

DUBAI, APRIL 1 – 3, 2019

BLOCKHEALTH SUMMIT

AT FUTURE BLOCKCHAIN SUMMIT

MAKING HEALTHCARE SECURE

BLOCKHEALTH SUMMIT

Patientory Association is hosting its second annual blockchain healthcare summit – [BlockHealth Summit](#) at the Future Blockchain Summit in Dubai from April 1-3, 2019.

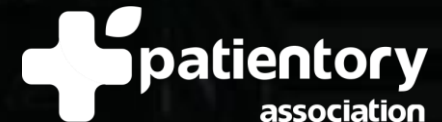
The healthcare industry is overflowing in data that is heavily fragmented across the healthcare ecosystem, which impacts the efficient delivery of healthcare services and research for all stakeholders - patients, providers, pharmaceuticals, insurance. Blockchain has the potential to solve for these inefficiencies as it enables solutions with increased security, trust, and traceability required to manage highly sensitive data. The promise of blockchain to transform healthcare has led to growing global interest – with some estimates projecting revenue in the global healthcare blockchain market to be \$1.4 Billion USD by the end of 2024.

Be on the right side of history – get involved in the dialogue, development, and adoption of blockchain technology in healthcare with industry leading experts. **As a sponsor, you will increase your company's profile as a leader in healthcare transformation as well as gain access to the ground-breaking content and global network at the Future Blockchain Summit.**

BlockHealth Summit is brought to you by the Patientory Association and powered by MMH Blockchain Group.

“...blockchain technology has the potential to transform healthcare, placing the patient at the center of the healthcare ecosystem and increasing the security, privacy, and interoperability of health data.”

– Deloitte



WHO WILL BE ATTENDING BLOCKHEALTH

200+ expected healthcare sector leaders and blockchain experts will be networking and advancing the dialogue on healthcare on blockchain.



Professionals and Experts
in the Healthcare Industry



Healthcare Providers
and Decision-Makers



Pharmaceutical Manufacturing
and Distribution



Health Technology software
Providers and Partners



Payors, Providers, and
Patient Representatives



Rising Talents



Digital Health Transformers



Anyone Interested in
Healthcare and Blockchain

TOTAL EXPECTED ATTENDEES AS PART OF THE FUTURE BLOCKCHAIN SUMMIT

ELEMENTS OF 2019

World's largest gamified exhibition, government pilot project launch and **BLOCKCHAIN SHOWCASE**

150+

global superstar
speakers

140

hours of blockchain use-cases
and power learning

40%

speaking for the first
time in the region



14,000+ Attendees

WHAT TO EXPECT AT BLOCKHEALTH SUMMIT

APRIL 1, 2019

Site Visits to State of the Art
Hospitals in Dubai and/or
Abu Dhabi

Opening Reception and
Networking Session

APRIL 2, 2019

Healthcare Fireside Chats &
Panels with key leaders in the
Healthcare Space

Global blockchain industry leaders: speakers & panels across many tracks –
Finance, Supply Chain, Energy, Government, Retail, Real Estate, Education,
Creative Economy, Travel & Tourism

FUTURE BLOCKCHAIN SUMMIT

APRIL 3, 2019

Healthcare Presentations &
Panels with key leaders in the
Healthcare Space

PLUS Healthcare Networking Event, Blockchain Networking Opportunities, Sight-Seeing Options



GET INVOLVED TODAY

Build your company's thought-leadership position in healthcare blockchain transformation.

Brand alignment with industry and innovation leaders.

Generate leads and access to up to 200 industry decision makers and consumers.

Interested in sponsoring?

Contact us at
BlockHealth@ptoy.org

TITLE EVENT SPONSOR

\$25,000

Listing as the Title Sponsor on all event material, presentations and signage

10 BlockHealth VIP events passes

An opportunity to speak on stage

Special VIP Table seating

Logo on Lanyard

Included in the pre and post press releases

Marketing collateral in the official event bags

Event table to display the company business offerings at BlockHealth Summit

2 - 3 branded takeaways for the attendees

PLATINUM TOUR SPONSOR (x2)

\$20,000

Listing as the Tour Sponsor on all event material, presentations and signage

8 BlockHealth VIP event passes

Special VIP table seating

Included in the pre and post press releases

Logo prominently displayed as the Tour Sponsor of the official event

Event table to display the company business offerings at BlockHealth Summit

2 - 3 branded takeaways for the attendees

DINNER SPONSOR

\$15,000

6 BlockHealth VIP event passes

Special VIP Table seating

An opportunity to thank people for attending the catered dinner

Logo prominently displayed at the dinner

Included in the pre and post press releases

Event table to display the company business offerings at BlockHealth Summit

1 branded takeaway for the attendees

SILVER SPONSOR

\$10,000

4 BlockHealth VIP event passes

Special VIP Table seating

Included in the pre and post press releases

Event table to display the company business offerings at BlockHealth Summit

Logo prominently displayed at the event

1-2 branded takeaways for the attendees

LUNCH SPONSOR

\$10,000

4 BlockHealth VIP event passes

An opportunity to thank people for attending the catered lunch

Logo prominently displayed at the lunch

Included in the pre and post press releases

1 branded takeaway for the attendees

BAG INSERT SPONSOR(S)

\$5,000

Attendee bag including your branding distributed to each of the attendees at check-in

2 BlockHealth VIP event passes

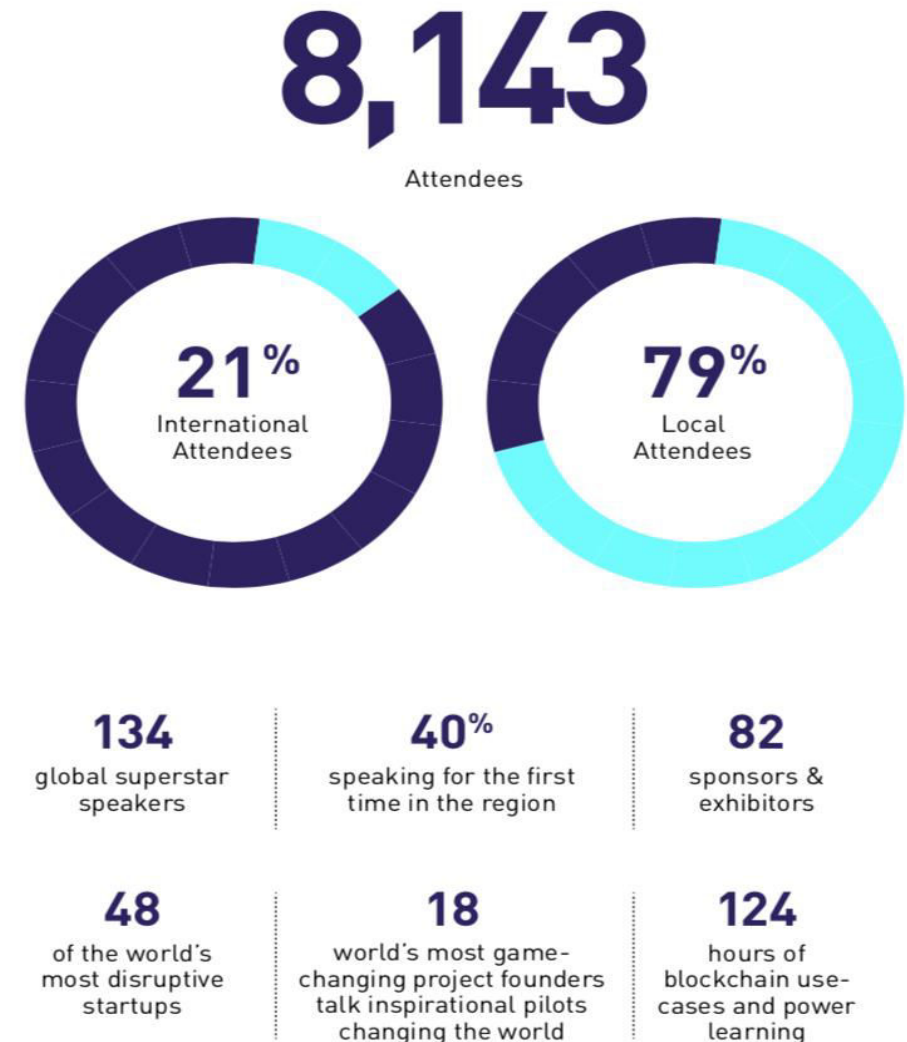
INTERESTED IN EXHIBITING AT FUTURE BLOCKCHAIN SUMMIT?

	HEADLINE PARTNER	STRATEGIC PARTNER	SECTOR SPONSORSHIP	LEVEL 1	LEVEL 2	LEVEL 3	CONTENT	STARTUP +	STARTUP
Investment (in AED)	650,000	350,000	250,000	230,000	135,000	82,000	92,000	20,000	9,800
Investment (in USD)	177,000	95,500	68,000	62,700	36,800	22,400	25,000	5,500	2,700
Features & Deliverables									
Speaking & Thought Leadership									
Membership to Advisory Board	●								
Speaking opportunity - Plenary or tracks	1x Plenary	1x tracks	1x tracks	1x tracks					
Slot on panel session	1x	1x	1x		1x				
Workshop or Briefing Host	●						●		
The Block Stage speaking slot						●	●	●	
Application for startup pitch competition								●	●
Exclusive sector branding			●						
Exhibition Space	100 SQM	50 SQM	-	25 SQM	18 SQM	12 SQM	-	4 SQM	4 SQM
Marketing & Media Coverage									
Locked in logo (all marketing & communication)	●	●	●	●					
Website - Logo on homepage	●	●	●	●	●		●		
Logo on Promotional Emails	●	●	●	●	●	●	●	●	●
Profile on website	●	●	●	●	●	●	●	●	●
Logo on Adverts	●	●	●	●	●				
Logo on Brochure	●	●	●	●	●	●	●	●	●
Mention in Radio Ad	●								
Social Media mentions	●	●	●	●	●	●	●		●
Mention in Press Release	●	●	●	●					
Interview (quote) in Press Release	●								
Invite Guest wishlist	●	●	●	●	●	●	●		
Dedicated email - overall show	●	●	●						

For Future Blockchain Summit exhibitor & partnership packages, please contact us for more information:

BlockHealth@ptoy.org

- The **Future Blockchain Summit** is in its second year and is the world's largest blockchain festival hosted by Smart Dubai and Dubai World Trade Centre. With six stages packed with content across 10 different tracks, Future Blockchain Summit delivers a curated content program laden with globally renowned speakers and networking opportunities to negotiate business deals.
- **BlockHealth Summit** is partnering with the **Future Blockchain Summit** to bring the transformation of the healthcare sector to the global stage and provide access to global blockchain leaders to drive advancement. **BlockHealth Summit** will provide opportunities to visit state-of-the-art hospitals in Dubai and/or Abu Dhabi, fireside chats and panels to hear from experts across the healthcare supply chain, and networking & marketing opportunities.



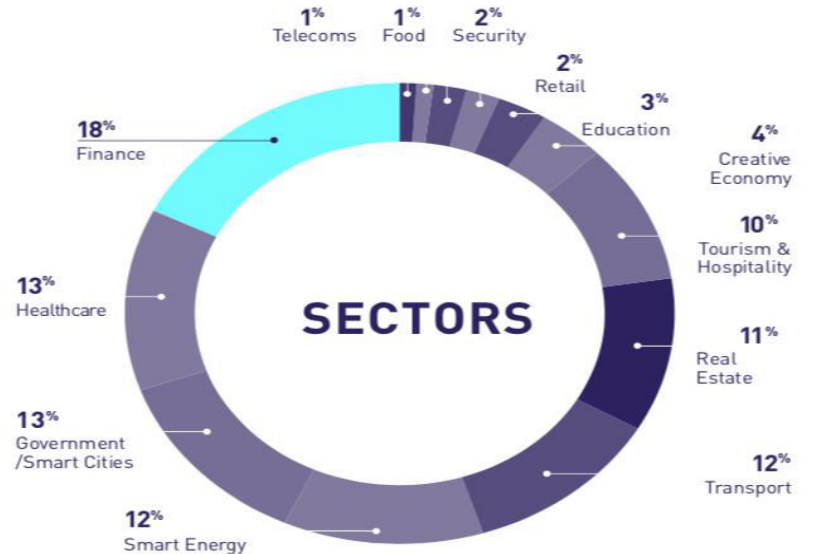
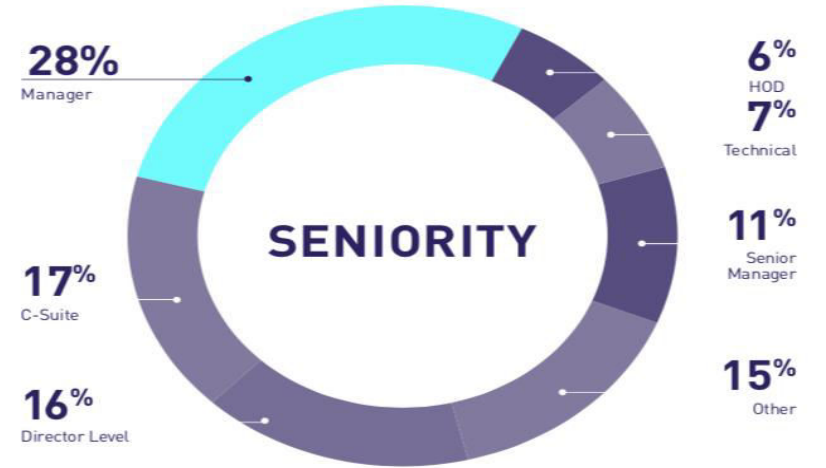
OUR 2018 ATTENDEES

TOP 10 COUNTRIES

World's most global event on the applications of **BLOCKCHAIN** technology



112 Countries Represented



2018 THE EXHIBITION

- KEY STATISTICS

8,000+
Visitors

82
Sponsors &
exhibitors

48
Of the world's most
disruptive exhibiting
startups

40+
Hours of free-to-
attend content on
exhibition floor

95%
Will return
in 2019

THE
BUSINESS
DONE



60% Exhibitors expect to do
a **deal from the show**

34% Exhibitors are expecting to
make between **\$1m - \$10m**
in the next 12 months

21% Exhibitors made
an in **show sale**

WHAT OUR EXHIBITORS AND SPONSORS SAID

73%

Future Blockchain
Summit is vital to their
business in the UAE

91%

of exhibitors and
sponsors were satisfied
with leads generated

HOW WE SCORED

+14.5 NPS

"Would you recommend FBS as a place to do business"

INDUSTRY AVERAGE -17

(Scale -100 - +100)

2018 - THE BUZZ

- Our reach in the launch year was exciting!



PR



US\$1.14^m

Print PR value



US\$12.6^m

Online PR value



US\$161,447

Broadcast PR value



US\$4.6^m

Total AVE value



US\$13.9^m

Total PR value



Digital Advertising



10.4^m

Display Impressions



155^k

Unique Website Visitors



475,000

Page views Website



Traditional Media



1.6^m

Views per day



3 weeks of primetime

Live across Asia and MENA through CNN and CNBC Arabia



3.5^m

Circulation from Print Ads



PR BOARD



BLOCKTECH APP



BLOCKTECH DUBAI

2,279

Total App download

50.6%

of attendees were actively engaged on the App.

THANK YOU

ANY QUESTIONS?

CONTACT US AT **BLOCKHEALTH@PTOY.ORG**

To learn more about the Patientory Association, visit ptoy.org