

## SIO Product Launch Packages

### Standard Package | \$35,000

- One (1) 60-minute webinar/roundtable
  - Company to suggest up to three (3) physician speaker(s)
  - SIO to host registration, speaker management, and virtual platform
  - Includes SIO standard marketing for the event: Two (2) email blasts promoting webinar, corresponding social media advertising, and two (2) highlights in **IO Insights**
- Two (2) email blasts to SIO database and one (1) social media post on all SIO social media channels
- One (1) sponsored story content in **IO Insights**
- One (1) 728x90 banner ad on SIO membership page for 90 days upon contract signature

### Grow Package | \$50,000

- One (1) 60-minute webinar/roundtable
  - Company to suggest up to three (3) physician speaker(s)
  - SIO to host registration, speaker management, and virtual platform
  - Includes SIO standard marketing for the event:
    - Two (2) email blasts promoting webinar, corresponding social media advertising, and two (2) highlights in **IO Insights**
  - On-demand replay in IO University
- Three (3) email blasts to SIO database and two (2) social media posts
- Two (2) sponsored stories in **IO Insights**
- One (1) 728x90 banner ad on SIO membership page for 6 months upon contract signature

### Premiere Package | \$70,000

- SIO Premiere Industry Partner Membership (a \$25,000 value)
- One (1) 60-minute webinar/roundtable
  - Company to suggest up to three (3) physician speaker(s)
  - SIO to host registration, speaker management, and virtual platform
  - Includes SIO standard marketing for the event:
    - Two (2) email blasts promoting webinar, corresponding social media advertising, and two (2) highlights in **IO Insights**
  - On-demand replay in IO University
- Up to four (4) email blasts to SIO database and three social media posts
- Two (2) sponsored story content in **IO Insights**
- One (1) banner advertisement on SIO membership page for nine months upon contract signature

***\*SIO reserves the right to approve all speakers, sponsor content, and dates. Blackout dates may apply to select deliverables.***

### Contact Us

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