

The SharpBrains Summit is the first conference where over 25 thought-leaders and a professional audience from around the world will discuss emerging research and technology for cognitive health and performance. The Summit will highlight emerging consumer, healthcare and insurance trends; analyze the convergence of neurocognitive research, non-invasive technology and healthcare; and predict how innovative tools can help address pressing cognitive health and performance issues given an aging population in a rapidly changing world.

This premiere event will expose developers, health and insurance providers, innovators at Fortune 500 companies, investors and researchers, to the opportunities, partnerships, distribution channels, and standards of this rapidly evolving industry. The Summit will be a global virtual event, leveraging online tools for webinars, discussions, and networking, combined with social gatherings in cities with enough critical mass.

What:
SharpBrains Summit, a 2-day conference plus one day of exhibition

Where:
Online globally

When:
January 18-20th

Why:
To discuss emerging research, technology and best practices, and accelerate innovation

Monday, January 18th, 2010

Cognition and Neuroplasticity: The New Healthcare Frontier

- Alvaro Fernandez, CEO, SharpBrains
- David Whitehouse, Chief Medical Officer, OptumHealth Behavioral Solutions
- William Reichman, President, Baycrest
- P Murali Doraiswamy, Biological Psychiatry Division Head, Duke University

Tools for Safer Driving: Teenagers and Older Adults

- Steven Aldrich, CEO, Posit Science
- Peter Christianson, President of Young Drivers of Canada
- Jerri Edwards, Assoc. Professor University of South Florida

Clinical Applications: Researching, Identifying, Treating Cognitive Deficits

- Keith Wesnes, Practice Leader, United BioSource Corporation
- Jonas Jendi, CEO, Cogmed
- Michel Noir, President, Scientific Brain Training
- Elkhonon Goldberg, Chief Scientific Advisor, SharpBrains

Preventive Applications: Maintaining Cognitive Functions for Independent Living

- Kunal Sarkar, CEO, Lumos Labs
- Elizabeth Zelinski, Professor at USD Davis School of Gerontology
- Dan Michel, CEO, Dakim

Tuesday January 19th, 2010

New Cognitive/ Emotional Health Assessments

- Evian Gordon, CEO, Brain Resource
- Misha Pavel, Biomedical Engineering Division Head, OHSU
- Albert "Skip" Rizzo, Co-Director VR Psych Lab at USC

Integrating Cognition with Home Health and Medical Home Models

- Kenneth Kosik, Co-Director, UC Santa Barbara Neuroscience Research Institute
- Holly Jimison, Assoc. Professor, Oregon Health & Science University
- Jesse Wright, Director Depression Center, University of Louisville

Moving From Mental Health Disorders to Brain Functionality

- Torkel Klingberg, Professor Cognitive Neuroscience, Karolinska Institute
- Joshua Steiner, Assoc. Professor, Albert Einstein – Montefiore Medical Center
- Yaakov Stern, Cognitive Neuroscience Division Leader, Columbia University

Entrepreneurial And Funding Perspectives

- Tim Chang, Partner, Norwest Venture Partners
- Richard Levinson, President, Attention Control Systems
- Veronika Litinski, Director, MaRS Venture Group

For more information, contact Alvaro Fernandez at alvaro@sharpbrains.com or (415) 318 3467

The SharpBrains Summit is produced by SharpBrains (<http://www.sharpbrains.com/>), a market research firm tracking research, technology and innovation for lifelong cognitive health and performance. SharpBrains mission is to provide independent, research-based, information and guidance to navigate the growing cognitive and brain fitness market.

SUMMIT SPONSORSHIP

Review the different levels of sponsorship and select the one that maximizes your exposure as an active contributor to this premiere initiative and to a growing community of thought-leaders and innovators.

Selected Summit Partners:

- Neurotechnology Industry Organization
- MediaX at Stanford University
- MaRS Discovery District
- Center for Technology and Aging at Public Health Institute
- Games For Health by the Serious Games Initiative

We offer three Sponsorship Packages

Silver Sponsor Package..... \$5,000

- Logo, description and link in conference website
- 30-minute Product demo during Expo Day, Wednesday, January 20th (optional)
- Official listing in all conference materials, including Summit program book
- SharpBrains press, marketing, and public relations outreach
- 2 complimentary conference passes

Gold Sponsor Package..... \$10,000

- Prominent logo, description and link in conference website
- 30-minute Product demo during Expo Day, Wednesday, January 20th (optional)
- Official listing in all conference materials, including Summit program book
- SharpBrains press, marketing, and public relations outreach
- Logo and link in SharpBrains.com Home Page (until Summit)
- Official mention and description in main SharpBrains' eNewsletter (25,000 active subscribers)
- Half-page B/W ad in the Sharpbrains Summit Program Book
- 4 complimentary conference passes

Platinum Sponsor Package..... \$20,000

- Prominent logo, description and link in conference website
- 30-minute Product demo during Expo Day, Wednesday, January 20th (optional)
- Official listing in all conference materials, including Summit program book
- SharpBrains press, marketing, and public relations outreach
- Logo and link in SharpBrains.com (until Summit)
- Prominent sponsored message in main SharpBrains' eNewsletter (25,000 active subscribers)
- Summit program book: logo in cover, and interior full-page Color ad
- 7 complimentary conference passes
- Thank you mention at the opening of the conference

SharpBrains Summit Program Book:

This special program book will be distributed as a PDF to all individuals registered for the Summit, and will include not only the usual details (agenda, timetables, sponsor descriptions, and other essential information), but also 10 Research Executive Briefs originally prepared by leading scientists for the report The State of the Brain Fitness Software Market 2009. Briefs available upon request.

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