



UPGRADED LIFE FESTIVAL

MAY 31st 2016 | ACADEMIC MEDICAL CENTER HELSINKI, FINLAND



BROUGHT TO YOU BY

SPA
health

ULF IN A NUTSHELL

Creating the largest digital health startup event in the Nordic region.

- WHAT** One-day event with a festival-like experience with up to 1000 people, 70+ exhibitors and 50+ speakers to showcase the next generation of health innovations
- WHY** To bring the Nordic health and wellness innovators together for insights, learning, sharing and networking experiences.
- HOW** The festival will comprise a mix of keynotes, panels, clinics, networking and awards.
- WHO** Practitioners, entrepreneurs, innovators, investors, early adopters, trendsetters and academics to share, learn and build together.

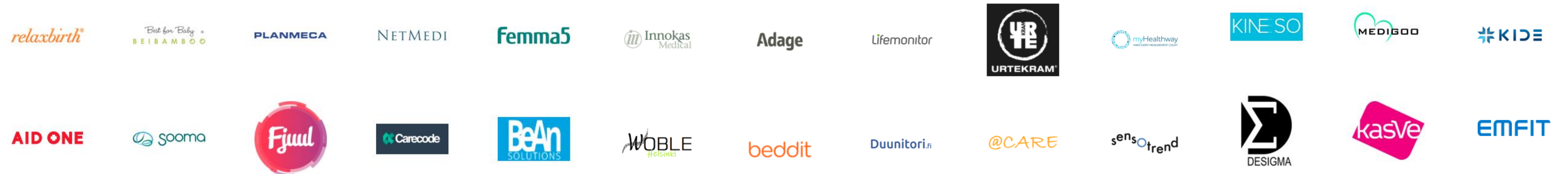


930 ATTENDEES in 2015





70 COMPANIES





Want to join in making the biggest digital health startup event in the Nordics?

- Refresh your corporate brand, be part of the rising community.
- Growing number of health and wellness startups and influencers are generating great value. This is the chance to meet these talents and agile partners.
- Find new customers and business partners from the most innovative startups and companies to doctors and other medical professionals.
- Get new ideas, insights and inspiration. Acquire an understanding what's happening in the scene and what's coming next. Get ready for the future.



ULF15 ATTENDEES FEEDBACK

TOTAL (120)

Athmosphere	4,50
Organization	4,41
Value for money	4,61
Speakers	3,90
Venue	4,13
Food	3,66
Clinics	3,46
Matchmaking	3,47



(from 1 to 5, 5 being the best)

TRACTION

	ULF 2014*	ULF 2015**	Change
Sign ups	450	930	+106%
Stands	50	67	+34%
Speakers	60	60	+0%

* 2day event
** 1 day event



QUOTES FROM THE PARTICIPANTS

“Upgraded Life Festival oli **erittäin ammattimaisesti organisoitu, monipuolinen ja kattava alan tapahtuma**. Tapahtumassa syntyi myös yllättävänkin paljon erilaisia kontakteja yritysten kanssa. Näitä keskusteluja on jatkettu tapahtuman jälkeen. **Panostus Upgraded Life Festivaliin oli erittäin kannattava**”
- *Innokas Medical, One of the exhibitors*

BEST PART OF THE EVENT?

“The vibe. Traditional healthcare needs this vibe.”

“Networking, quality of startups and people”

“The first time ever the startup event was really educational from wide perspective.”

“Load of interest”

“Excellent value for money!”

“The entire day.”

“Excellent speeches!”

“We'll be there next year!”



OUR GOAL IS TO BUILD IT EVEN BETTER

- Making the event more international.
- More possibilities for tailored solutions for partners
- More people and experts
- More companies and innovations
- Increase the whole festival experience



SPONSORSHIP

SPONSORSHIP OFFERS	BRONZE	SILVER	GOLD	PLATINUM
Logo on event print material & website	X	X	X	X
Stand/demo table	X (Small)	X (Normal)	X (Normal)	X (Big)
Conference passes	X (2 passes)	X (4 passes)	X (8 passes)	X (12 passes)
Logo on screen during breaks	X	X	X	X
Host custom clinic		X	X	X
Listed in all press releases prior the event		X	X	X
Listed in HealthSPA newsletter prior the event		X	X	X
Access to sponsor and speaker area		X	X	X
Blogpost on HealthSPA blog		X	X	X
Opportunity to choose demo booth location		X	X	X
Invitation to VIP afterparty (exclusive to the 100 most influential people of the event)			X	X
Listed as premier partner in marketing material & badges			X	X
2 minutes on stage at opening session and/or acknowledgement			X	X
Logo on HealthSPA website till end of year			X	X
List of participants				X
Logo on HealthSPA newsletter till end of year				X
Logo at other HealthSPA events				X
Tailored side-event @ Biomedicum or other location				X
Speaker session				X
PRICE in € (without VAT)	1 800	4 000	8 000	18 000

INTERESTED IN ORGANIZING A SIDE-EVENT/MEETING IN ULF?

Benefits

Visibility among 1 000+ participants of the the biggest health&wellness startup event in the Nordics

Visibility through ULF and HealthSPA marketing channels:

- Mailing list of 2 000ppl from the health&wellness field consisting startups, corpotares, doctors, researchers and other health pioneers
- HealthSPA social media channels of 1 100+ ppl

Leverage the power of Upgraded Life Festival brand

- Be part of the health&wellness startup community
- Be among the pioneers in the field

Practicalities

Biomedicum has versatile spaces that can be used

Price is negotiated case by case, depending from the size, timing and visibility among ULF

- Purchasing tickets can be used as a part of the payment

PRICING

PASSES

- Very Early bird 59€
- Early bird 79€
- Normal price 99€
- Late bird 149€
- Student price 25€

STANDS

Small (incl. two passes)

- Pre-revenue startups and researchers 250€
- Companies 600€

Big (incl. two passes)

- Pre-revenue startups and researchers 350€
- Companies 700€



Contact information

Hanna Vartia

hanna@healthspa.fi

+358 400 456813

www.upgradedlifefestival.com

www.healthspa.fi



BROUGHT TO YOU BY

SPA
health