SOUTH FLORIDA BUSINESS JOURNAL's

MED**U**TECH

BOCA RATON 2012

60,000
readers in South Florida

500
attendees

1 million
readers nationally

3 months
website exposure

MedUTech was founded in 2010 as a community-led initiative to showcase success, innovation and growth in the Health Care, Education and Technology industries primarily in Boca Raton and rebrand our area as a center of excellence in these industries.

Two years, two conferences, dozens of success stories and many "MedUTech Moments" later, the initiative has drawn hundreds of business leaders to participate and be a part of the tales of companies sharing in a rising tide, and allowed over 1 million readers nationally to learn more about our community.

Highlights from MedUTech 2011:

Local: MedUTech Forum, Boca Raton, November 8, 2011. Approximately 500 business leaders in attendance. Panel discussion and highlight of local successes. Keynote speaker – Sean Hogan, Global VP Health Care & Life Science, IBM, who discussed the super computer Watson and its impact on Health Care. Attendees were able to have live interaction with Watson after the event and connect with industry leaders.

Regional: 42 page MedUTech section. Highlighting success, innovation and growth in the areas of Education, Health Care and Technology. Distributed to South Florida's business community through the South Florida Business Journal reaching over 60,000 readers.

National: 1 million readers of MedUTech section. In January 2012 the section was inserted into the following Business Journals: Atlanta, Boston, Buffalo, Cincinnati, Dallas, Denver, Minneapolis/St. Paul, Philadelphia, Raleigh and Washington D.C.

Viral: The South Florida Business Journal hosted a MedUTech microsite on our website for 3 months, allowing access to the MedUTech section. Ads to promote the section were run both online and in the paper. Average traffic to www.southfloridabusinessjournal.com is 700,000 page views per month.

MedUTech delivers.

For more information, or to get involved in MedUTech 2012, please contact:

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