

2025 Year-Round Premier Sponsorship Program

	Silver (\$7,500)	Gold (\$15,000)	Platinum (\$25,000)	Diamond (Custom)
Year Round Benefits				
Direct Send Member Email	1	2	3	x
Article in Perspectives (NSGC Content Hub)	1	1	1	x
Listing in Monthly <i>Industry Insights</i>	2	3	4	x
Webinar Promotional Package			x	x
Web Banner NSGC.org (3 Months)			x	x
Perspectives "Best Of" Full Page Ad			x	x
Custom Options				x
Perspectives: Logo Recognition in "Best Of"	x	x	x	x
Premier Sponsor Listing (NSGC.org)	x	x	x	x
% Off Additional Year Round Items	10%	15%	25%	25%
More Custom Options				x
Annual Conference Benefits				
Exhibitor Priority Points	0	1	2	x
Full Conference Registration	1	2	3	x
Recognition Signage	x	x	x	x
Sponsor Badge Ribbons for Your Company Attendees	x	x	x	x
Recognition During Opening Plenary Remarks	x	x	x	x

Description of Benefits

Listing in NSGC's Monthly Industry Insights

Industry Insights is a monthly newsletter that includes a mix of sponsored industry-related announcements, trends, and updates that cater to the GC community. Highlight product launches, innovative practices, research findings, or clinical trials by your company.

- Average Open Rate: 48% | Average Click Through Rate: 9%
- Industry Insights is distributed monthly and has an average open rate of 40%. There are max of (10) listings per bulletin.
- Sponsor to provide content (max 500 characters) and logo.



Direct Send Member Email

Send your message to the inbox of NSGCs approximately 4,500 members. Content can include product announcements, member surveys, upcoming events, clinical trials, job openings, etc. Limited quantities available, typical distribution of direct send member emails is (2) per month.

- Average Open Rate: 45% | Average Click Through Rate: 6%
- All sponsors must be clearly identified by company/organization name in the subject line, and email content must be provided as an HTML file with all images already hosted through your own website. Emails are subject to NSGC review and approval.

Sponsored Webinar Promotional Package

Host and provide a webinar of your educational content, ideas, and concepts, and NSGC will promote via email and our social media channels to our approximately 4,500 members.

Sponsor must notify NSGC (2) months before webinar to secure dates of promotions and must adhere to any CEU application standards and deadlines.

Deliverables include:

- (1) promotional direct send emails distributed by NSGC
- (1) Linked In and Facebook social media post publicizing your webinar (opportunity to provide text, must be approved by NSGC)
- Listing in monthly Upcoming Webinar member email, includes sponsored and non-sponsored webinars.
- Waived CEU Application Fee (note sponsor is still responsible for all CEU fees outside of application)
- Add On: If you'd like NSGC to manage the webinar registration and recording, there is an additional fee of \$3,000.

Web Banner on NSGC.org Website

Your banner will be posted for a (3) month period, on a quarterly basis and can be placed on one select page of sponsor's choosing. Exposure to over 19,000 monthly visitors. Banners will appear on the following webpages:



- <https://www.nsgc.org/About/About-NSGC>
- <https://www.nsgc.org/About/Reach-NSGC-Member>
- <https://www.nsgc.org/About/About-Genetic-Counselors>
- <https://www.nsgc.org/About/Job-Connection>
- <https://www.nsgc.org/About/Awards-Grants>
- <https://www.nsgc.org/Members/Member-Benefits>
- <https://www.nsgc.org/Members/State-Chapters>
- <https://www.nsgc.org/SIG>
- <https://www.nsgc.org/Members/Student-Corner>
- <https://www.nsgc.org/podcasts>
- <https://www.nsgc.org/Research-and-Publications/Professional-Status-Survey>

Perspectives in Genetic Counseling Advertising

Perspectives in Genetic Counseling is NSGC's official content hub that offers relevant and cutting-edge information in the field of genetic counseling, as well as news from NSGC. Articles fall into four main categories: Genetic Counselor Insights, Latest Trends, Research & Education, and NSGC News.

Sponsored Article in Perspectives

Perspectives in Genetic Counseling is NSGC's official content hub that offers relevant and cutting-edge information in the field of genetic counseling, as well as news from NSGC. Content categories include research, clinical practice, education, and career & workplace.

- Specs: 700-900 Words.
- Content needs to be focused on a genetic counselor audience and provide thought leadership, not direct product promotion.
- Marketing for article includes (1) social media post (LinkedIn and Facebook) and article inclusion in the Perspectives spotlight monthly newsletter.
- Article will include disclaimer text that "Article authored and provided by COMPANY NAME as part of a paid partnership with NSGC.
- Content subject to NSGC Editorial review and approval before publishing.

Monthly Banner Ad on Perspectives

- Specs: 1000x125 pixels
- Exclusive sponsorship
- Have your company's banner ad featured on the home page of Perspectives for one month.
- Available for a single distribution, NSGC will provide approximately 2,500 opt-in NSGC member mail contacts to a mailing house on your behalf for a one-time mailing distribution.
- Sponsor must sign a terms of use agreement before receiving the list.

Full Page Ad in "Best Of" Yearly PDF Issue on Perspectives - \$5,000

Contribute a full-page ad for inclusion in the Best-of Perspectives PDF issue that is released each fall before the NSGC Annual Conference.

- Specs: 8.5" x 11"
- Limited quantities available

Annual Conference Benefits

Full Conference Registration: Complimentary full conference registration(s) includes access to NSGC's education sessions (pre-conference sessions excluded), the exhibit hall, and networking events. Valued at \$750 per pass. For use in 2024.

Signage Recognition: As a thank you for your sponsorship with NSGC, your company logo will be placed on sponsor signage throughout Annual Convention in high-visibility areas.

Exhibitor Priority Points

- Based on sponsor level, priority points are used towards placement in the Annual Conference Exhibit Hall (show floor/exhibit hall). For use in 2025.
- Note: This will apply only if the sponsorship is executed prior to Annual Conference space selection, typically done in the spring. After that, all space will be available on a first-come, first-serve basis.



Recognition During Opening Remarks: Verbal and Logo recognition from the podium during Opening Remarks of General Plenary Session.

Sponsor Ribbons: Stand out by identifying your company's attendees as an important sponsor of the NSGC Annual Conference. Sponsor badge ribbons are special accessories you can attach to your badge that will be delivered to your booth by NSGC staff.