## SPONSORSHIP LEVELS

### 2022 TWO-DAY CONFERENCES

<table>
<thead>
<tr>
<th>San Francisco</th>
<th>Asia</th>
<th>Brussels</th>
<th>New York</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>$20,000</td>
<td>$16,000</td>
<td>$9,500</td>
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</tbody>
</table>

### Seminar and Expo:

- **Unlch or Afternoon Break sponsorship, including recognition in the program and from the podium:**
  - Diamond: $10,000
  - Gold: $5,000
  - Silver: $2,500
  - Bronze: $1,250

- **Swag bag (may be different for Brussels and Asia):**
  - Promotional materials inside

- **On-stage banner / projected slide:**
  - Large logo, premium exposure

- **Breakout session:**
  - Two 16-minute sessions, premium location & times

- **Breakout session video recording on MHB’s YouTube channel and on Directory profile:**
  - ✓

- **Onsite consultation space (2-6 hours; fee is venue dependent; availability varies):**
  - Two 16-minute sessions per day, premium location & times

- **Inclusion in online consultation request system (for attendees to easily request consults prior to the conference):**
  - ✓

- **Online/Email:***
  - □

- **Pre-recorded introductory video remarks during main program:**
  - Unlimited

- **Free conference admission for sponsor representatives (extra tickets at substantial discount of $250/each):**
  - ✓

### Exhibit Table:

- **Exhibit table:**
  - Largest size, premium floor position, main exhibit hall

### Online/Email:

- **Logo & link on event page:**
  - Prominent, top placement

- **Sponsorship featured in a press release and newsletter to MHB’s full list (15,000+ worldwide):**
  - First among Gold, top placement

- **Inclusion in MHB’s Directory for the year:**
  - Lglogo as major supporter on MHB’s home page for the year

### Recognition on the MHB Facebook group (4,500 members) and “MHB - Men Having Babies” page (25,000 members):

- **Recognition in e-blast to MHB’s full list (15,000+ worldwide):**
  - Prominent, top placement

### Headshot and bio of company representative in online program:

- **Logo in conference highlight video on YouTube / MHB site:**
  - Prominent, opening slide

### Instagram and Facebook Story pre-conference video promotion:

- **Logo in e-blast to conference registrants:**
  - Two 15-second video clips

### Free conference admission for sponsor representatives (extra tickets at substantial discount of $250/each):

- **Breakout session video recording on MHB’s YouTube channel and on Directory profile:**
  - Unlimited

### Promotion advertisement and program:

- **Logo in print advertisement (local metro area US publications):**
  - Larger size

- **Ad in conference program:**
  - 1/2 page

- **Headshot and bio of company representative in print program:**
  - Prominent, top placement

### Company description & contact information in conference program:

- **Free conference admission for sponsor representatives (extra tickets at substantial discount of $250/each):**
  - Unlimited
**Specialty underwriting opportunities for all sponsors:**

- **Medical panel sponsorship:** includes on-stage banner, recognition in print program, recognition in online event page, and 45-second pre-recorded video greeting (unique from provider introduction video) preceding panel  
  - $2,000
- **Personal Stories panel sponsorship:** includes on-stage banner, recognition in print program, recognition in online event page, and 45-second pre-recorded video greeting (unique from provider introduction video) preceding panel  
  - $2,000
- **Budgeting and Insurance panel sponsorship:** includes on-stage banner, recognition in print program, recognition in online event page, and 45-second pre-recorded video greeting (unique from provider introduction video) preceding panel  
  - $2,000
- **Legal panel sponsorship:** includes on-stage banner, recognition in print program, recognition in online event page, and 45-second pre-recorded video greeting (unique from provider introduction video) preceding panel  
  - $1,500
- **Simultaneous interpretation sponsorship (Brussels and Asia only):** includes recognition in print program, recognition in online event page, and recognition on-stage; additionally includes in-app recognition when applicable  
  - $1,500
- **Book Fair:** includes recognition in online event page and recognition onsite  
  - $1,000
- **Friday evening welcome event** for providers, speakers, community partners, and MHB board & staff: includes onsite recognition and short in-person greeting (maximum of two sponsors; or option to be sole underwriter for double the fee)  
  - $2,500
- **Saturday evening happy hour** for attendees, providers, speakers, community partners, and MHB board & staff: includes onsite signage, recognition in print program, and recognition in online event page (maximum of two sponsors; or option to be sole underwriter for double the fee)  
  - $2,500
- **Coffee break sponsorship** (choice of Sat registration, Sat mid-morning, Sunday mid-morning): includes onsite signage, recognition in print program, and recognition in online event page  
  - $1,000
- **Coffee break sponsorship for entire conference** (Sat registration, Sat mid-morning, Sunday mid-morning): includes onsite signage, recognition in print program, and recognition in online event page  
  - $2,500

**Specialty underwriting opportunities for complementary services sponsors only:**

- **Swag bag** (US locations only): includes one promotional item (up to two items per sponsor)  
  - $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 dedicated 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 onsite)**  
  - $750
- **Psychological and Ethical panel sponsorship (excluding Brussels):** includes onsite signage, recognition in print program, and recognition in online event page  
  - $2,000

**SPONSORSHIP NOTES:**

- **Gold sponsors** receive one 18-minute breakout session as part of the standard package, with the opportunity to add a second session for a fee.
  - Inventory for extra sessions is limited. Requests for additional sessions will be treated on a **standby basis**.
  - Gold sponsors who clear the waiting list for a second breakout session will be charged the $2,000 cost + 3% processing fee by credit card.
- **Silver sponsors** receive one 8-minute breakout session as part of the standard package.
  - Sessions are not guaranteed AV projection, due to the quick turnover time.
  - Effective Fall 2021, provider representatives will not make live introductory remarks, but will instead have the opportunity to stand & wave during the showing of their pre-recorded video introduction.
- **Note that onsite consultation space is only standard with Platinum sponsorship. Additional space may be available onsite for a fee, with priority given to Gold sponsors.**
- **Bronze (and possibly Silver) sponsors** will receive an exhibit table in a well accessed space adjacent to the main exhibit hall.
- **Complementary service providers** may be included in a unique expo session of supporting services, capped at a maximum of ten providers. (Therefore, these providers will not be competing for attention with clinics, surrogacy, or egg donation agencies.)
- **Providers needing to purchase extra tickets beyond the number allocated to their sponsorship level will pay a discounted rate of $250 for the weekend.**
- **Note the additional underwriting opportunities available to all sponsors.**
  - Several additional sponsorship opportunities are limited to “third party” (complementary service) sponsors.