

SHARP BRAINS VIRTUAL SUMMIT

June 7–14, 2012

Optimizing
Health through
Neuroplasticity,
Innovation
& Data

What, When:

June 7–8th: Summit

June 12–13th: Expo

June 14th: Educational Workshops

Where:

Online globally

Why:

To enable a forward-looking discussion of emerging demands, research, technology and best practices, and accelerate innovation, building on identified main themes and opportunities

The **SharpBrains Summit**, now in its third year, is the premier conference where industry, research, and innovation leaders from around the world gather to discuss emerging best practices to assess and enhance brain health and function across the lifespan, and to explore the wider health innovation opportunities, partnerships, distribution channels, and standards of this rapidly evolving industry.

In both 2010 and in 2011, the **SharpBrains Summit** successfully featured a dream team of over 40 speakers and engaged over 250 participants. Over **90% participants surveyed rated their over-all experience as “Very High” or “High”**.

The 2012 Summit will once more be a global virtual event, leveraging online tools for webinars, discussions, and networking, combined with social gatherings in cities with enough critical mass.

36 Confirmed Speakers and Moderators

- Dr. Tracy Packiam Alloway, Assistant Professor, University of North Florida
- Dr. Gregory Bayer, CEO, Brain Resource
- Sharon Begley, Senior Health & Science Correspondent, Reuters
- Dr. Robert Bilder, Chief of Medical Psychology-Neuropsychology, UCLA Semel Institute for Neuroscience
- Dr. Shlomo Breznitz, President, CogniFit
- Nolan Bushnell, Founder, Atari
- Dr. Sandra Bond Chapman, Founder and Director, Center for BrainHealth at The University of Texas at Dallas
- David Coleiro, Partner, Strategic North
- Howard Eaton, CEO, Eaton Educational Group
- Alvaro Fernandez, CEO, SharpBrains
- Lindsay Gaskins, CEO, Marble: the Brain Store
- Dr. Adam Gazzaley, Director of the Neuroscience Imaging Center at the University of California, San Francisco
- Dr. Elkhonon Goldberg, author, scientist, neuropsychologist
- Annette Goodman, Chief Education Officer, Arrowsmith Program
- Eric B. Gordon, CEO, Atentiv
- Dr. Evian Gordon, Executive Chairman, Brain Resource
- Dr. C. Shawn Green, Assistant Professor, University of Wisconsin-Madison
- Kathleen Herath, Associate Vice President Health & Productivity, Nationwide Insurance
- Jonas Jendi, CEO, Cogmed
- Dr. Holly Jimison, Associate Professor, Oregon Health & Science
- Dr. Jonathan King, Program Director, NIH Division of Behavioral and Social Research
- Peter Kissinger, President, AAA Foundation for Traffic Safety
- Dr. Kenneth Kosik, Co-Director, UC Santa Barbara Neuroscience Research Institute
- Dr. Henry Mahncke, CEO, Posit Science
- Dr. Olivier Oullier, Professor of Behavioural and Brain Sciences, Aix-Marseille University
- Dr. Michael Posner, Professor Emeritus, University of Oregon
- Dr. William Reichman, President, Baycrest
- Dr. David Rock, Co-Founder, NeuroLeadership Institute
- Dr. Dharma Singh Khalsa, President, Alzheimer's Research and Prevention Foundation
- Dr. Yaakov Stern, Cognitive Neuroscience Division Leader, Columbia University
- Dr. Yi-Yuan Tang, Director, Texas Tech Neuroimaging Institute
- Kate Sullivan, Director of the Brain Fitness Center, Walter Reed Army Medical Center
- Rodney Stoops, Administrator, Providence Place Retirement Community
- Keith Wesnes, Practice Leader, United BioSource Corporation
- Dr. Molly Wagster, Chief of the Behavioral and Systems Neuroscience Branch, National Institute on Aging
- Dr. Peter Whitehouse, Professor, Case Western Reserve University

For more information, visit <http://www.sharpbrains.com/summit/> or contact Alvaro Fernandez at alvaro@sharpbrains.com, (415) 318 3467



Please review the two Sponsorship Packages and the Exhibitor Package and select the option that maximizes your organization's exposure and impact

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

- Logo with permanent link in SharpBrains.com's main website (with over 100,000 average monthly visitors)
- Prominent sponsored message in main SharpBrains' eNewsletter (sent to 42,000 opt-in subscribers)
- Prominent logo, description and permanent link in Summit mini-site
- One-hour product demo/ sponsored presentation on Tuesday, June 12th, first day of Expo
- Thank you mention at the opening of the conference
- Full-page color ad in Expo Directory Brochure
- 5 staff members get complimentary Summit passes
- Official listing in all conference materials, including Expo Directory Brochure
- SharpBrains press, marketing, and public relations outreach

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

- Logo, description and permanent link in Summit mini-site
- 45-minute product demo/ sponsored presentation on June 12th or June 13th, after Gold Sponsors
- Half-page color ad in Expo Directory Brochure
- 3 staff members get complimentary Summit passes
- Official listing in all conference materials, including Expo Directory Brochure
- SharpBrains press, marketing, and public relations outreach

Exhibitor Package..... \$3,000

- Logo and permanent link in Summit mini-site
- 30-minute product demo/ sponsored presentation on June 13th, after Gold and Silver Sponsors
- 2 staff members get complimentary Summit passes
- Official listing in Expo Directory Brochure

Expo Directory Brochure: This special brochure, listing key company and product information provided by Sponsors and Exhibitors, will be distributed as a PDF to all individuals registered for the Summit, and will also be available permanently via the Summit mini-site.

Profile of Participants in 2010 & 2011 SharpBrains Summits

Organizations represented included

- AARP
- Aligent Health Immanuel Medical Center
- Allstate Insurance
- Alzheimer's Association
- BBC
- Bon Secours New York Health System
- Brain Injury Association of America
- Campbell Soup Company
- Clinton Global Initiative
- GE
- Greenville Hospital System
- Harvard Business Review
- HealthComm Inc.
- Human Dimension Taskforce, US Army
- Institute For The Future
- Intel
- Johnson & Johnson
- Los Angeles County Dept of Public Health
- McGovern Institute of Neurotechnology, MIT
- National Resource Ctr. Osher Lifelong Learning Institutes
- Nutrition Science Solutions
- One Laptop Per Child
- OptumHealth Behavioral Solutions
- Piedmont Gardens
- PsychologyToday
- Procter & Gamble
- Robert Wood Johnson Foundation
- Stanford University
- Sun Microsystems
- UC Berkeley
- UnitedHealth Group
- Winter Park Health Foundation
- Workers' Compensation Regulatory Authority
- UCSF

Attendees' backgrounds included

- Biomedical Engineers
- CEOs
- Digital Media executives
- Entrepreneurs
- Game publishers
- Healthcare technologists
- Marketing Executives
- Medical Students
- Neurologists
- Neuropsychologists
- Non profit board members
- Occupational Therapists
- Pharmaceutical Executives
- Post doctorate researchers
- Professors and Researchers
- Psychiatrists
- Psychologists
- Psychotherapists
- Scientific Publishers
- Social Workers
- Speech Pathologists
- Talent management/HR
- Wellness professionals

