



# SPONSORSHIP LEVELS

## 2021 TWO-DAY CONFERENCES

	Platinum	Gold	Silver	Bronze	Silver Non-Exhibiting	Bronze Non-Exhibiting
<b>San Francisco, Asia, Brussels, New York</b>	\$20,000	\$9,500	\$5,500	\$3,500	\$3,000	\$1,750
<b>Seminar and Expo:</b>						
•Lunch or Afternoon Break sponsorship, inc. recognition in the program /from the podium.	✓					
<b>*Swag bag*</b>	Logo on bag, promotional materials inside					
•On stage banner/projected slide	Larger logo, premium exposure	Logo				
•Breakout session	Two 20 minutes sessions included / Premium location & times	One 20 minutes session included / 1 20 minutes session optional (\$1500)	One 10 minutes session included			
•Video recording on MHB's YouTube channel / Directory profile	✓	✓	Optional / limited availability (\$250)			
•Office space for consultations (2-6 hours; on-demand at cost, availability varies)	Included (1 day)	(Optional - Priority availability)	(Optional - pending availability)	(Optional - pending availability)		
•Inclusion in online consultation request system (for attendees to easily request consult with you ahead of the conference)	Top placement	✓	\$200		Included	
•Exhibit table	Double size, premium floor position, main exhibit hall	Prime floor location, main exhibit hall	Medium size table	Exhibit table (4' long or larger)	Materials on shared table	Materials on shared table
•Short introductory remarks at general session	1st speakers (opening session) / 3 minutes	Speaking after Platinum / 2 minutes	Introduction to audience, 80-words company profile read	Introduction to audience, <b>40-words</b> company profile read	Introduction to audience, 80-words company profile read	Introduction to audience, <b>40-words</b> company profile read
•Free conference admission for sponsor representatives (extra tickets \$150 each)	Unlimited	4 tickets	3 tickets	2 tickets	3 tickets	1 ticket
<b>Online / email:</b>						
•Logo & link on event page	Prominent / top placement	Second tier placement	Third tier placement	✓	Third tier placement	✓
•Sponsorship featured in a press release and newsletter to all MHB list (9000+ worldwide)	✓					
•Logo as major supporter on MHB's <b>home page</b> for the year	Larger size / top placement	✓				
•Recognition on the MHB Facebook group (6,000 members) and "MHB - Men Having Babies" page (25,000 members)	Link to sponsorship story	✓				
•Headshot and bio of company rep in online program	Top placement	Premium placement	✓			
•Recognition in e-blast to all MHB mailing list (11,000+ worldwide)	Prominent / top tier logo placement	Premium placement of logo	✓		✓	
•Logo in conference highlight video on YouTube / MHB site	Prominent, opening slides	Prominent, closing slide	Name only, closing slide		Name only, closing slide	
•Logo in e-blast to conference registrants	Prominent / top placement	Second tier placement	Third tier placement	Name only	Third tier placement	Name only
<b>Print advertisement and program:</b>						
•Logo in print advertisement (Local Metro area publications)*	Larger size	✓				
•Ad in conference program	1/2 page	1/4 page				
•Headshot and bio of company rep in print program	Top placement	Premium placement	✓			
•Logo in conference program	Larger size / top placement	Second tier placement	Third tier placement	✓	Third tier placement	✓
•Company description & contact information in conference program	200 words, top placement	140 words, premium placement	140 words	80 words	140 words	80 words

\* May be different for Brussels and Asia

### Specialty underwriting opportunities (all sponsors):

-Medical panel sponsorship, including on-stage banner, recognition on site and online	\$2,000
-Personal Stories panel sponsorship, including on-stage banner, recognition on site and online	\$2,000
-Friday evening welcome event for providers, speakers, community partners, and MHB board / staff	\$2,500
-Simultaneous interpretation sponsorship - to be recognized in program and on stage (Brussels and Asia)	\$1,500
-Happy hour / Saturday night (for attendees and community), including online, program and on-site recognition	\$2,500
-Coffee break sponsorship (choice of Sat registration, Sat mid-morning, Sunday mid-morning), including recognition online, program and a banner on-site	\$1,000
OR	
-Coffee break sponsorship for entire conference (Sat registration, Sat mid-morning, Sunday mid-morning), including recognition online, program and a banner on-site	\$2,500
-Book Fair, including recognition online, and print program	\$1,000

### Specialty underwriting opportunities for 3rd party sponsors only:

-Swag bag inclusion of one promotional material (up to two per sponsor) - non-exhibiting sponsors only	\$500
-A company branded pen and note pad combination for conference registration - YEAR ROUND	\$3,000
-A message in an e-blast to all sponsors and professionals (Logo + contact information +100 words)	\$250
-A <b>dedicated</b> e-blast to all sponsors and professionals (Logo + contact information +500 words and / or image )	\$750
-Your logo on a conference agenda for sponsors and professionals (PDF in an e-mail + printed copies on site)	\$750
-Budgeting and insurance panel sponsorship, including on-stage banner, recognition on site and online	\$1,750
-Psychological and Ethical panel sponsorship, including on-stage banner, recognition on site and online (excluding Brussels)	\$1,500

---

**NOTES:**

Gold sponsors receive **one 20-minute breakout session** as part of the standard package, but will be offered an opportunity to add a second one for a fee.

The inventory for extra sessions will be limited. Requests for additional sessions will be treated on a **standby basis**. A limited number may be confirmed immediately, and rest will be released no later than a month before the conference.

Gold sponsors who clear the waiting list for a second breakout session will be charged \$1500 for it by credit card, with no processing fee.

Silver sponsors will receive a **10 minute breakout session**. The last 20 minutes of the breakout session section split in two, and will be guarantee sessions for a total of 8 Silver sponsors. Also note that these 10 minute breakout sessions will not have the option of AV projection, due to the quick turn over time

Platinum and Gold sponsors will will be given an opportunity to present introductory remarks to the entire audience, as was done in previous years. However, starting in 2019, the representatives of Silver and Bronze sponsors will be introduced to the audience, and their company profile (80 or 40 words, respectively) will be read by us instead.

Consultation space will no longer be a standard part of any sponsorship package (other than for Platinum). We will secure as many spaces as possible for each venue, and make them available at cost upon request, with priority given to Gold sponsors.

We've added several **underwriting options** to all providers, and several that are limited to "third party" providers: pharmacies, providers of escrow, insurance, etc.

In some venues Bronze (and possibly also Silver) sponsors will receive a table in a well accessed room adjacent to the main exhibit hall.

Providers that need to buy extra tickets beyond the number allocated to their level, will pay a discounted rate of \$150 for the weekend (instead of \$350, the current charge for professionals).