite (with link to your company website) except the welcome page
- One page hand-out in conference folder
- Half page ad in INNOVATION Magazine

### Conference Bag

Sold

An enduring branding opportunity that will carry on beyond the conference.

- Sponsor logo included on the official conference tote
- Gold level logo recognition in pre-conference marketing emails, on on-site signage and conference microsite

### Reception Sponsor

Exclusive | SOLD

Give attendees the opportunity to unwind and make new connections by sponsoring a networking reception.

- Recognition as reception sponsor with signage during reception
- Gold level logo recognition in pre-conference marketing emails, on on-site signage and on all pages of the conference microsite (with link to your company website) except the welcome page

## Silver Sponsor Opportunities

### Networking Lunch Sponsor

2 Available | SOLD

Be the company everyone thanks by providing the networking lunches for the conference!

- Recognition as Networking Lunch sponsor with signage Wednesday or Thursday
- One conference registration
- One page hand-out in conference folder
- Silver level logo recognition in pre-conference marketing emails, on on-site signage and on all pages of the conference microsite (with link to your company website) except the welcome page

### Keynote Speaker or Panel Sponsor

Unlimited | \$4,500

Link your company brand with a featured keynote presentation or highly anticipated panel discussion and be cited as supporting thought-provoking content to the conference experience.

- Recognition as workshop sponsor or session sponsor with signage during workshop
- Silver level logo recognition in pre-conference marketing emails, on on-site signage and on all pages of the conference microsite (with link to your company website) except the welcome page

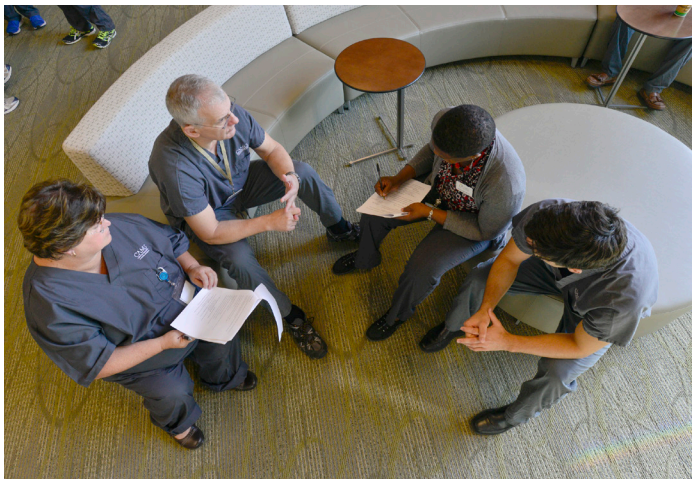
# Sponsorship Opportunities

## Silver Sponsor Opportunities Cont.

### Sponsored Breakfast Presentation **2 Available | SOLD**

Help attendees keep their energy up and minds sharp by sponsoring a breakfast presentation. Attendees will be sure to appreciate the morning boost!

- Host a formal presentation during breakfast session 30-45-minutes. IDSA will work with you to invite attendees to your breakfast presentation.
- Silver level logo recognition in pre-conference marketing emails, on on-site signage and on all pages of the conference microsite (with link to your company website) except the welcome page



## Bronze Sponsor Opportunities

### Daily Beverage Break Sponsor **2 Available | SOLD**

Be the company everything thanks by providing the all-day coffee and afternoon beverage breaks for the conference!

- Recognition as Daily Break Sponsor with signage Wednesday or Thursday
- One page hand-out in conference folder
- Silver level logo recognition in pre-conference marketing emails, on on-site signage and on all pages of the conference microsite (with link to your company website) except the welcome page

### Wi-Fi Sponsor **Exclusive | \$3,500**

- Keep conference attendees connected by sponsoring the wireless access throughout the conference. Attendees will keep your company name top of mind whenever they need to access the internet. The access code will be your company name or a variation of it.

### Contributing Sponsor **4 Available | \$2,500**

- Recognition in pre-conference marketing emails, on on-site signage and on all pages of the conference microsite (with link to your company website) except the welcome page

### Giveaway Sponsor (Sketchbooks, Pens, Padfolios) **\$1,500**

Provide attendees with handy pens, sketchbooks or padfolios for the conference. Sponsor provide sponsored item to be distributed at the conference.

- Recognition in pre-conference marketing emails, on on-site signage and on all pages of the conference microsite (with link to your company website) except the welcome page

### Exhibits **Unlimited | \$1,795 sponsor/\$1995 non-sponsor**

- One exhibit space (table-top) includes table and 2 chairs
- One conference registration



## What's Your Creative Idea?

Scrubs, charging stations, lounges and more.  
We can work with you to customize a sponsorship in sync with your marketing goals. Contact Katrina Kona with your creative idea.

# Medical Design Conference Sponsorship Contract

## CONTACT

Company Name (Company information for all published information)

Contact Name

Title

Current Member Name

Member Number

Address

City

State

Zip/Postal Code

Country

E-mail address (Important updates sent via e-mail)

Website

Phone

Fax

## PRICING

**PLATINUM** ☐ **Platinum Sponsor** – \$17,500

**GOLD** ☐ **Pre Con Workshop** – \$10,000 ☐ **Conference Bag** – SOLD ☐ **Reception Sponsor** – \$7,500

**SILVER** ☐ **Networking Lunch** – \$5,500 ☐ **Keynote Speaker or Panel Sponsor** – \$4,500 ☐ **Breakfast Presentation** – \$4,500

**BRONZE** ☐ **Daily Beverage Break Sponsor** – \$3,500 ☐ **Wi-Fi** – \$3,500 ☐ **Contributing Sponsor** – \$2,500 ☐ **Giveaway Sponsor** – \$1,500

**EXHIBITS** ☐ **Sponsor (with exhibit)** – \$1,795 ☐ **Exhibitor Only** – \$1,995

## CONTRACT AUTHORIZATION

Client agrees to pay 100% before October 2, 2015. No refunds will be processed for cancellations.

Authorized Signature

Title

## PAYMENT

Make checks payable (in U.S. Dollars) to IDSA. Or, you may also pay by Credit Card: ☐ AMEX ☐ M/C ☐ Visa

Amount to Charge

Card No.

Security Code No.

Exp. Date

Print Name as it Appears on Card

Card Holder Signature



### Mail, fax or e-mail signed form complete with payment to:

IDSA  
555 Grove St., Suite 200  
Herndon, VA 20170  
703-707-6000; FAX: 703-787-8501

### Domestic Wires

SunTrust Bank  
ABA # 061000104  
Account Number: 1000179906671  
Title on acct: INDUSTRIAL DESIGNERS  
SOCIETY OF AMERICA  
Special Instructions: if needed

### International Wires

SunTrust Bank  
25 Park Place, Atlanta, GA 30303  
Swift Code: SNTRUS3A  
Account Number: 1000179906671  
Title on acct: INDUSTRIAL DESIGNERS  
SOCIETY OF AMERICA  
Special Instructions: if needed

### Questions?

Contact: Katrina Kona  
703.707.6000 x100  
katrinak@idsa.org