

# LOUISVILLE INNOVATION SUMMIT CASE STUDY



The event included distinguished keynote speakers, panel discussions with prominent guests, as well as an Innovation Competition and Innovation Spotlights from health tech startups from around the world. Attendees were encouraged to forge new partnerships and explore future opportunities through hands-on experiences, inspired plenary sessions, action-oriented breakouts and cross-discipline mashup. The purpose was to inspire the next-generation of ingenuity for lifelong wellness and aging care.

## OPEN NEW AVENUES TO REDEFINE THE FUTURE OF AGING CARE

- Louisville, Kentucky
- 500+ attendees
- 5 keynotes
- 200+ speakers
- 50+ startups

[www.lisummit.com](http://www.lisummit.com)



“With the number of healthcare companies we have in Louisville, holding an Innovation Summit seemed like a natural outgrowth of the tremendous synergies we have around Aging Care. Now that we are in our third year with this conference, we can see that momentum growing. The Louisville Innovation Summit is quickly gaining a reputation as being the best place to come for networking and for hearing what is new and important in the Aging Care industry while learning about Louisville’s outstanding business climate.”

**Greg Fischer**  
Louisville Mayor

## OPPORTUNITY

Adeo InterActive produced the programming for the Louisville Innovation Summit; a two-day conference that focuses on showcasing the innovative Louisville community to the world. The conference was created with a very clear goal of establishing Louisville as the

**“Aging Care Capital of the World”.**

## FEATURES & BENEFITS

### Pioneer Event

At the time of the event, this Summit was truly one of the first of its kind. Highlighting innovation and startups within the aging community was ahead of the curve.

### “Age Friendly City”

Because the event was held in Louisville, it gave the city the opportunity to be recognized as one of AARP’s Age friendly Communities. This list is also affiliated with the World Health Organization.

### 70+ World Renowned Speakers

The Summit included an exciting lineup of industry leaders and well known speakers within the aging industry who talked about a variety of subjects from the untapped power of seniors to working in healthcare.

### Highlighted Local Landmark

The event took place at Churchill Downs, the renowned location of the Kentucky Derby, which highlighted the unique city of Louisville.