

Cure® Presents

The X Factor

Healthcare Innovation Summit

November 11 – 13, 2025

New York, New York

Cure Headquarters



Cure® Presents The X Factor

Healthcare Innovation Summit

November 11–13, 2025 | New York City

The X Factor: Healthcare Innovation Summit will bring together the leaders who are shaping the future of healthcare—visionary healthcare entrepreneurs, global investors, Fortune 500 leaders, top researchers, and influential policymakers...

Together, we will ignite bold ideas, drive transformative action, and accelerate breakthroughs poised to reshape the future of healthcare around the world.

Cure® Mission

Cure aspires to be a premier ecosystem and go-to destination for healthcare entrepreneurs looking to move ideas from concept to cure. We provide state of the art research and business facilities, insights and intelligence, entrepreneurship curriculum, and networking and community through marquee events. Sponsors gain front-row seat to the future of healthcare and premium visibility and direct access to a curated innovation ecosystem.



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Why Sponsor?

Take Center Stage.

Align your brand with the future of healthcare innovation. As a sponsor, you'll gain unmatched visibility, strategic positioning, thought leadership opportunities, and direct access to decision makers and global changemakers driving innovation, investment, and impact across the healthcare ecosystem.

Speakers and Attendees Include:

- Visionary entrepreneurs building breakthrough companies
- Global investors and venture leaders
- Fortune 500 healthcare executives
- Academic and scientific pioneers
- Senior government and regulatory officials
- Influential media and policy voices

What You'll Gain

Strategic Visibility across all event marketing, digital platforms, and on-site activations

Thought Leadership via speaking roles, curated roundtables, or custom content integration

High-Impact Networking through exclusive VIP access, private dinners, and curated introductions

Global Positioning at a premier event backed by Cure and its world-class innovation ecosystem

Custom Opportunities Available

From marquee branding to bespoke activations and hosted conversations—your sponsorship is tailored to match your mission and amplify your influence.



Sponsorship Opportunities



Tap into the power of healthcare innovation at The X Factor.

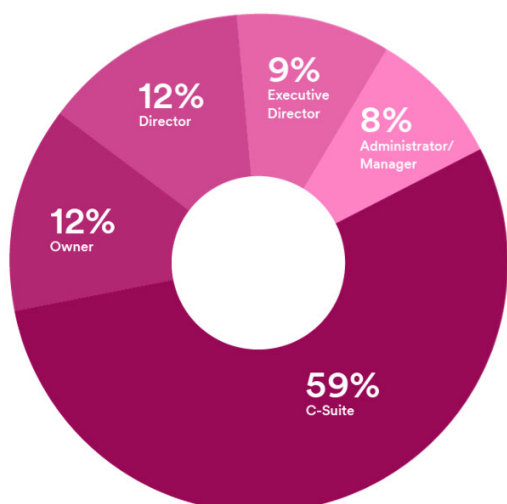
Sponsorship connects your company with a dynamic network of emerging therapeutic and health tech innovators — companies poised for growth and ready for strategic partnerships.

By sponsoring, you'll gain access to healthcare innovator teams and investors advancing product from early development launch, and beyond. X Factor Sponsorship provides unique engagement opportunities:

- **Build relationships with startups** entering key developmental phases, clinical development, and product launch
- **Engage with decision-makers** actively sourcing service providers, CDO/CDMO, regulatory, legal, finance, and technology partners
- **Support healthcare innovator promotion**, PR and marketing firms driving brand strategy, investor messaging, and go-to-market campaigns

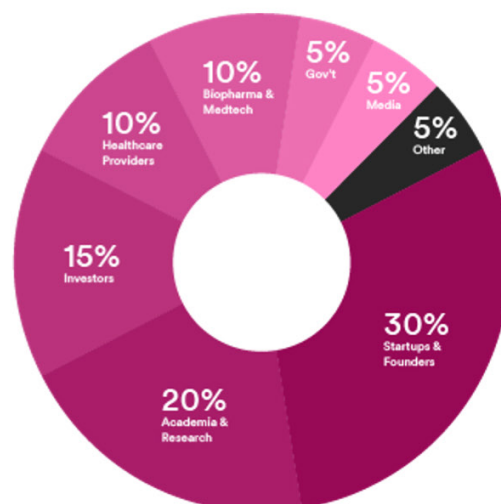
Our Audience by Job Title.

C-Suite	59%
Owner	12%
Director	12%
Executive Director	9%
Administrator/Manager	8%



Our Audience by Company Type.

Startups & Founders	30%
Academia & Research	20%
Investors	15%
Healthcare Providers	10%
Biopharma & Medtech	10%
Government & Policy	5%
Media & Education	5%
Other (Tech, Legal, etc.)	5%



Sponsorship Opportunities



Showcase your thought-leadership, amplify your brand, and expand your reach through tailored sponsorship packages.

Sponsorship provides valuable benefits and access to key stakeholders and business pipelines. Cure offers year-round sponsorship opportunities across various industry events as well as customized opportunities to connect your company with your desired target audience.

Diamond Sponsor (4 available)

\$30,000

- Highlight in Keynote/Welcome remarks from Sponsor executive
- Sponsor Executive to be part of one Cure session - mutually determined
- Cure Membership Platinum level
- Up to 2-min recorded interview video Interview with Seema Kumar
- Dedicated email to Cure Subscribers
- One Banner Ad on event website (artwork provided by Sponsor)
- Newsletter Banner Ad with link to Sponsor website
- Sponsor Executive quote in Cure Event press release
- 6 Complimentary Registrations
- 2 Dedicated Social Media posts
- Table-Top Exhibit
- Logo recognition at Diamond Level on event collateral, website, social media, etc. where applicable



Gold Sponsor (6 available)

\$20,000

- Sponsor Executive to be part of one Cure session - mutually determined
- 4 Complimentary Registrations
- 1 Dedicated Social Media post
- Table-Top Exhibit
- Logo recognition at Gold Level on event collateral, website, social media, etc. where applicable

Silver Sponsor (6 available)

\$7,500

- 2 Complimentary Registrations
- Logo recognition at Silver Level on event collateral, website, social media, etc. where applicable
- Table-Top Exhibit

Digital Content & Social Media Benefits for All Sponsors



Pre-Conference Opportunities

- Promoted on Event website and promotional emails
- Promoted across Cure's owned and operated social channels

During the Conference

- Branding on on-site signage,
- Recognition in dedicated "sponsored posts" each day on social media

Post Event

- Inclusion in Cure's website wrap-up article
- Release of Conference session videos on Cure's owned & operated channels, with Sponsor review and approval of content



Preliminary Agenda (Subject to change)

November 11: Pre-Conference Workshops & Tour

Workshop: How to Build a Winning Pitch Workshop

Workshop: Business Model Fundamentals

Cure Tour: Experience New York's Premiere Innovation Campus

November 12: Day 1

Welcome Remarks

State of Global Healthcare Innovation: How to Adapt to Today's Market

Breakthrough Innovation: Game Changing Trends in Healthcare

Disruptive Technologies: AI's potential

Bullseye: Finding and Defining Your Market for Startup Growth

From Data to Drama: Building your Compelling Investment Case

Capital Compass: Finding the Right Funding Source

Winning the Talent Game: The Secret Sauce to Human Capital

November 13: Day 2

Fair Play, Firm Results: The Art of Negotiating Without Losing the Deal

Gateway to Growth: Navigating Strategic Alliances with U.S. Partners

Innovation Spotlight: Innovation Seeking US Partnerships (4 pitches)

Lab to Market Gold Standard: Exclusive Cure Report Revealed

Geopolitical Instability: How to Tackle Supply Chain Challenges

Build or Buy: Your Deep Dive into AI Solutions

US Regulatory Roadmap: Navigating FDA Compliance and Approval Pathways

Beyond Approval: Winning at Reimbursement in Healthcare and Technology

Sponsorship Benefits



Benefits increase with higher levels



Prominent brand visibility and recognition

- Your organization name prominently featured in all event communications and media coverage
- Logo included on all materials by sponsorship level



Thought-leadership positioning

- Valuable speaking opportunities to highlight your executive's subject matter expertise
- Opportunity to expand your network with industry executives



Exclusive access to Cure's community

- Invitations to more than 70 events
- Invitations to special VIP and sponsor events



Special Services

- Discounted fees to host your events at Cure
- Discounted fees on F&B, A/V, and other services.
- Video and social media services and support

**Cure Is A Place Where
Innovation Thrives**



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