



THE ROAD TO INNOVATION

**MEDICAL
MAIN STREET®**

POWERED BY OAKLAND COUNTY, MICHIGAN

ROAD TO INNOVATION

EVENT SERIES

Sponsorship Opportunities

Become a sponsor of the Medical Main Street “Road to Innovation” event series and boost your visibility with the region’s health care and life sciences sector.

The Road to Innovation series is a year-long program of four events that brings together Southeast Michigan’s hospitals, universities, medical device, telehealth and biopharma companies to grow the region’s life science hub.

In 2020, we will explore topics such as moving medical devices from concept to applications, intellectual property protections, health information governance, commercialization, funding and corporate partnering to translate know-how and innovations into clinical use.

Don’t miss this opportunity to become a sponsor. Your support can boost your business and give you visibility in the region’s premier health care and life science network as we promote the event series all year.

You can be a part of the panel discussions and keynote speeches of the four-event programming for any of the topics:

- **April:** Bench to Bedside: Moving Medical Devices & Technology from Concept to Clinical Application, featuring Lawrence Technological University “Science and Technology Showcase”
- **June:** The Funding Environment – Resources Available to Creatively Grow Your Health Company
- **August:** Navigating the Health Policy and Regulatory Environment
- **October:** Advancements in Health Conference – featuring Demonstration Alley

Presenting Sponsorship \$10,000 (1 available)

- Recognition as presenting sponsor for entire year-long series at all events
- Premium brand placement on all marketing materials, website and at venues
- Premium exhibit space during the October conference
- Opportunity for executive leader to speak at the conference
- Opportunity to speak in session of choice at the conference
- Recognition in entire year-long series promotional efforts (press releases, social media, email blasts, etc.)
- Premium brand placement in the October conference program agenda with two-page ad spread
- Reserved table and/or 8 tickets to each event

Gold Sponsorship \$5,000 (4 available)

- Recognition at October conference
- Logo placement on all series materials
- Name or logo in social media posts
- Reserved table and/or 8 tickets to October conference
- Recognition and logo on website
- One-page ad in October conference agenda booklet

Silver Sponsorship \$2,500

(3 available per panel event)

- A quarter page ad in the October conference agenda booklet
- Name or logo in social media posts
- Recognition at chosen event
- Recognition and logo on website
- Half-page ad in series event program

Contact us today to become a sponsor:

Chelsea Schutz, *Medical Main Street*
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(248) 858-0978

Medical Main Street® powered by Oakland County, is your partner into the life science, biotechnology, pharmacology and health care industries in Southeast Michigan.

