

The New HBE Trade Show

—
Healing Experiences
And
Powerful Tech Expo



Reserve Your Spot

Executive Summary

The recent technological advancements and healthcare challenges have significantly transformed the ideas of inter-human interactions and brand experiences.

The headmost brands embarrassed the challenges and made significant changes in how their customers interact with their products and brand assets.

Great examples of the new brand experiences include Coca-Cola United Airlines O'Hare Lounge, Yayoi Kusama's Narcissus Garden, Netflix's Stranger Things:

The top sports clothing brands, like Nikes, installed interactive experiences at their store locations.

The reality of the current marketing media trends dictates the implementation of more interactive experiences, advanced artificial intelligence (AI) integrations, and extended or mixed realities.

The generation Alpha sets the tone with their preferences and growing influences. The most

noticeable differences between the generations are the Alphas have a heavier reliance on tech, their preferences for the virtual world, and the efficiency for interactive brand engagements with a high well-being orientation.

The growing number of immersive multisensory experience events has attracted over eight million in 70 cities worldwide.

In the continuation of our company's mission to service society via the propagation of **human brain health** innovations, we would like to invite the world known companies in **brain health, sensory experiences, mental health** to join the new type of the event that would combine the new joyful healing experiences and memorable brand interactions; the events that would drive the sensorial healing to the general audience and the sales to the products providers.

We strongly believe in the success of the event and would like to ask you to join our journey.

From the Founder

Evgenia Leonova, Ph.D. MBA





What we aim to accomplish...

The immersive experiences events attract 7,181 visitors each day...

What we aim to accomplish

We set an ambitious goal to create one of a kind - a public immersive AI experiences expo under the umbrella of the Human Brain Expo (HBE) with a strong focus on human mental health and brain health.

The uniqueness of this event is determined by the purpose, the technical and art component, the promo opportunity, and the healthcare benefits.

According to a survey conducted by the Kaiser Family Foundation, 90% of the public thinks there is a mental health crisis in the United States, and half of young adults report mental health concerns. The National Institutes of Health (NIH) reports that 57.8 million adults live with some form of mental illness. One-third of the population experiencing concerns is not able to get any help due to cost or shame & stigma associated.

We aim to bring a 21-day event with engaging and fun immersive experiences aimed at providing access to modern tools and products that work with cognition and sensation and strive to improve mental wellness for customers to engage and get the idea of playful treatments .

The tech events statistics have shown a strong trend in

interactive, AI-engaging experiences. The most powerful tech events gather 4312 exhibitors with 138739 total global participants. In contrast, the immersive experiences events attract at least 7000 real-life visitors each day with 793,556 visitors globally.

With the help of globally known artists, AI, and immersive experiences specialists, we aim to create events of experience with a focus on disabled people, with tech and art components that enhance sensations or improve them.

Multiple clinical trials, and academic, and commercial studies demonstrated the efficiency of emerging technical tools in improving cognitive and sensational experiences. The new brands like TrainPain, Dopavision, Akili, Woojer etc. are developing games technology that change the way we experience or sensations. We aim to provide access to the latest tech tools for our visitor to give them the opportunity to try and get a better understanding of the new approaches as well as hopefully break some barriers that stays on their medical usage.

We are scheduled to have 147,210 visitors in 21 days. We carefully planned the promotional activities, such as

digital ads, digital banners on the reputable digital magazines, billboards, in the subway advertisements for 2 months with the expected average impressions 15,210,541 and an average cost \$150,000 to insure the target number of visitors.

With the average cost of the sponsorship \$35,000, which is 3 times cheaper than an exhibition price at a tech expo, we consider themselves as low hanging saturated fruit for promo opportunities for the emerging tech brands who target improving their brand awareness, loyalty and customer acquisition parameters.





How we are going to attract our visitors...

We are scheduled to have 147,210 visitors in 21 days.

How we are going to attract our visitors

In the busy and sophisticated landscape of various events, shows, and art performances, the balance and efficiency of the loyal customers' finding effort is important.

Attracting the right number of qualified visitors is the art and science of marketing management.

The core of our strategy is focused on finding prospects that would determine the quality of the leads for the healthcare companies we serve and the quality of the offerings for the final customers/patients.

To find the right solution, **we use modern AI tools and the latest approaches toward targeting our audience with the right and timely messaging.**

We are paying detailed attention to the demographics, interests, needs, and behavior patterns of our audiences, and their preferred media statistical data.

As the media channels, we've chosen the traditional and the digital means, which have statistically proven data of running a successful campaign, to diversify the audiences.

As a rule of thumb to get a minimum of 200,000 visitors, our campaigns should at least reach 15,210,541 impressions **with the chance of 1.5 - 2 % actual tickets sold and actual visitor conversions.**

For the digital ads, we are scheduled to use different social media formats and

Google tools to reach, expectedly, 4,559,000 impressions **for 2 months of the advertising effort.**

The digital banners at reputable and high-impact media such as popular magazines and medical journals.

We plan to use the classical billboards - with 260,000

impressions per day - and the subways with 44.7 million riders per year, advertising medium as medium.

The classical email marketing will serve to reach the industry impactful professions and influencers.

Despite the impressive number of impressions, this medium stays relevant and cost-efficient.

The classical email marketing will serve to reach the industry impactful professions and influencers.

The total cost of the marketing is expected to be only \$150,000.000.

The chosen tactics and media intend to ensure the number of visitors and the success of the campaign.

The tickets for the event will be available on Ticketmaster, StubHub, and other at the expected cost \$55 per ticket.

A young girl with blonde hair in a ponytail, wearing a pink t-shirt and blue jeans, is sitting in a red wheelchair. She is smiling at the camera. The background is a dark blue wall with a large, stylized white graphic of a globe and a tree. The globe is on the right and the tree is on the left. There are several white rectangular boxes overlaid on the image: one on the top right, one on the bottom right, and one on the bottom center. The text 'Our Customer Profile' is written in white serif font in the bottom left corner.

Our Customer Profile

Our Customer Profile

According to surveys conducted by reputable organizations - such as the Kaiser Family Foundation, the National Institute of Health, and others, - every second person in the US is suffering from a neurological condition or mental health disorder.

The main issues with these conditions are that they get diagnosed only in the later stages **or simply not getting any help due to shame and/or stigma related to mental health and brain health.**

Having a space where people would get entertained and sensory engaged via new approaches and

tools would help them find a new personal tool and/ or simply be more open to receiving treatment or at least discussing the condition with relatives and professionals.

Statistically, **at least 71% of the people in the US** are suffering from vision loss, hearing loss, neurological condition, a mental issue, or a disability.

The younger population is more towards mental disorders, while neurological conditions are mostly age-related and more associated with older age.

Vision or hearing losses are not age-related.

The treatments earlier were prescription-based and were strongly associated with professional settings and medical centers.

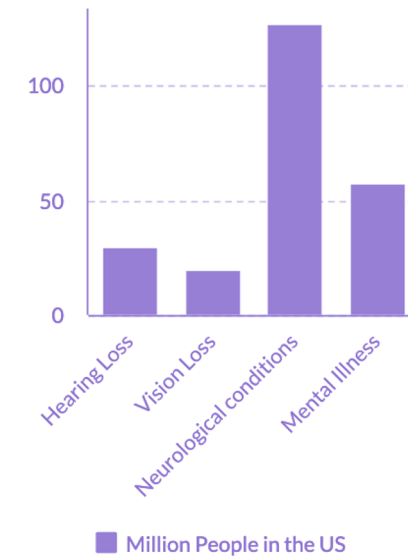
Modern technology allows us to treat and track a condition in home settings as well as to provide training on mobile devices.

That was not imaginable earlier and deserves special settings and spaces for tests and showcases.

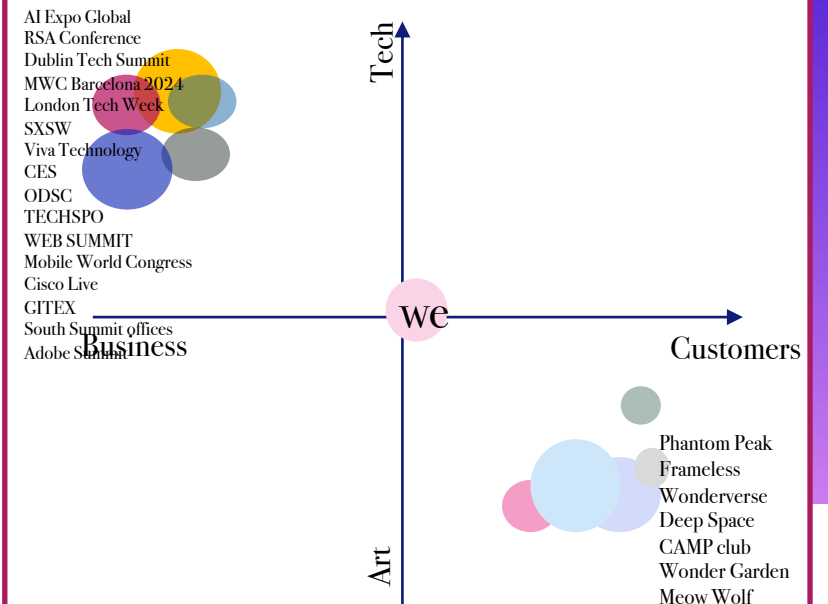
Particularly, taking into consideration the rising concerns and number of cases of the issue.

every second person in the US is suffering from a neurological condition or mental health disorder.

Diseases Statistics



Healing Event Positioning





Our roadmap and approach

Our roadmap and approach

Everything we do is based on health maximization, efficiency, respect for autonomy, beneficence, proportionality, and justice. We prioritize diversity, inclusion, and accessibility, especially for people with physical or mental impairments.

We care for the benefit of the participating parties, who support our work. We focus on the beneficial outcomes for their business from our actions that aim to adopt and propagate the diversity of mental & brain health solutions and use the latest innovative solutions and data available to ensure sales and brand awareness growth.

Team

To complete the goals of the coming HBE2024 Healing Expo, we aim to hire top specialists from all around the globe. We got support from the top AI and immersive experience talents, such as developers to accomplish the project. We take into account previous experiences and the success of accomplished projects. We withheld the support of the top immersive experiences artists to make the project happen on a global level, among them Filip Roca, Yann Nguema, Arnould Doucet, and others.

Quality Check

To ensure the quality of the immersive art forms, we got the support of a team of specialists who previously had been involved in similar projects. We implemented holistic approaches to the protocols of the works to ensure enhanced and positive outcomes for the visitors and the enhanced and affirming brand appearances of the vendors.

Timing

We expected it to take 2–3 months to complete the project fully. Since most of the digital work can be done remotely, the final implementation part will be supported by the local team of specialists and technicians.

The work will have 3 main parts: 1. Gathering the technical requirements, brand preferences, and needs from the vendors. 2. Matching the art vision with the technical requirements of the vendors. 3. Finalizing the digital part of the project. 4. Implementing the technology in the assigned location.



Our Expenses

COSTS

Our Expenses

Our expenses were calculated based on the average set up by the industry prices. We took into consideration the discounts provided by our business partners.

The number of impressions was calculated based on the previous history of the HBE advertising dynamics and results, considering our strategies for graphic design, placement, and AI setting choices.

The advertising strategy was focused on the appropriate timing and frequency, and based on the number of tickets sold we were trying to achieve, taking into consideration the average statistics for similar public events, that ensures 1,5 – 2 % of the tickets sold from the number of impressions. The total spending is scheduled to be \$157K.

The team spending is based on the industry standards of payments and implies contract-based temporary work with an average payment of 45-150\$ per hour of work based on the role.

On-Site Expenditure

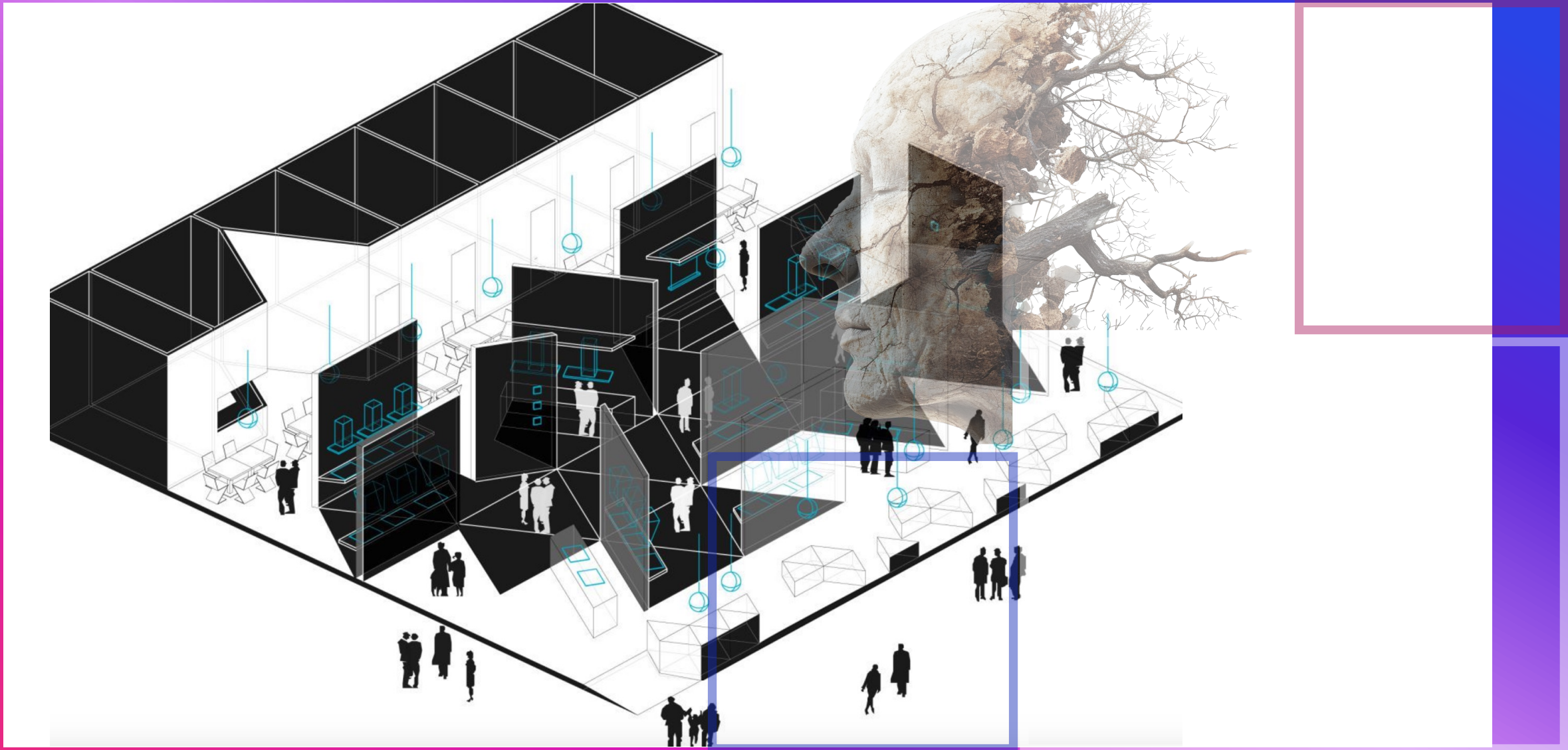
<i>Description</i>	<i>Price per unit,\$</i>
Rent	\$199,500.00
Photographers	\$3,650.00
Hybrid Video	\$10,800.00
Equipment Rent	\$3,000.00
	\$216,950.00

Experts Expenditure

	<i>1 month</i>	<i>2 month</i>	<i>3 month</i>	<i>4 month</i>
Management Team	\$15,000.00	\$15,000.00	\$15,000.00	\$20,000.00
Developers	\$10,000.00	\$10,000.00	\$2,500.00	\$2,500.00
Immer. Expr Artists	\$15,000.00	\$15,000.00		
Tech Assistents			\$4,573.00	\$4,573.00
On-side Team				\$7,560.00
				\$90,000.00

Advertising Expenditure

	<i>1 month</i>		<i>2 month</i>		<i>3 month</i>		<i>4 month</i>	
	<i>Cost</i>	<i>Impres</i>	<i>Cost</i>	<i>Impressions</i>	<i>Cost</i>	<i>Impressions</i>	<i>Cost</i>	<i>Impressions</i>
Digital Google Ads			\$2,000.00	503759	\$2,000.00	503759	\$4,000.00	503759
Digital SM Ads			\$1,500.00	377819	\$1,500.00	377819	\$1,500.00	377819
Email	\$3,500.00	34890					\$3,500.00	34890
Banners // Health Magazines			\$35,000.00	455,771	\$35,000.00	455,771		
On - Transport (Bart) Advertisement			\$21,000.00	3700000				
Bulletin (Large Billboard) i-80			\$50,000.00	7800000				
							\$157,000.00	15091166.75



Exhibition Plan

Exhibition Plan

The exhibition is planned to have 6 types of exhibits.

1. The easy-to-access installments with 3D paintings and building models with explanatory braille, audio, and olfactory stimulations.



1

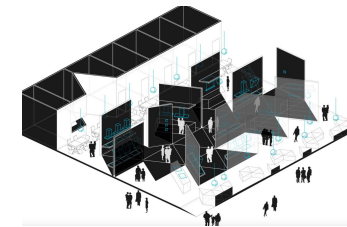
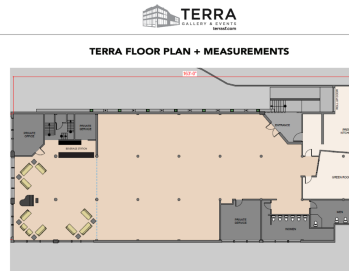


2



3

2. The immersive seasons, weather, natural materials, and AI interactive models.



3. "Inside the Brain" is an educational exhibit with unusual forms, textures, smells, and shapes to guide the brain and make those things memorable. The details the product shows work on the specific part of the brain.



4

4. VR and new technology for training and rehabilitation with audio guides and directions. For people with hearing issues.



5

5. "The Smell Factory" with the exhibit of the unique smells and 3D visual presentation with braille and audio guide.



6

6. The latest tech devices and other innovations in the space for mind-body connection improvements.



Our Pricing

Our Pricing

- § Year-round visibility on the official SM posts and accounts
- § Year-round visibility on the official Website with a customer profile
- § Logo Overlay on Digital Display
- § Logo Overlay during LIVE sessions
- § Logo Overlay on the background of the symposium main stage
- § Logo Promo on the main event brochures and flyers
- § Logo Overlay on the Video Promo of the Event
- § Logo Overlay on the Digital Ads
- § Logo Overlay in the Program Book, and Promo Print Editions
- § Logo Overlay during live speaking sessions
- § Customized Internal Email Communications with Participants
- § Customized External Email Communications with Attendees

- § Year-round visibility on the official SM posts and accounts
- § Year-round visibility on the official Website with customized profile
- § Logo Promo on the main event brochures and flyers
- § Logo Overlay in the Program Book, and Promo Print Editions
- § Logo Overlay during live speaking sessions
- § Customized External Email Communications with Attendees

PLATINUM
SPONSOR
\$45,000



GOLD
SPONSOR
\$30,000



Our Pricing

For more information, please, contact directly admin@3hbrain.com

We can find a personalized solution if needed.

Exhibitor Level

Corporate Exhibitor

	<i>Device</i>	<i>\$15,000.</i>
	<i>Soft</i>	<i>\$5,000.</i>
	<i>Hardware</i>	<i>\$10,000.</i>
	<i>Program</i>	<i>\$3,500.</i>

Individual Innovators / StartUps

	<i>Device</i>	<i>\$4,500.</i>
	<i>Soft</i>	<i>\$2,500.</i>
	<i>Hardware</i>	<i>\$3,350.</i>
	<i>Program</i>	<i>\$2,500.</i>



Communication Strategy

Communication Strategy

Our communication strategy focuses on the timely and quality contact with shareholders and regular public updates for our followers and visitors.

We aim to keep all the parties involved at least via one digital medium.

We do print updates for corporate shareholders and sponsors. Please, become part of our team to be considered.

For direct email questions and concerns, please text us directly at admin@3hbrain.com

To initiate the process of becoming our exhibitor, please, complete the registration form on our official website: www.humanbrainexpo.com

If you believe your device or a solution can empower our clients, please, become a part of our network on 3hbrain.com.

To share your IP transfer experience, if you have any, please become a member on <https://eliteinventorsclub.wildapricot.org/>.

HBE2024 PEOPLE BEHIND HBE2024 PARTNERSHIP RESOURCES SPONSORSHIP WEBINARS **CONNECT**

HBE2023

HUMAN BRAIN EXPO

FUTURE OF HUMAN BRAIN MANAGEMENT AND SCIENCE OF SENSATIONAL WELLNESS

REGISTRATION

[LinkedIn](#) [YouTube](#)

TOP SCIENTISTS **BEST PRODUCTS** **TOP PRACTITIONERS** **TOP INNOVATORS**

Nominate a World-Changing Innovator