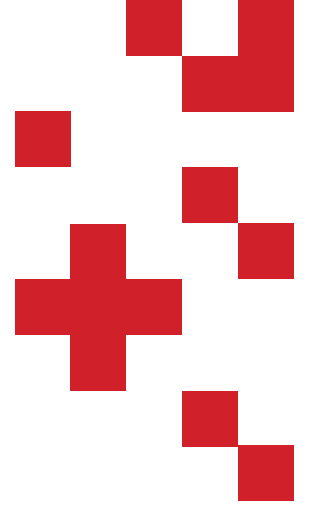


[] MEGA

HEALTH  JAM

GAME CHANGING HEALTHCARE

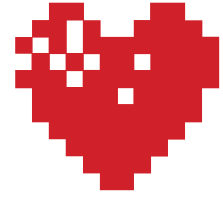


OFFICIAL SPONSOR & VENDOR PACKAGE

APRIL 12-15 ■ GUIDEWELL INNOVATION CENTER ■ ORLANDO, FL



LETTER FROM THE ORGANIZERS



Dear Prospective Sponsors & Vendors,

This packet represents the dedication, hard work and careful planning of a small team; brought together by a **collective dream to make a difference in healthcare.**

We believe that our community can build better experiences and outcomes for patients and care providers by **leveraging video game and simulation technologies.** As organizers, we are uniquely positioned with the relevant industry and event experience, access to a large network of physicians, healthcare executives, engineers, and designers; all of which are absolutely vital components needed to **bring this dream to life.**

However, to truly create a unique [and fun] environment that fosters collaborative innovation, we need support from community partners and business leaders, like you. **Your support creates the key to unlock the exciting potential that video game technologies can bring to the health and medical industry.**

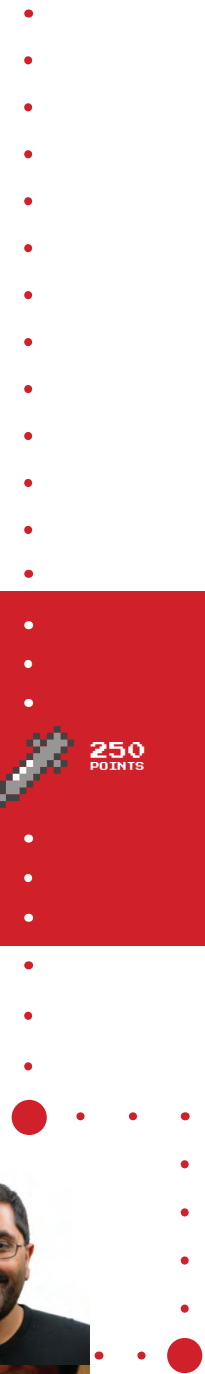
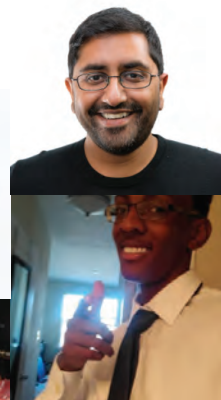
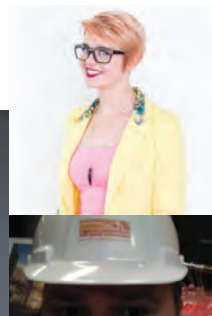


By committing to MeGa Health Jam as a sponsor **you are joining our quest** to build the next generation of possibilities for patients, care-providers, and entrepreneurs. We cannot wait to witness the incredible things that **we can build together!**

Thank you for your consideration.

Yours in Innovation,

The MeGa Health Jam Team



WHAT IS MEGA HEALTH JAM?

Boldly converging the best of Orlando’s world-class Healthcare and Gaming Industries, MeGa Health Jam is a 48-hour **Game Jam** geared towards creating interactive gaming and simulation solutions to some of healthcare’s most pervasive problems.

Co-created by the minds behind **Indienomicon** and **Health Innovators**, our team is bringing together artists, physicians, programmers, game designers, user & interface and experience (UI/UX) designers, nurses, sound designers, writers, former patients, poets, healthcare administrators, people excited about games, people excited about healthcare, and **people like you.**

Game • Jam [geym jam]

- > A composition of the words "game" and "jam session".
- > A gathering of people for the purpose of planning, designing, and creating one or more games within a short span of time, usually ranging between 24 and 72 hours. Participants are generally made up of programmers, game designers, mentors, domain experts artists, writers, and others in game development-related fields. ■

INTRO TO THE ORGANIZERS:

■ INTRO TO

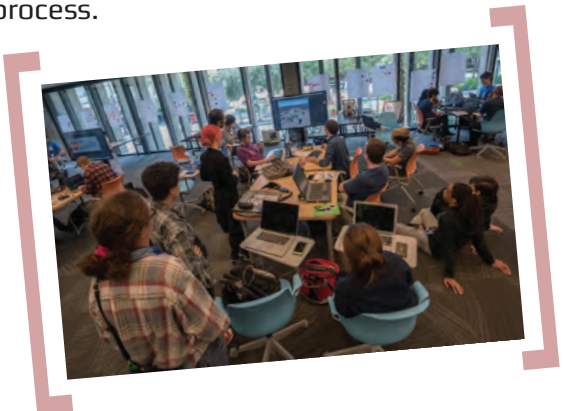
INDIENOMICON:

www.indienomicon.com



Indienomicon is a community banded together and on a mission to bring awareness to the excitement, culture, and incredible talent of the indie developers of Central Florida. Their community is widely comprised of professional game developers, students, hobbyists, and those who just enjoy playing video games. Over the last four years, Indienomicon has hosted **50+ gaming and hackathon themed events**, hosting nearly **5,000 attendees** in the process.

Indienomicon’s most well-known event is the IndieGalactic Space Jam, a Game Jam with participation from Space Coast engineers & scientists from organizations like NASA Kennedy Space Center, SpaceX and more. Founded in 2015, IndieGalactic Space Jam has seen over **600 participants** crank out **6,500 man hours**, resulting in **80+ unique space themed projects.**



■ INTRO TO

HEALTH INNOVATORS:

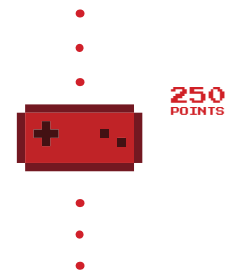
www.healthinnovators.info



Health Innovators is a community of **1,800 healthcare professionals** and entrepreneurs who come together to discuss, discover and disrupt the healthcare continuum. Their mission **unites “problem-owners”** (hospitals, payers, etc.) with **“problem-solvers,”** (innovative companies) and to facilitate collaborative dialog, learning, and relationships.

As the largest community-based group in the SouthEast United States, Health Innovators provides a neutral place for healthcare leaders, entrepreneurs, and technology enthusiasts to talk about challenges and explore ways to help each other.

Founded in 2014, Health Innovators has **engaged 1,800 members** by organizing and hosting **32+ free events**, **75+ executive and entrepreneur speakers**, **volunteered over 2,000 hours**, and has **published over 30 innovation related articles**.



Event photos from **Indienomicon** and **Health Innovators**

THE **IMPACT** [OPPORTUNITY]

MeGa Health Jam’s mission is **to be the catalyst by which actionable video game and simulation solutions are born**. By becoming a **MeGa Health Jam sponsor**, you are helping create the foundation for this one-of-a-kind, high intensity event.



SO, WHY DO WE BELIEVE WE WILL SUCCEED?

- We have vetted this idea and received overwhelming support and enthusiasm by both
 - the health and gaming communities.
- Central Florida is a hotbed of talent in both the video game/simulation and healthcare industries, and we are uniting these unique titans to achieve spectacular, newsworthy results.
- Leading representatives from some of the nation’s largest hospital systems, payers, and universities will educate and mentor the bright young minds that flock to Orlando for its opportunities in the entertainment industry.

WHAT DOES THIS MEAN FOR OUR SPONSORS?

- Your brand will be seen by and be forever connected to a creative, community-positive experience; one that will span an intersection of attendees from multiple fields.
- More importantly, your reach will be memorialized beyond the event, as our creators take the experiences and lessons with them to the next stage of their development.
- Additionally, we anticipate that media outlets will follow the story as both Health Innovators and Indienomicon have already been recognized for their work by The Orlando Sentinel, I4 Business Magazine, and Orlando Medical News.



WHY SHOULD PEOPLE CARE?

- It's no big secret, hackathons work for healthcare. Whether it's empowering entrepreneurs with preliminary healthcare business model training¹ or innovating new research pathways², these high-intensity events inject the healthcare setting with energy and innovation that can create a rippling effect across the healthtech ecosystem.
- When you look at the research, it's obvious that videogames can have a positive impact in a healthcare setting. We've seen them give a voice to children struggling to find their own³, and to help patients rehabilitate their physical trauma⁴ as well as soldiers and first responders cope with mental trauma⁵. We've even seen video games provide relief for classic hospital system pain points by increasing patient engagement⁶ and medication adherence⁷.
- **By combining the concentrated design and engineering power of a Game Jam with insight and experience of healthcare experts, we know we can create powerful and evidence-based solutions.**

-
- 1 Gubin, Tatyana A., et al. "A Systems Approach to Healthcare Innovation Using the MIT Hacking Medicine Model." *Cell Systems*, vol. 5, no. 1, 2017, pp. 6–10., doi:10.1016/j.cels.2017.02.012.
 - 2 Foundation, Bay Area Lyme. "New Research Concepts for Lyme Disease Emerge from Lyme Innovation Hackathon, #HackLyme." *PR Newswire: News Distribution, Targeting and Monitoring*, 31 Oct. 2017, www.prnewswire.com/news-releases/new-research-concepts-for-lyme-disease-emerge-from-lyme-innovation-hackathon-hacklyme-300546432.html.
 - 3 King, S N, et al. "A Model for Treating Voice Disorders in School-Age Children within a Video Gaming Environment." *Journal of Voice : Official Journal of the Voice Foundation.*, U.S. National Library of Medicine, Sept. 2012
 - 4 Brooks, Anthony Lewis, et al. "Technologies of Inclusive Well-Being at the Intersection of Serious Games, Alternative Realities, and Play Therapy." *Studies in Computational Intelligence Technologies of Inclusive Well-Being*, 2014, pp. 1–10., doi:10.1007/978-3-642-45432-5_1
 - 5 Frueh, B. C., et al. "Multicomponent Treatment of Combat-Related PTSD." *PsycEXTRA Dataset*, doi:10.1037/e499862006-009
 - 6 Sawesi, Suhila, et al. "The Impact of Information Technology on Patient Engagement and Health Behavior Change: A Systematic Review of the Literature." *JMIR Medical Informatics, Gunther Eysenbach, 2016*
 - 7 Kato, P. M., et al. "A Video Game Improves Behavioral Outcomes in Adolescents and Young Adults With Cancer: A Randomized Trial." *Pediatrics*, vol. 122, no. 2, Jan. 2008, doi:10.1542/peds.2007-3134.

AGENDA APRIL 12-15

THURSDAY 6:30^{PM}-9:30^{PM}

■ INSPIRE

OPENING CEREMONIES

Our Thursday opening ceremonies will enlighten and inspire; featuring an evening of talks from our healthcare mentors that will highlight the impact that these games could have on their fields. Stand-up comedy, cocktails, and appetizers will be provided.

FRIDAY 6^{PM}-MIDNIGHT

■ DEVELOP

JAM DAY

Friday is our first official Jam day, with projects being pitched and official teams forming shortly thereafter. Healthcare mentors will be available to consult with development teams, advise them on best practices, and provide general insights and expertise. Dinner will be provided.

SATURDAY 8^{AM}-MIDNIGHT

■ BUILD

JAM DAY

Saturday is when the true magic begins to happen during the Jam. All teams will be heads down, continuing to build upon the ideas and projects they began exploring on the day before. What will be our final products begin to take shape, and we will get our first glimpse at our eventual winner. Breakfast, lunch, and dinner will be provided.

SUNDAY 8^{AM}-8^{PM}

■ SHOWCASE & CELEBRATE

JAM DAY & CLOSING CEREMONIES

Sunday morning is a flurry of activity as teams rush to complete their projects and prepare for final presentations, which begin after lunch. Closing ceremonies will include awards for Best Game, Mentor Favorite, and a few for audience participation as well. Breakfast, lunch, and celebration cocktails will be provided.

DEVELOPMENT TOPICS

Development will be geared towards solving problems for the following healthcare topics:

- Behavioral Health & Disability
- Children's Health
- Aging Well
- Engagement & Adherence
- Community & Social Responsibility
- CyberSecurity & BlockChain

MENTORS

● MENTOR ROLE

We're making mentors available to MeGa Jam teams so they can be as effective as possible. We recognize that most game developers do not have the deep healthcare industry knowledge necessary to create compelling and evidence-based solutions. Our mentors are experts in their fields and will provide guidance, experience, and insight to any and all teams who choose to utilize them.

● THE IDEAL MENTOR

We are sourcing creative problem-solvers and thought leaders from all across the fields of technology and entertainment to serve as our Mentors, but are especially interested in experts in the following fields:

BEHAVIORAL HEALTH & DISABILITY

PTSD | Autism | Shyness | Suicide Prevention | Mass Tragedy Events

CHILDREN'S HEALTH

Oncology | Anxiety | Risk Factors | Asthma

AGING WELL

Diabetes | Falls | Loneliness | Nutrition | Caregivers

ENGAGEMENT & ADHERENCE

Care Plan Compliance | Medication Adherence | Patient Education

COMMUNITY & SOCIAL RESPONSIBILITY

Food Deserts | Minority Careers in Healthcare | Access to Care | Human Trafficking

CYBERSECURITY & PRIVACY

BlockChain | CryptoCurrency | Patient Reported Data

● FEATURED MENTORS:



DR. SHAYAN VYAS

Director of Telehealth Services,
Nemours Children's Hospital



DR. DAVID METCALF

Director of the Mixed Emerging
Technology Integration Lab (METIL),
Institute for Simulation & Training,
University of Central Florida



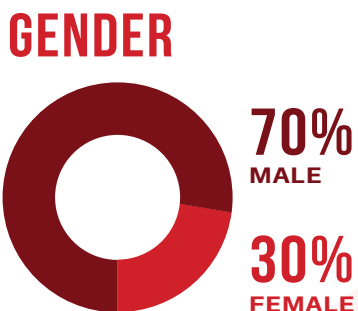
DR. DEBORAH BEIDEL

Pegasus Professor of Psychology
and Medical Education, Director
of UCF RESTORES, University
of Central Florida



MEGA HEALTH JAM AUDIENCE DEMOGRAPHICS

AGE
18-49



EDUCATION
COLLEGE STUDENT TO PHD, MD

INCOME
VARIES

LOCATION
CENTRAL FLORIDA + SURROUNDING MARKETS



INDUSTRY
HEALTHCARE, ENTERTAINMENT, TECHNOLOGY, AND ACADEMIA

TITLES
DEVELOPERS, PROGRAMMERS, ARTISTS, MUSICIANS, GAMERS, ENTERTAINMENT, MEDIA, ART AND TECHNOLOGY STUDENTS, HEALTHCARE EXECUTIVES AND LEADERS, PHYSICIANS, PH.DS, ENTREPRENEURS, INNOVATION ADVOCATES, MEDICAL STUDENTS

SPONSORSHIP INFORMATION

There are two great ways to support MeGa Health Jam and position your brand in the minds of some of Central Florida’s brightest physicians, hospital and health system leaders, and up and coming technical talent.

● SPONSORSHIPS

Sponsorships are the best way to make an impact on MeGa Health Jam and give your brand the most exposure before, during, and after the event. Sponsors will also be included in our ‘JAM-venger Hunt’, a custom scavenger hunt created to engage participants and drive traffic to our sponsor booths, increasing your ROI.

● VENDOR BOOTHS

A perfect option for anyone looking to demo a live product or engage with our audience in real time.

NOTE: Vendor space is limited and these spaces will move fast!

SPONSOR LEVELS

<h3>SUPER POWER</h3>	<p style="text-align: right;">\$20,000</p>
<p>PUT YOUR BUSINESS FIRST AT THE FINISH LINE!</p>	<p>Presented By: Level Sponsorship (Your Company Presents MeGa Health Jam)</p> <p>Prominent and largest corporate logo on:</p> <ul style="list-style-type: none"> > Website > Banners and signage on stage and throughout the event > Photo backdrop > Apparel <p>Specifically named and thanked in opening & closing ceremonies.</p> <p>Presents the Award for BEST GAME</p> <p>JAM-venger hunt feature</p> <p>1 Full-page ad in the event program guide</p> <p>(2) 60-second Announcements</p> <p>(20) Comp Tickets for the event</p> <p>Largest booth available</p> <p>First pick of any deliverable option (booth location, announcement times, etc)</p> <p>An event liaison assigned to you for “white glove” service.</p>

<p>LEVEL-UP</p>	<p style="text-align: right;">\$2,500</p>
	<p>Prominent and largest corporate logo on:</p> <ul style="list-style-type: none"> > Website with backlink > Banners and signage on stage and throughout the event > Marketing materials <p>JAM-venger hunt feature</p> <p>Half-page ad in event program guide</p> <p>(7) Comp Tickets for the event</p> <p>Preferred booth area in the vendor midway for display</p> <p>An event liaison assigned to you for “white glove” service</p>
<p>EXTRA LIFE</p>	<p style="text-align: right;">\$1,500</p>
	<p>Corporate logo on:</p> <ul style="list-style-type: none"> > Website with backlink > Banners and signage on stage and throughout the event > Marketing materials <p>JAM-venger hunt feature</p> <p>Quarter page ad in event program guide</p> <p>(5) Comp Tickets for the event</p> <p>Booth area in the vendor midway for display</p> <p>Limited availability and size difference based on venue</p>
<p>1-UP</p>	<p style="text-align: right;">\$500</p>
	<p>Corporate logo on:</p> <ul style="list-style-type: none"> > Website with backlink > Banners and signage on stage and throughout the event > Marketing materials <p>(2) Comp Tickets for the event</p>

MEDIA SPONSORS AND PARTNERS

Please reach out to your sponsorship contact for media sponsor opportunities.



Orlando Medical News



Orange County Medical Society



Seminole County Medical Society

VENDOR BOOTHS

Potential size difference based on venue availability.

<h2>20x20'</h2>	<h2>20x10'</h2>	<h2>10x10'</h2>
<p>\$400</p> <p>Comes with four (3) Comp Tickets</p>	<p>\$250</p> <p>Comes with three (2) Comp Tickets</p>	<p>\$150</p> <p>Comes with two (1) Comp Tickets</p>

(More tickets will be available for purchase by sponsors at a discounted rate if desired.)

JAM-VENGER HUNT

- So what is a JAM-venger hunt? Our Jam-venger hunt gamifies the sponsor/attendee relationship, engaging with them beyond your standard event interactions. We are crafting a one-of-a-kind scavenger hunt focused on highlighting our sponsor contributions and the wealth of activities available at the GuideWell Innovation Center.
- If you select a tier of sponsorship with an event liaison assigned to you for **“white glove” service**, we will work with you to create the perfect Jam-venger hunt feature for your brand. Jam-venger hunt winners will be announced and given a “loot box” award at Closing Ceremonies.



SPONSOR CONTACT



KELLI MURRAY
Health Innovators

 **407.917.7075**

 **kelli@medspeaks.com**



KUNAL PATEL
Indienomicon

 **407.802.6981**

 **kunal@brandvr.co**

500
POINTS



EVENT VENUE: GUIDEWELL INNOVATION CENTER

6555 Sanger Rd.
Orlando, FL 32827

We look forward to hearing from you!
The MeGa Health Jam Team