

Invitation to Sponsor

Medical Automation International Conference '07 ***"Vital Signs: Saving Lives, Cutting Costs"***

Location:

National Conference Center
Loudoun County, Virginia, USA

Date:

October 28-30, 2007

Lead Supporters:

Medical Automation.org
Loudoun County Board of Supervisors

Organizer:

MedicalAutomation.org, an international
non-profit educational organization



The 3 prime objectives of Medical Automation are to:

- Analyze best care practices in various international settings
- Assure that only cost savings and quality improving measures are promulgated
- Establish a web-based repository for health technologies information

Annual International Conference Program

This year's conference theme will be "*Vital Signs: Saving Lives, Cutting Costs.*" The principal topics of the conference will focus on technologies that have demonstrated a positive return on investment and/or significant error reductions. Specific topics will include wireless, robotic, computer, and informatics technologies and devices, as well as, processes that revolutionize the integrated delivery of medical care. A series of plenary lectures, panel discussions, and workshops will explore the growing outreach and telemedicine paradigm for health care delivery. Registrants will learn about wellness and preventative medicine and how they will yield significant savings to our rapidly aging population.

Audience

Doctors, health administrators, nurses, laboratory, and other health care professionals who are decision makers in their organization and have a desire to purchase technology, automate their institutions, and implement "lean" processes to realize improved patient outcomes, and cost savings.

Survey

Medical Automation shall conduct an annual survey in the form of a quiz with a premium reward in order to assess the current knowledge and principal products sought by our audience. The survey response will be made available to sponsors.

Conference Focus

Attendees are interested in:

- Automation of patient, resource, and supply chain inventory; scheduling and tracking
- Nursing, pharmacy, surgery, and laboratory assist technologies
- The distributed medical record using digital objects
- Automated patient education, training, and testing
- Reducing medical-legal events through automation
- Wearable computing and health monitoring
- Telehealth, Telediagnosics, and Telemedicine

Benefits of Sponsorship

We are again seeking your sponsorship for this important event. In exchange for your donation, Medical Automation will:

- Provide your company with maximum exposure, free registrations, discount booth opportunities, and year-long branding opportunities
- Provide timely and high-quality evidence and information to help health care providers develop lean and efficient health care systems
- Raise awareness and commitment of health care providers to invest in and share the results of cost savings and quality-improving health delivery methods
- Collect, analyze, and distil knowledge which will make a significant contribution to the improvement of health-efficiency technology
- Publish the contents of its educational programs so that health providers worldwide can take advantage of evolving best practices
- Expand the network of medical automation experts worldwide

Sponsor Levels

<u>Principal Supporter</u>	\$90,000
Logo on conference bags, promotional materials, name badges, the front cover of the program, free booth, 5 free registrations, and significant web presence	
<u>Platinum Supporter</u>	\$ 50,000
Logo on conference bags, name badges, the front cover of the program, free booth, 5 free registrations, and significant web presence	
<u>Gold Supporters</u>	\$25,000
Logo on conference bags, the front cover of the program, 50% booth discount, 2 free registrations, and significant web presence	
<u>Exclusive Reception Supporter</u>	\$ 25,000
Logo on the front cover of the program, prominent recognition at the reception, 50% booth discount, 2 free registration, and significant web presence	
<u>Silver supporter</u>	\$ 8,000
Logo on the front cover of the program, 2 free registrations	

Industry Supported Workshops

Slots for pre-conference industry supported workshops will be available initially to conference supporters (slots available on a first-come first-served basis). Industrial representatives have the opportunity to present their technology and its benefits to individuals who register for these events.

Trade Show and Exhibition

A commercial trade show and exhibition will be open throughout the conference. This will provide the opportunity for exhibitors to give hands on demonstrations of their technology to consumers, collaborating companies, and government agencies.

Physicians and medical providers of the twenty-first century have at their disposal an overwhelming abundance of new technologies, however, the challenge now becomes how best to select and implement the new technologies for effective and efficient patient treatment. The primary goal is to bring order and objectivity to a rapidly changing and potentially chaotic arena, as well as, to ease the transition into the new age of automated medicine.

Distinguished Scientific Advisory Board

Pierangelo Bonini, MD, PhD, Professor, Clinical Biochemistry, University SanRaffaele of Milan, Italy

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Norbert Stoll, PhD, Vice President, Center for Life Science Automation, University of Rostock, Rostock, Germany

Russell H. Taylor, PhD, Director, CISST Engineering Research Center, Johns Hopkins

About Medical Automation

Medical Automation.org focuses its non-profit educational mission on conveying unbiased information about medical technology standards, successes, and best practices. Medical Automation is headquartered in Leesburg, Virginia (conveniently located near Washington, D.C. and Dulles International Airport). A Strategic Advisory Group of experts has been established to draw on the knowledge and skills of health technology leaders world wide.

For more information please contact the meeting organizers:

Robin A. Felder, Ph.D., Director, Medical Automation Research Center, University of Virginia, USA, info@medicalautomation.org, T: 434-981-0749

Terry Sharrer, Ph.D., Curator, of Health Sciences, National Museum of American History, Smithsonian Institution, info@medicalautomation.org, T: 434-981-0749

Jane N. Fruchtnicht, MSN, RN, Educational Consultant, jfruchtnicht@earthlink.net, T: 434-293-3559

Sponsor Registration Form

Medical Automation International Conference '07
"Vital Signs: Saving Lives, Cutting Costs"

Location: National Conference Center, Loudoun County, Virginia, USA
Date: October 28-30, 2007
Lead Supporters: Inova Health System, Loudoun County Board of Supervisors, Leesbury
Organizer: MedicalAutomation.org, an international non-profit educational organization

Registration (Please print or type)

Company name as it should appear in program materials. Use uppercase ONLY if that is the way your company name normally appears.

Company _____
Address _____
City _____ State _____
Postal Code _____ Country _____
Contact person _____
Title _____
Phone _____ Email _____
Website _____
Advertising manager _____
Phone _____ Email _____

Sponsor Levels My company will be a sponsor at the level of: (Please check)

- Principal Supporter \$90,000
Platinum Supporter \$ 50,000
Gold Supporter \$ 25,000
Exclusive Reception Supporter \$ 25,000
Silver supporter \$ 8,000

Industry Supported Workshops

My company is interested in providing a workshop on Sunday October 28th

Title _____

Name of Presenter _____ E-mail _____

Please indicate if you have a preference for AM or PM Session. We will make every effort to accommodate your request.

AM

PM

Exhibit Space

Spaces will be assigned on a first come first serve basis.

Booth spaces are 8' x 10' and are available either individually or as a set of two. If you wish to purchase space, please check here:

Silver Sponsor/Reception Sponsor

One space \$1,450

Two spaces \$2,750

Purchase

One space \$2,900

Two spaces \$5,500

All contracts should be submitted by **August 1, 2007** and must be accompanied by full payment to secure the exhibit space. NOTE: Medical Automation EIN 54-1981938

Payments are submitted to:

Sponsorships
Medical Automation
1841 Fendall Ave.
Charlottesville, VA 22903

Exhibitors will agree to abide by all terms, conditions, rules and regulations contained in the exhibit prospectus. This will be sent with confirmation and assignment of exhibit space.

Signature _____ Date _____

Printed name _____

Send registration form by August 1, 2007 to:

Jane N. Fruchtnicht, Conference Manager

jfruchtnicht@earthlink.net

For more information call 434-293-3559

Updated 7/13/2007