

# NESO 2021 Annual Meeting

## THE NESO EXPERIENCE



Sponsored educational programming through webinars and podcasts will be scheduled on the 2<sup>nd</sup> and 4<sup>th</sup> Tuesday of every month between March and October, with on demand availability following each session. Additional sessions will be scheduled on the NESO Annual Meeting date (November 13, 2021). Sessions are available on a first come, first served basis. If you have additional questions please contact Kristin Dunn, Partner Liaison, at [kdunn@neso.org](mailto:kdunn@neso.org) or by phone at **800.981.9476**.

### 2021 PARTNERSHIP OPPORTUNITIES

	DIAMOND	PLATINUM	GOLD	SILVER	SAPPHIRE
	\$7,500	\$5,500	\$2,500	\$1,500	\$1,000
<ul style="list-style-type: none"> <li>One recorded Webinar session (Video Lecture, Interview or Panel)* with LIVE Q&amp;A</li> <li>Audio Podcast session on Spotify</li> <li>On demand to registrants for six months following meeting</li> </ul>	X	X			
<ul style="list-style-type: none"> <li>One (90-second) pre-recorded video Product Showcase **</li> <li>On demand to registrants for six months following meeting</li> </ul>	X		X		
<ul style="list-style-type: none"> <li>Branded "Session Take-aways" worksheet (pdf) ***</li> <li>Available for download from NESO.org.</li> </ul>	X	X			
<ul style="list-style-type: none"> <li>Dedicated email blast to NESO Membership</li> </ul>	2	1	1	1	
<ul style="list-style-type: none"> <li>Acknowledgement on all social media channels (Facebook, Instagram, Twitter)</li> </ul>	X	X	X	X	
<ul style="list-style-type: none"> <li>Marketplace listing                             <ul style="list-style-type: none"> <li>logo with link to website</li> <li>contact information</li> <li>one (15-second) video message from company representative posted on NESO website</li> </ul> </li> </ul>	X	X	X	X	X
<ul style="list-style-type: none"> <li>Listing of Annual Meeting registrants who opted to share their contact information</li> </ul>	X	X	X	X	X

**\* Webinar plus Podcast Session** (1 hour) – NESO will work with our partners to produce an engaging (45-minute) video lecture, interview or panel session. Incorporate your message into a scientific session eligible for CE. Pre-recorded webinar will be followed by live online (15 min) Q&A with the speaker (total of one hour). Webinar session will be posted on demand for at least six months following the meeting. Content will be edited to a separate Podcast, available for download from Spotify. Contact NESO for more details ([kdunn@neso.org](mailto:kdunn@neso.org)).

**\*\* Product Showcase** (90 second) - Product demonstrations don't have to be confined to the show floor! Provide a video recording (up to 90 seconds) promoting your products and services, available on demand from NESO website meeting pages.

**\*\*\* Session Takeaways worksheet** – PDF summary of “takeaways” or highlights of the video session or recording from Sponsor. NESO will provide a template to be customized with content and logo/branding from the Sponsor. Available for download from the NESO website meeting pages.

### Annual Partner Opportunities (Ala carte)

**eNewsletter** (\$5,000) Reach more than 2,000 prospective customers four times per year. Sponsorship includes banner recognition with an embedded link to your company's website, quarterly thought leadership articles and monthly click-through data reports.

**eBlast** (\$1,000) Reserve a customized eBlast that is sent to more than 1,800 NESO members with news on your latest product or service for members, promote your participation and event in the NESO 2021 Annual Meeting, and let our members know how to contact you.

*Contact Kristin Dunn ([kdunn@neso.org](mailto:kdunn@neso.org)) to confirm your participation or with any questions on the 2021 NESO Annual Meeting and Experience.*