Thought Leadership & Other General WEDI Sponsorships

Virtual Spotlight $15,000

- 9 max/ year
- Up to 6 hours of sessions focused on a single topic (e.g., Health Equity; Artificial Intelligence; Privacy & Security) *(topic must be approved by WEDI)*
- Deliverables:
  - Up to a 45-minute Session to be presented by sponsor on topic related to the event title, or, panel discussion to include sponsor participation*
  - MP4 video file recording of the session
  - Ability to play sponsor video during the 30 minutes prior to the coffee kickoff (YouTube link preferred)
  - Acknowledgement and 15-minute interview during the coffee kickoff
  - Guest spot on a future WEDI podcast episode
  - Pre- and post-conference registration list
  - Corporate pass for the sponsor to attend
  - Complimentary passes for the sponsor’s clients to attend
  - Branding & Recognition
    - Dedicated email to full WEDI distribution list about the Sponsor
    - Logo placement in event title image, agenda, event page and all email communications
    - Sponsor logo and short write-up featured on the WEDI.org event page, event registration page, and in the post-conference summary page sent to all attendees
    - Sponsor logo included on WEDI Sponsor webpage

*Must be educational in nature, encouraged to co-present with a client to share a case study and/or success story. Session format and length are sponsor’s choice.

- Sponsor logo featured on the WEDI event page, WEDI registration page, and the post-conference summary page sent to all attendees
- Verbal acknowledgement of your sponsorship throughout the event
- Sponsor logo or other recognition included in all event emails (minimum 3 emails)
- Sponsor logo or other recognition included in multiple member newsletters (minimum 2 emails)

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Thought Leadership & Other General WEDI Sponsorships

2-Hour Virtual Event $7,500
- Unlimited
- Deliverables:
  - Session(s) to be presented by sponsor, or, panel discussion to include sponsor participation* (topic must be approved by WEDI)
  - Option to include 30-minute technology/product demonstration
  - MP4 video file recording of the sponsor’s session(s)
  - Pre- and post-conference registration list
  - Corporate pass for the sponsor to attend
  - Complimentary passes for the sponsor’s clients to attend
  - Branding & Recognition
    - Logo placement in event title image, agenda, event page and all related email communications
    - Sponsor logo and short write-up featured on the WEDI.org event page, event registration page, and in the post-conference summary page sent to all attendees
    - Verbal acknowledgement of your sponsorship throughout the event
    - Sponsor logo or other recognition included in all event emails (minimum 2 emails)
    - Sponsor logo or other recognition included in multiple member newsletters (minimum 2 emails)

1-Hour Virtual Event $5,000
- Unlimited
- Deliverables:
  - Session to be presented by sponsor, or, panel discussion to include sponsor participation* (topic must be approved by WEDI)
  - MP4 video file recording of the session
  - Pre- and post-conference registration list
  - Corporate pass for the sponsor to attend
  - Complimentary passes for the sponsor’s clients to attend
  - Branding & Recognition
    - Logo placement in event title image, agenda, event page and all related email communications
    - Sponsor logo and short write-up featured on the WEDI.org event page, event registration page, and in the post-conference summary page sent to all attendees
    - Verbal acknowledgement of your sponsorship throughout the event
    - Sponsor logo or other recognition included in all event emails (minimum 2 emails)
    - Sponsor logo or other recognition included in multiple member newsletters (minimum 2 emails)

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**Thought Leadership Brief $3,500**
- Unlimited
- Deliverables:
  - Sponsor article to be included in the WEDI member newsletter
  - Sponsor to write the article *(must be approved by WEDI)*
  - Can be submitted to WEDI as a PDF or content hosted on sponsor’s website (linked in newsletter)
  - Sponsor logo to be included in newsletter, sent to 2,000 member contacts
  - Sponsor logo included on WEDI Sponsor webpage

**Podcast $3,000**
- Deliverables:
  - 30-minute podcast episode
  - Social media posts to announce the podcast
  - MP3 audio file to use afterward for your purposes
  - Lives on WEDI website and Apple podcast, Spotify, Stitcher, etc. *(Easily shareable)*

**Ad in Newsletter $2,000**
- Deliverables:
  - Sponsored advertisement included in bi-weekly newsletter
  - Sent to ~2,000 members

**Ad in Quarterly WEDI Update $6,000**
- Deliverables:
  - Sponsored advertisement included in quarterly WEDI update email
  - Sent to ~9,000 contacts

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WEDI Sponsorship Prospectus

WEDI Virtual Anchor Event Sponsorship (Spring, Summer & Fall)

Premier Conference Sponsor $25,000
- 1 per anchor event (Spring/Summer/Fall)
- Deliverables:
  - Up to 45-minute sponsored Session or Participate in a sponsored panel discussion* (includes registration list and MP4 video of session)
  - Educational Session Sponsor (1 minute intro of company & speaker)
  - Vendor Product Showcase (30-minute technology demonstration)
  - Virtual Exhibit
  - Sponsored roundtable networking – unlimited tables & topics, led by your SMEs
  - Sponsored podcast to be aired during prime slot (week before/after the event)
  - Session registration list
  - MP4 video recording of the session
  - Educational Session Sponsor (1 minute intro of company & speaker)
  - Vendor Product Showcase (30-minute technology demonstration)
  - Virtual Exhibit
  - Sponsored roundtable networking – unlimited tables & topics, led by your SMEs
  - Session registration list
  - MP4 video recording of the session
  - Corporate pass for the sponsor to attend WEDI 2022
  - Complimentary passes for the sponsor’s clients to attend WEDI 2022 (up to 5 individual passes)
  - Pre- and post-conference registration list
  - Branding & Recognition
    - Logo displayed on your session page & during session in the conference app (web & mobile)
    - Custom page on "Our Partners" section of event platform
    - Corporate logo in the conference app
    - Corporate logo featured on the WEDI 2022 event page, WEDI 2022 registration page, and the post-conference summary page sent to all attendees
  - Verbal acknowledgement of your sponsorship throughout the conference
  - Dedicated email sent on behalf of sponsor to full WEDI distribution list
  - Event email highlighting your session speaker sent to full WEDI distribution list
  - Sponsor logo or other recognition included in all event emails (minimum 3 emails)
  - Sponsor logo or other recognition included in multiple member newsletters (minimum 2 emails)

Sponsored Conference Track (includes 45-minute educational session) $15,000
- 2-3 per anchor event
- Ex: Track= Health Equity, No Surprises Act, etc.
- Deliverables:
  - Up to 45-minute sponsored Session or Participate in a sponsored panel discussion* (includes registration list and MP4 video of session)
  - Receive verbal acknowledgement of your sponsorship throughout the sessions that populate the focus/concentration, including before each session in the focus/concentration (e.g., Health Equity focus, etc.)
  - One sponsored virtual coffee break during the focus/concentration
  - Corporate pass for the sponsor to attend WEDI 2022
  - Complimentary passes for the sponsor’s clients to attend WEDI 2022 (up to 10 individual passes)

*Must be educational in nature, encouraged to co-present with a client to share a case study and/or success story. Format is sponsor’s choice.

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WEDI Virtual Anchor Event Sponsorship (Spring, Summer & Fall)

- Pre- and post-conference registration list
- Branding & Recognition
  - Logo displayed on your session page & during session in the conference app (web & mobile)
  - Custom page on "Our Partners" section of event platform
  - Corporate logo in the conference app
  - Corporate logo featured on the WEDI 2022 event page, WEDI 2022 registration page, and the post-conference summary page sent to all attendees
  - Verbal acknowledgement of your sponsorship throughout the conference
  - Event email highlighting your session speaker sent to full WEDI distribution list
  - Sponsor logo or other recognition included in all event emails (minimum 3 emails)
  - Sponsor logo or other recognition included in multiple member newsletters (minimum 2 emails)

Sponsored Session or Participate in a sponsored panel discussion (with Lead gen + MP4 of session) $10,000

- Deliverables:
  - Up to 45-minute Sponsored session to be presented by sponsor, or, panel discussion to include sponsor participation*
  - Session registration list

*Must be educational in nature, encouraged to co-present with a client to share a case study and/or success story. Format is sponsor’s choice.

MP4 video recording of the session
- Corporate pass for the sponsor to attend WEDI 2022
- Complimentary passes for the sponsor’s clients to attend WEDI 2022 (up to 5 individual passes)
- Pre- and post-conference registration list
- Branding & Recognition
  - Logo displayed on your session page & during session in the conference app (web & mobile)
  - Custom page on "Our Partners" section of event platform
  - Corporate logo in the conference app
  - Corporate logo featured on the WEDI 2022 event page, WEDI 2022 registration page, and the post-conference summary page sent to all attendees
  - Verbal acknowledgement of your sponsorship throughout the conference
  - Event email highlighting your session speaker sent to full WEDI distribution list (may be combined with other sponsored speakers)
  - Sponsor logo or other recognition included in all event emails (minimum 3 emails)
  - Sponsor logo or other recognition included in multiple member newsletters (minimum 2 emails)

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<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Cost</th>
<th>Deliverables</th>
</tr>
</thead>
</table>
| Educational Session Sponsor (1 minute intro of company & speaker) | $6,000  | • Short introduction of your company, the session, and the session speaker*  
• Corporate pass for the sponsor to attend WEDI 2022  
• Pre- and post-conference registration list  
• Branding & Recognition  
  ▪ Logo displayed on your session page & during session in the conference app (web & mobile)  
  ▪ Custom page on "Our Partners" section of event platform  
  ▪ Corporate logo in the conference app  
  ▪ Corporate logo featured on the WEDI 2022 event page, WEDI 2022 registration page, and the post-conference summary page sent to all attendees  
  ▪ Verbal acknowledgement of your sponsorship throughout the conference  
  ▪ Sponsor logo or other recognition included in all event emails (minimum 3 emails)  
  ▪ Sponsor logo or other recognition included in multiple member newsletters (minimum 2 emails) |
| Vendor Product Showcase- 30 minutes (limit 4; with lead gen + MP4 video of session) | $5,000  | • 30-minute session to be presented by sponsor. Case study type session to provide vendor solutions and product/service demonstrations.  
• Corporate pass for the sponsor to attend WEDI 2022  
• Complimentary passes for the sponsor’s clients to attend WEDI 2022 (up to 5 individual passes)  
• Session list  
• Pre- and post-conference registration list  
• Branding & Recognition  
  ▪ Logo displayed on your session page & during session in the conference app (web & mobile)  
  ▪ Custom page on "Our Partners" section of event platform  
  ▪ Corporate logo in the conference app  
  ▪ Corporate logo featured on the WEDI 2022 event page, WEDI 2022 registration page, and the post-conference summary page sent to all attendees  
  ▪ Verbal acknowledgement of your sponsorship throughout the conference  
  ▪ Sponsor logo or other recognition included in all event emails (minimum 3 emails)  
  ▪ Sponsor logo or other recognition included in multiple member newsletters (minimum 2 emails) |

* Briefly describe what your organization does, why your organization is sponsoring this session, why is this session important to you, the audience and the industry.

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WEDI Sponsorship Prospectus

WEDI Virtual Anchor Event Sponsorship (Spring, Summer & Fall)

**OnDemand Session (30 minutes; educational) $7,000**
- **Deliverables:**
  - Session to be presented by sponsor, pre-recorded and provided in MP4 format*
  - Receive verbal acknowledgement of your sponsorship throughout the conference.
  - Session registration list
  - MP4 recording of the session
  - Corporate pass for the sponsor to attend WEDI 2022
  - Complimentary passes for the sponsor’s clients to attend WEDI 2022 (up to 5 individual passes)
  - Pre- and post-conference registration list
  - Branding & Recognition
    - Logo displayed on your session page & during session in the conference app (web & mobile)
    - Custom page on "Our Partners" section of event platform
    - Corporate logo in the conference app
    - Corporate logo featured on the WEDI 2022 event page, WEDI 2022 registration page, and the post-conference summary page sent to all attendees
    - Verbal acknowledgement of your sponsorship throughout the conference
    - Sponsor logo or other recognition included in all event emails (minimum 3 emails)

*Must be educational in nature, encouraged to co-present with a client to share a case study and/or success story. Format is sponsor’s choice

**Virtual Happy Hour Sponsor (2 available, $7,500 per day, include $5 digital gift card/day) $15,000 or $7,500/day**
- **Deliverables:**
  - Sponsor is able to provide a moderator(s) for the post-conference happy hour
  - Sponsor’s choice – single Zoom room for all, multiple Zoom breakout rooms, roundtables in the platform (up to 8 people per room) or speed networking setup (up to 4 people per room)
  - Zoom Breakout rooms and Roundtables can be dedicated to specific content/topics
  - Single Zoom room is moderator-led
  - Speed networking is fast-paced and switches you from room-to-room automatically
  - Sponsored content displayed on screen during lunch hour – static imagery or video to be provided by sponsor
  - $5 digital gift card provided to the 1st 300 attendees, courtesy of sponsor
  - Sponsor logo on email/landing page for digital gift card redemption (option for attendee to donate the $5 or accept $5 gift card)
  - Corporate pass for the sponsor to attend WEDI 2022

*Must be educational in nature, encouraged to co-present with a client to share a case study and/or success story. Format is sponsor’s choice

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WEDI Sponsorship Prospectus

WEDI Virtual Anchor Event Sponsorship (Spring, Summer & Fall)

- Complimentary passes for the sponsor’s clients to attend WEDI 2022 (up to 5 individual passes)
- Pre- and post-conference registration list
- Branding & Recognition
  - Logo displayed on your session page & during session in the conference app (web & mobile)
  - Custom page on “Our Partners” section of event platform
  - Corporate logo in the conference app
  - Corporate logo featured on the WEDI 2022 event page, WEDI 2022 registration page, and the post-conference summary page sent to all attendees
- Verbal acknowledgement of your sponsorship throughout the conference
- Sponsor logo or other recognition included in all event emails (minimum 3 emails)
- Sponsor logo or other recognition included in multiple member newsletters (minimum 2 emails)

Virtual Lunch Session (3 available, includes $10 gift card to 1st 200 attendees, includes Virtual Exhibit) $7,000

- Deliverables:
  - Sponsored content displayed on screen during lunch hour – static imagery or video to be provided by sponsor
  - $10 digital gift card provided to the 1st 300 attendees, courtesy of sponsor
  - Sponsor logo & short message on email/landing page for digital gift card redemption (option for attendee to donate the $10 or accept $10 gift card)
  - Virtual Exhibit
  - Corporate pass for the sponsor to attend WEDI 2022
  - Complimentary passes for the sponsor’s clients to attend WEDI 2022 (up to 5 individual passes)
  - Branding & Recognition
    - Custom page on “Our Partners” section of event platform
    - Corporate logo in the conference app
    - Corporate logo featured on the WEDI 2022 event page, WEDI 2022 registration page, and the post-conference summary page sent to all attendees
    - Verbal acknowledgement of your sponsorship throughout the conference
    - Sponsor logo or other recognition included in all event emails (minimum 3 emails)
    - Sponsor logo or other recognition included in multiple member newsletters (minimum 2 emails)
WEDI Sponsorship Prospectus

WEDI Virtual Anchor Event Sponsorship (Spring, Summer & Fall)

Sponsored Networking Session- Whova Roundtable or Zoom Breakout $5,000
- Deliverables:
  - Dedicated 30-minute networking session utilizing Whova roundtables (max of 8 seats per table; unlimited tables) or Zoom Breakouts (unlimited seats & tables)
    - Zoom or Whova format is sponsor’s choice
    - Can be open discussion, specific topics for each table/room, or Ask Me Anything-style for each topic/room
    - Sponsor may provide moderator and/or SME for each table/room
  - Sponsor logo featured on each virtual table and the session page
  - Verbal recognition to attendees prior to networking session
  - Corporate pass for the sponsor to attend WEDI 2022
  - Branding & Recognition
    - Custom page on "Our Partners" section of event platform
    - Corporate logo in the conference app
    - Corporate logo featured on the WEDI 2022 event page, WEDI 2022 registration page, and the post-conference summary page sent to all attendees
    - Verbal acknowledgement of your sponsorship throughout the conference
  - Sponsor logo or other recognition included in all event emails (minimum 3 emails)
  - Sponsor logo or other recognition included in multiple member newsletters (minimum 2 emails)

Sponsored Speed Networking Tables $5,000
- Deliverables:
  - Dedicated speed networking session featuring sponsor logo on the session page
    - Speed networking is fast paced and switches you from room-to-room automatically; max of 4 people per room
  - Verbal recognition to attendees prior to speed networking session
  - Corporate pass for the sponsor to attend WEDI 2022
  - Branding & Recognition
    - Custom page on "Our Partners" section of event platform
    - Corporate logo in the conference app
    - Corporate logo featured on the WEDI 2022 event page, WEDI 2022 registration page, and the post-conference summary page sent to all attendees
    - Verbal acknowledgement of your sponsorship throughout the conference
  - Sponsor logo or other recognition included in all event emails (minimum 3 emails)
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WEDI Virtual Anchor Event Sponsorship
(Spring, Summer & Fall)

Coffee Morning Talk Discussion (2 available-
Day 2 / Day3, 15 minutes, includes $5 gift
Card to 1st 200 attendees) $5,000
• Deliverables:
  ◦ WEDI & Sponsor hold short
    interview/discussion prior to the first
    session of day 2 or day 3 of the
    conference (15 minutes)
  ◦ $5 digital gift card provided to the 1st
    200 attendees, courtesy of sponsor
  ◦ Sponsor logo & short message on
    email/landing page for digital gift card
    redemption (option for attendee to
    donate the $5 or accept $5 gift card)
  ◦ Branding & Recognition
    ▪ Custom page on "Our Partners"
      section of event platform
    ▪ Corporate logo in the conference
      app
    ▪ Corporate logo featured on the
      WEDI 2022 event page, WEDI 2022
      registration page, and the post-
      conference summary page sent to
      all attendees
    ▪ Verbal acknowledgement of your
      sponsorship throughout the
      conference
    ▪ Sponsor logo or other recognition
      included in all event emails
      (minimum 3 emails)
    ▪ Sponsor logo or other
      recognition included in
      multiple member
      newsletters (minimum 2
      emails)

Virtual Coffee Break (6 available; using
roundtables, includes $5 gift card to 1st 200
attendees) $3,500
• Deliverables:
  ◦ Sponsored content displayed on screen
during coffee break – static imagery or video to be provided by sponsor
  ◦ $5 digital gift card provided to the 1st 200
    attendees, courtesy of sponsor
  ◦ Message delivering gift card to include
    sponsor logo and note of thanks to sponsor
  ◦ Branding & Recognition
    ▪ Custom page on "Our Partners"
      section of event platform
    ▪ Corporate logo in the conference app
    ▪ Corporate logo featured on the WEDI
      2022 event page, WEDI 2022
      registration page, and the post-
      conference summary page sent to all
      attendees
    ▪ Verbal acknowledgement of your
      sponsorship throughout the conference
    ▪ Sponsor logo or other recognition
      included in all event emails (minimum
      3 emails)
    ▪ Sponsor logo or other recognition
      included in multiple member
      newsletters (minimum 2 emails)

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WEDI Virtual Anchor Event Sponsorship
(Spring, Summer & Fall)

Virtual Exhibit- General $3,000

- Deliverables:
  - Virtual exhibit space in WEDI 2022 web & mobile applications
  - Add a live videoconferencing link to engage with attendees face to face (sponsor to provide videoconferencing tool, e.g., Zoom, etc)
  - Chat with attendees via the Whova platform
  - Include documents downloadable by attendees: whitepapers, PDFs, marketing materials
  - Include video links to YouTube and/or Vimeo for attendees to view
  - Ability to offer sponsor contest to attendees
  - Inclusion in Attendee Passport contest, where they visit booths to claim prizes
  - Corporate pass for the sponsor to attend WEDI 2022
  - Complimentary exhibit during pre-conference
  - Branding & Recognition
    - Custom page in "Exhibitors" section of event platform
    - Corporate logo in the conference app
    - Corporate logo featured on the WEDI 2022 event page, WEDI 2022 registration page, and the post-conference summary page sent to all attendees
    - Verbal acknowledgement of your sponsorship throughout the conference

- Sponsor logo or other recognition included in all event emails (minimum 3 emails)
- Sponsor logo or other recognition included in multiple member newsletters (minimum 2 emails)

Virtual Exhibit- Start-Up Companies (under $1M revenue) $1,500

- Deliverables:
  - Virtual exhibit space in WEDI 2022 web & mobile applications
  - Add a live videoconferencing link to engage with attendees face to face (sponsor to provide videoconferencing tool, e.g., Zoom, etc)
  - Chat with attendees via the Whova platform
  - Include documents downloadable by attendees: whitepapers, PDFs, marketing materials
  - Include video links to YouTube and/or Vimeo for attendees to view
  - Ability to offer sponsor contest to attendees
  - Inclusion in Attendee Passport contest, where they visit booths to claim prizes
  - Corporate pass for the sponsor to attend WEDI 2022
  - Complimentary exhibit during pre-conference
  - Branding & Recognition
    - Custom page in "Exhibitors" section of event platform
    - Corporate logo in the conference app
    - Corporate logo featured on the WEDI 2022 event page, WEDI 2022 registration page, and the post-conference summary page sent to all attendees

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- Verbal acknowledgement of your sponsorship throughout the conference
- Sponsor logo or other recognition included in all event emails (minimum 3 emails)
- Sponsor logo or other recognition included in multiple member newsletters (minimum 2 emails)

Push Notifications in Whova (6 available, AM/PM each day; only available to WEDI 2022 exhibitors/ sponsors) $1,000
- Deliverables:
  - Notification sent via push to mobile app users and on-screen notification for web platform users with sponsor’s content (3-4 sentences; must be approved by WEDI)

Podcast $3,000
- Deliverables:
  - 30-minute podcast episode
  - Social media posts to announce the podcast
  - MP3 file to use afterward for your purposes
  - Lives on WEDI website and Apple podcast, Spotify, Stitcher, etc. (Easily shareable)

Priority Podcast $3,500-$4,500
- 4 available
- Deliverables:
  - Podcast
  - Podcast will be aired either the week before or in the week(s) following the event
    - Podcast + $1500 = week before or week after the Spring conference
    - Podcast + $1000 = 2nd week after the Spring conference
    - Podcast + $500 = 3rd week after the Spring conference

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