



MOBILE HEALTH 2012

small steps for big change

SPONSORSHIP OPPORTUNITY

Our invitation to you

Stanford University invites your organization to sponsor **Mobile Health 2012**, the premiere conference that highlights real solutions for real people - practical, proven solutions. The event dates are **May 16-17, 2012**.

The \$20,000 Platinum or \$10,000 Diamond Sponsorship partners you with Stanford University to champion this unique gathering of experts in health, behavior change, and mobile technology. We expect 350-400 people to attend.

To reserve your sponsorship:

Please contact Tanna Drapkin,
Managing Director for the conference

tannad@stanford.edu



HOW SPONSORSHIP BENEFITS YOU

By joining with Stanford University, your company will benefit before, during, and after the event. We work with each sponsor individually to ensure that we understand your goals for the event and can help you get the most value from it.

YOU WILL BE HIGHLY VISIBLE AT THE EVENT – AND ONLINE

- Private meeting space to use for networking
- Your logo/name prominently on printed program and on Web site
- Recognition in press releases and emails to attendees
- Logo presented between sessions and during breaks

YOU WILL BE RECOGNIZED AS A CHAMPION OF INNOVATION

- Thank you from podium each day
- Unique opportunities during event highlight your company
- Conference award/event in your company's name (Platinum)

YOU WILL HAVE SPECIAL ACCESS TO TALENTED PEOPLE

- Advance access to the list of people attending
- Organizer's personal introduction to attendees of interest
- Exclusive directory of people attending, including email

YOU WILL HAVE VIP TREATMENT

- Eight (Platinum) or four (Diamond) free conference passes for your company/selected guests
- Additional registrations at a discounted rate depending on level of sponsorship
- Sponsor appreciation reception
- Selected presenters' slides and photos from event

We've Earned a Reputation for Successful Events

Dr. BJ Fogg and his team at the **Persuasive Tech Lab** are organizing this conference. This team has produced several conferences that participants said were extremely well organized and insightful. Sponsors have always been pleased with their visibility and association with our events. Dr. Fogg's team will draw on the expertise gained from these previous conferences to make **Mobile Health 2012** an event that has exceptional impact.



WHAT SPONSORS SAID ABOUT MOBILE HEALTH AT STANFORD

"It was a privilege for AIDS.gov to serve as a co-host of the Mobile Health Conference.... Amazing event! Thanks!"

– Miguel Gomez, Director, AIDS.gov

"Thank you for being so gracious to all of the sponsors....I met so many people that I plan to collaborate with, which made it a true home run from my perspective! You can count on the McKesson Foundation as a sponsor again next year!"

– Carrie Varoquiers, President, McKesson Foundation

"Kaiser Permanente has appreciated the opportunity to be a sponsor of the Stanford Mobile Health Conference. This conference is a no-nonsense, no fluff gathering of serious players from both technology and behavioral sciences to help create the next generation of technology-enabled, behaviorally-informed health care."

– David Sobel, MD, Medical Director
Regional Health Education, Kaiser Permanente

"The content, networking with fellow sponsors and attendees, and ongoing dialogue this conference inspires is critical to furthering AHA's mobile health objectives."

– Kristi Miller Durazo,
Senior Strategist and Ambassador of Play, American Heart Association

"This event was a great opportunity to meet leading innovators in the field and learn what is really happening with the use of mobile technology to improve health behavior."

– Richard Adler, Institute for the Future

WHAT ATTENDEES SAID ABOUT MOBILE HEALTH 2011

"Mobile Health is a highlight of the year for me for the content, but also for the really great "vibe" that surrounds the conference. It's something that must be done intentionally, it doesn't just happen, and you do it really well.." – J.V.

"All together, this is the best mHealth conference I've attended and I will definitely return..." – T.M.

"I would like to congratulate you for a super-interesting mobile health event. The long trip from Barcelona was worth it. You will have two attendees for next year's event.." – M.T.

"Thank you for the great m-Health conference... From the fun ways you started the session, to the great networking, to the terrific panels and the engaging workshops, it was one of the best conferences I have attended.." – S.F.

"Fantastic conference. Very well organized and content rich.." – L.S.

Program

This two-day event features the best insights into using small steps to achieve big goals in mobile health.

Our Content Team carefully selects each speaker to benefit those attending.

We design our events to make each minute count. We know how to run events precisely on schedule. People appreciate that fact.

By design we give our attendees long breaks, so they can meet speakers and network with others.

We're still putting together the program for 2012, but feel free to take a look at our previous events at www.mobilehealth.org

MOBILE HEALTH 2012 FOCUS

SOLUTION TO THREE BIG PROBLEMS FOR INNOVATORS:

Problem #1 BIG leaps in **behavior change** often lead to failure.

Problem #2 BIG jumps into **collaborations** often cause bad relationships.

Problem #3 BIG cycles in **product development** lead to slow innovation.

As we see it, the “big” approach wastes time, money, and opportunity. At Mobile Health we will highlight a better solution . . . **Baby steps.**

We will highlight and celebrate the best practices for using baby steps to achieve results in three problem areas:

#1 Baby steps in behavior change

If an intervention requires people to take big leaps, you can almost guarantee most people will fail. When it comes to long-term behavior change, big leaps rarely work.

The good news is that baby steps lead to enduring behavior change. You will learn why baby steps work, how to sequence baby steps to a larger goal, and who has used baby steps to create interventions that succeed.

#2 Baby steps in collaborations

Collaborations are essential for big wins in Mobile Health. Why? Because almost no one has all the right tools from psychology, design, distribution, and evaluation. You must partner with others to bring all these pieces together.

At Mobile Health you will experience how to take baby steps to create partnerships that work. We will highlight ways to collaborate easily with others, without making commitments you'll regret later.

#3 Baby steps in product development

The traditional way to create health interventions is messed up. It takes too long to plan, create, distribute, and measure -- and then do it all over again. This slow cycle may be ideal for winning grants but it's a bad approach for creating products that will have impact in the real world any time soon.

We believe innovators in mobile health need a faster process for developing and testing solutions. This is the only approach that wins today in the world of consumer Internet. And we wager it's the only way innovators will win big in mobile health. At our Stanford event, you will see how to quickly create solutions and test them.



Location

Web Site Location:

www.mobilehealth.org

Location for Event

Mobile Health 2012 will be held at:

**Frances C. Arrillaga
Alumni Center on the
Stanford campus.**

**326 Galvez Street
Stanford, CA 94305-6105**



The Alumni Center is a state-of-the-art conference and event facility with unique meeting rooms, an elegant reception hall and beautiful outdoor gardens. Convenient, free parking will be available throughout the conference.



QUESTIONS ABOUT SPONSORSHIP?

Feel free to contact us.

Additional sponsorship opportunities may be available.

Please inquire.

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