

## Premier Sponsor Benefits

### Year Round Offerings

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#### Listing in NSGC's Monthly Industry Insights

Industry Insights is a monthly e-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.

- Industry Insights goes out monthly and has an average open rate of 40%. There are max of (7) listings per bulletin.
- Sponsor to provide content and logo. Content not to exceed 500 characters.

#### Direct Send Member Email

Send your message to the inbox of NSGCs 5000+ members. Content can include product announcements, member surveys, upcoming events, clinical trials, job openings, etc.

- 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.
- Can include content such as new product announcements and member surveys.
- Limited quantities available, typical distribution of member e-blasts is (2) per month. Priority is given to Premier Sponsors.

#### Web Banner on NSGC.org Website

- Specs: 1000 x 200 pixels
- 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.
- Web banner posted on NSGC's website will give you exposure to over 19,000 monthly visitors. Banners will appear on the following webpages:
  - [About NSGC](#)
  - [Reach NSGC Members](#)
  - [About Genetic Counselors](#)
  - [NSGC Job Connection](#)
  - [Awards, Fellowships, and Grants](#)
  - [Member Benefits](#)
  - [State Chapters](#)
  - [Special Interest Groups \(SIGs\)](#)
  - [Student Corner](#)
  - [NSGC Podcast](#)
  - [Professional Status Survey \(PSS\)](#)

#### Mailing List Rental

Reach your target audience of engaged Genetic Counselors by purchasing our mailing list that can be segmented in a variety of ways.

- 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.

#### Webinar Promotional Package

Do you have educational content that would be of interest to the GC community? 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 5,000+ members.

- Sponsor must notify NSGC (2) months before webinar to secure dates of promotions and must adhere to any CEU application standards and deadlines.
- Waived CEU Application Fee (note sponsor is still responsible for all CEU fees outside of application)
- Marketing Deliverables include:
  - (2) promotional emails distributed by NSGC (drafted by NSGC using sponsor-provided information in a templated format)
  - (2) posts on NSGC's social media channels (Facebook, X). Opportunity to provide text, must be approved by NSGC.

## Premier Sponsor Benefits Annual Conference Offerings

### 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.

### Signage Recognition

- As a thank you for your year-round sponsorship with NSGC, your company logo will be placed on sponsor signage throughout the 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).
- 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 recognition from the podium during
- Logo displayed prominently during the Opening Remarks

### 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.

	Silver (\$5,000)	Gold (\$15,000)	Platinum (\$25,000)	Diamond (Custom)
<b>Annual Conference Benefits</b>				
Exhibitor Priority Points	2	4	6	8
Full Conference Registration	1	2	3	4
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
<b>Year Round Benefits</b>				
Perspectives: Logo Recognition in "Best Of"	x	x	x	x
Premier Sponsor Listing (NSGC.org)	x	x	x	x
Direct Send Member Email	1	2	3	4
Listing in Monthly <i>Industry Insights</i>	1	2	3	4
Mailing List Rental		x	x	x
Webinar Promotional Package			x	x
Web Banner <a href="https://www.nsgc.org">NSGC.org</a> (3 Months)			x	x
More Custom Options				x

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<https://www.nsgcsponsors.org/premier-sponsorship-program/>