

# Accelerating Health Care Innovation in North Carolina: Charting the Course

## Sponsorship and Exhibitor Opportunities



This September, NCBiotech and [FastTraCS](#), part of the North Carolina Translational and Clinical Sciences (NC TraCS) Institute at the University of North Carolina at Chapel Hill, are collaborating with health systems across North Carolina to provide a foundation for clinician innovation. This two-day virtual event puts an emphasis on action, connecting attendees with the people, insights, and strategies needed to systematically tackle the innovation process from ideation through execution.

To support this educational innovation endeavor for clinicians, several sponsorship and exhibitor opportunities have been identified. If you are interested in being a sponsor or exhibitor for this virtual event, please contact [Corie Curtis](#) or [Greta Brunet](#) at the NC Biotech Center.

### Keynote Sponsor

**\$1,500 (two available)**

A dynamic 30-minute keynote speaker will launch each day of the two-day virtual conference. Sponsor's logo will be prominently displayed for the duration of one of the two keynote addresses, in all pre-conference marketing messaging, and on the *Partners & Sponsors* event webpage. Four (4) complimentary registrations.

### Session Sponsor

**\$750 (six available)**

Over the two-day virtual program, six key content areas of innovation will be addressed. Led by expert moderators and panelists, these ~50 minute engaging and educational sessions will cover: Needs Identification, Product Development, Market Translation & Commercialization, Company Formation Considerations, Funding, and Profiles of Clinicians involved in Healthcare Innovation. Sponsor's logo will be prominently displayed for the duration of one session, in relevant pre-conference marketing messaging, and on the *Partners & Sponsors* event webpage. Two (2) complimentary event registrations.

### Company/Business Virtual Exhibitor

**\$500 (seven available)**

During the live event, companies and businesses will have their own, unique, virtual exhibitor booth. Completely customizable, booths provide exhibitors a platform to interact directly with conference participants. Exhibitors may elect to offer links to individual meetings, videos, and contact vehicles for lead generation. Each exhibitor's logo will be displayed on the *Partners & Sponsors* event webpage. One (1) complimentary event registration.

# Accelerating Health Care Innovation in North Carolina: Charting the Course

## Sponsorship and Exhibitor Opportunities

### Ecosystem Partner Virtual Exhibitor

**\$250 (five available)**

Same benefits as the above virtual exhibitor opportunity but offered to ecosystem partners at a discounted rate. Ecosystem partners with missions to support innovation may include non-profit organizations, state/regional agencies, entrepreneurial entities, etc. Each exhibitor's logo will be displayed on the *Partners & Sponsors* event webpage. One (1) complimentary event registration.

### Break Sponsor

**\$250 (four available)**

Each day of the virtual program will include two 10 minute "breaks" in content. Sponsor's logo and customized message will appear on screen for the duration of one break. Each sponsor's logo will be displayed on the *Partners & Sponsors* event webpage. One (1) complimentary event registration.

### Innovation Sponsor

**\$200**

Champions of innovation (companies, resource providers, academic programs, etc.) can show their support as Innovation Sponsors. Each sponsor's logo will be displayed on the *Partners & Sponsors* event webpage. One (1) complimentary event registration.

*Our health system partners:*

---

