



| BENEFITS FOR SPONSORS                                                                                                        | PLATINUM | GOLD | SILVER | SUPPORTER | ADVOCATE |
|------------------------------------------------------------------------------------------------------------------------------|----------|------|--------|-----------|----------|
| Company Profile Name,<br><i>Name, Logo, Description, Website, Social Media Links</i>                                         | ✓        | ✓    | ✓      | ✓         | ✓        |
| Home Screen Announcement<br>Banner that links to company/ organization profile                                               | ✓        |      |        |           |          |
| 2 Banners with messages<br>Shown throughout the website/ app                                                                 | ✓        | ✓    |        |           |          |
| Logo on the sponsored (pre)-congress<br>program session (selection)<br>Shown on all handouts used                            | ✓        | ✓    | ✓      |           |          |
| 1 Banner with Message<br>Shown on special page/ segment/ session                                                             | ✓        | ✓    | ✓      | ✓         |          |
| Sponsor Ribbon<br>On sponsor listing page                                                                                    | ✓        | ✓    | ✓      | ✓         | ✓        |
| Live Display<br>Shared Screen with other sponsors                                                                            | ✓        | ✓    | ✓      | ✓         |          |
| 1 Alert<br>Sent on all attendees with sponsor logos & links                                                                  | ✓        | ✓    | ✓      |           |          |
| Questions<br>Included in post-event survey                                                                                   | ✓        | ✓    |        |           |          |
| Booth Information<br>Logo, description, Interactive Mapping, Video                                                           | ✓        | ✓    | ✓      |           |          |
| Downloadable PDF<br>Included on Sponsor profile                                                                              | ✓        | ✓    | ✓      | ✓         |          |
| Gamification<br>Included in various hubs                                                                                     | ✓        | ✓    | ✓      |           |          |
| Logo to all post-congress press releases                                                                                     | ✓        | ✓    | ✓      | ✓         | ✓        |
| Company name included in the<br>Acknowledgements page in one of the Books<br>published after the congress                    | ✓        | ✓    | ✓      | ✓         | ✓        |
| Logo included in the newsletters sent                                                                                        | ✓        | ✓    | ✓      |           |          |
| Logo included in the email-blasts                                                                                            | ✓        | ✓    | ✓      | ✓         |          |
| Social Media posts                                                                                                           | ✓        | ✓    | ✓      | ✓         | ✓        |
| Company Profile/ logo/ link on automated<br>response to 10 attendees from vulnerable<br>socioeconomic strata at registration | ✓        |      |        |           |          |
| Company Profile/ logo/ link on automated<br>response to 5 attendees from vulnerable<br>socioeconomic strata at registration  |          | ✓    |        |           |          |
| Company Profile/ logo/ link on automated<br>response to 2 attendees from vulnerable<br>socioeconomic strata at registration  |          |      | ✓      |           |          |
| 7 registration coupons for colleagues &<br>friends                                                                           | ✓        |      |        |           |          |
| 5 registration coupons for colleagues &<br>friends                                                                           |          | ✓    |        |           |          |
| 2 registration coupons for colleagues &<br>friends                                                                           |          |      | ✓      |           |          |
| 1 registration coupon for colleague & friend                                                                                 |          |      |        | ✓         |          |