

Northwestern | Kellogg

School of Management

24th Annual Kellogg Business of Healthcare Conference

Saturday, January 27th, 2024

A leading forum bringing together over 450 professionals, academics, alumni, and students to discuss issues in the healthcare industry.

Pathways to Progress: Innovating in the Evolving Healthcare Landscape

In a healthcare ecosystem filled with futuristic and groundbreaking advancements, innovation in both technology and business paradigms are key to transformative change. This January, join us at the Kellogg Business of Healthcare Conference to delve deeper into the present state of healthcare, future-defining innovations, and most pressing ethical questions. Will generative AI reshape care? How does women's health evolve in a post-Roe world? Can we truly democratize access to home-based healthcare? And, as the demand for anti-obesity medications surges, who foots the bill? This conference will explore the pivotal discussions that are shaping the wave of progress in healthcare.

| Conference Sponsor Benefits | Platinum | Gold | Silver | Bronze |
|--|-----------------|----------------|----------------|----------------|
| Participation on a Speaker Panel | ✓ | | | |
| Primary Sponsor Acknowledgement on all Promotional Material | ✓ | | | |
| Sponsor Table at Lunch Networking Event | ✓ | | | |
| Early Access to Student Resume Database | ✓ | ✓ | | |
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| Inclusion in Social Media Marketing Campaigns | ✓ | ✓ | ✓ | |
| Logo Display on Promotional Materials and Program Banners | ✓ | ✓ | ✓ | ✓ |
| Post-Conference Student Resume Access | ✓ | ✓ | ✓ | ✓ |
| Complimentary Conference Tickets | 6 | 4 | 2 | 2 |
| Sponsor Investment | \$10,000 | \$8,000 | \$5,000 | \$2,000 |

FOR QUESTIONS OR INTEREST, PLEASE CONTACT:

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Kellogg Business of Healthcare Conference
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