

WEDI Sponsorship Prospectus



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
- 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)

*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.

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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 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
 - 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

- 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)

*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)

Educational Session Sponsor (1 minute intro of company & speaker) **\$6,000**

- Deliverables:
 - 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**

- Deliverables:
 - 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 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)

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

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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- 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)

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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)
 - 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)

**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)
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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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