

# SHARP BRAINS

## SUMMIT

March 30th-April 1st, 2011

# Retooling Brain Health for the 21st Century

The SharpBrains Summit, now in its second year, is the premiere conference where industry, research, and policy leaders from around the world gather to discuss emerging best practices to assess and enhance brain & cognitive fitness across the lifespan, and to explore the opportunities, partnerships, distribution channels, and standards of this rapidly evolving industry.

In January 2010 SharpBrains successfully organized the inaugural SharpBrains Summit, which featured a dream team of over 40 speakers and gathered over 250 participants in 16 countries. 92% participants surveyed rated their overall experience as "Very High" or "High".

The 2011 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:**  
March 30th-April 1st, 2011

**Why:**  
To enable a forward-looking discussion of emerging demands, research, technology and best practices, and accelerate innovation

### 32 Confirmed Speakers for 2011 SharpBrains Summit

#### Wednesday, March 30th, 2011

- Alvaro Fernandez, CEO, SharpBrains
- Beverly Sanborn, Vice President of Activities and Memory Programs, Belmont Village Senior Living
- Jonas Jendi, CEO, Cogmed (Pearson)
- Kate Sullivan, Director Brain Fitness Center, Walter Reed Army Medical Center
- Keith Wesnes, Practice Leader, United BioSource
- Ken Gibson, President, LearningRx
- Kenneth Kosik, Director, UCSB Neuroscience Institute
- Lena Perelman, Director Community Outreach, SCAN Health Plan
- Lindsay Gaskins, CEO, Marbles: the Brain Store
- Lisa Schoonerman, Co-Founder, VibrantBrains
- Nathanael Eisenberg, CEO, CogniFit
- Nigel Smith, Innovation Director, AARP
- Peter Kissinger, CEO, AAA Foundation for Traffic Safety
- Peter Magaro, President, Memory Training Centers of America
- Peter Reiner, Co-Founder, National Core for Neuroethics at the University of British Columbia
- Robin Klaus, Chairman, Club One
- Tom Warden, Allstate, Asst Vice President, Allstate Research and Planning Center

#### Thursday, March 31st, 2011

- Adam Gazzaley, Director, Neuroscience Imaging Center, UCSF
- Alvaro Pascual-Leone, Director of the Center for Non-Invasive Brain Stimulation, Harvard Medical School
- Bill Reichman, CEO, Baycrest
- Daphne Bavelier, Director Brain and Vision Lab, University of Rochester
- Elkhonon Goldberg, Chief Scientific Advisor, SharpBrains
- Gary Small, Director Center on Aging, UCLA
- Jamie Wilson, Platform Director, SharpBrains
- Jerri Edwards, Associate Professor, USF
- John Reppas, Public Policy Director, NIO
- Martha Farah, Director of Center for Neuroscience & Society, University of Pennsylvania
- Michael Valenzuela, Senior Research Fellow, University of New South Wales
- Mike Merzenich, Emeritus Professor, UCSF
- Sophia Vinogradov, Interim Vice Chair of Department of Psychiatry, UCSF
- Tracy Alloway, Director Center for Memory and Learning, University of Stirling
- Yaakov Stern, Head Cognitive Neuroscience Division of the Taub Institute, Columbia University

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

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

## **Selected Summit Partners:**

- Neurotechnology Industry Organization
- The Dana Foundation
- MaRS Discovery District
- The Center for Information Technology Research in the Interest of Society (CITRIS) at UC-Berkeley
- International Council for Active Aging
- Brain Injury Association of America

## **We offer two Sponsorship Packages**

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

- Logo, description and link in conference website ([www.sharpbrains.com/summit/](http://www.sharpbrains.com/summit/))
- 30-minute product demo during Expo Day, Friday, April 1st
- 3 staff members get complimentary Summit Passes and annual Membership in 2011 SharpBrains Council for Brain Fitness Innovation
- Official listing in all conference materials, including Summit program book
- SharpBrains press, marketing, and public relations outreach

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

- Prominent logo, description and link in conference website, and logo with link in SharpBrains.com's main website (with over 85,000 average monthly visitors)
- Prominent sponsored message in main SharpBrains' eNewsletter (sent to 28,000 active subscribers)
- 30-minute Product demo/sponsored presentation during conference itself (before Expo Day)
- Thank you mention at the opening of the conference
- Full-page color ad in the Summit Program Book
- 5 staff members get complimentary complimentary Summit passes and annual Membership in 2011 SharpBrains Council for Brain Fitness Innovation
- Official listing in all conference materials, including Summit program book
- SharpBrains press, marketing, and public relations outreach

### **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 Innovation Case Studies and 23 Research Executive Briefs, becoming a valuable resource before, during and after the Summit.

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

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# PARTICIPANT PROFILES

## Profile of 263 Participants in 2010 SharpBrains Summit (January 18-20th, 2010)

### Organizations represented included

- AARP
- Alegen 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
- 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

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