



Digital Days

July 28-30, 2020

Premier Title Sponsorship

Highlighted as Premier Title sponsor in all marketing materials.

Brella digital platform inclusions:

- Listed first in Sponsor booth tab with custom category and largest virtual booth logo.
- Opportunity to schedule and conduct 1:1 virtual meetings.
- Virtual booth with dedicated Sponsor chat area.
 - Content material in virtual booth including but not limited to videos, marketing materials, product demos etc.
- Company listing including Sponsor logo and call-to-action message featured in attendee match section.
- Post-show engagement report including data on attendee interaction with Sponsored elements

NBJ Summit Digital Days Premier Title Sponsorship \$20,000

- Prominent Sponsor logo exposure through pre-conference marketing, NBJ Summit website, digital event platform, presentation slide deck/graphics package, social media, digital registration page, and advertisements.
- Sponsor logo will be featured on the top header image on NBJ Summit website homepage, plus featured on top header image on the NBJ Summit digital registration page.
- Sponsor to receive (1) exclusive social media post via LinkedIn promoting NBJ Summit Digital Days and Sponsor
- Top-Tier Brella Platform Inclusions:
 - Sponsor will receive all Brella inclusions plus additional elements for maximum exposure.
 - Sponsor will be featured with exclusive category and listed first as the "Official Premier Title Sponsor" in the Brella platform.
 - Sponsor to receive (2) additional push notifications each day with a call-to-action to setup 1:1 meetings, learn more about Sponsor's business offerings and more.
 - Sponsor has opportunity to create push notification copy and choose notification times.
 - Sponsor to receive (2) additional text ads each day with a call-to-action to setup 1:1 meetings, learn more about Sponsor's business offerings and more.
 - Sponsor has opportunity to create text ad copy and choose ad display times.
- Sponsor will have a "Premier Title Sponsor" channel on the main "Stream" tab within the Brella Platform. Opportunity to include company video in this "Stream" tab for sponsor recognition.
 - "Stream" tab is where all presentations will be streamed and where attendees will visit to view modules, content etc..
- Exclusive sponsorship opportunity.



New Hope
NETWORK

By Informa Markets

Networking Sponsorship

Highlighted as Networking Sponsor in all marketing materials.

Brella digital platform inclusions:

- Listed below Premier Title Sponsor in Sponsor booth tab with custom category and largest virtual booth logo.
- Opportunity to schedule and conduct 1:1 virtual meetings.
- Virtual booth with dedicated Sponsor chat area.
 - Content material in virtual booth including but not limited to videos, marketing materials, product demos etc.
- Company listing including Sponsor logo and call-to-action message featured in attendee match section.
- Post-show engagement report including data on attendee interaction with Sponsored elements.

Networking Sponsorship \$15,000

- Recognition as the Networking Sponsor.
- Prominent Sponsor logo exposure through pre-conference marketing, NBJ Summit website, digital event platform, presentation slide deck/graphics package, social media, digital registration page, and advertisements.
- Sponsor will be featured with exclusive category and listed as the "Official Networking Sponsor" in the Brella platform and on NBJ Summit website.
- Sponsor to be recognized in (11) estimated push notifications; (1) prior to each networking break. Notifications will include reminder for attendees to network with Sponsoring company.
 - NBJ Summit to create push notification on Sponsor's behalf.
- (3) Pre-show emails featuring Brella platform introduction/tutorial with Sponsor recognition.
- (1) Post-show email featuring reminder of continued networking through Brella platform with Sponsor recognition.
- Sponsor to receive (1) exclusive social media post via LinkedIn promoting NBJ Summit Digital Days and Sponsor.
- Exclusive sponsorship opportunity.



Platinum Sponsorships

Highlighted as Platinum Sponsor in all marketing materials.

Brella digital platform inclusions:

- Listed below Networking Sponsor in Sponsor booth tab with largest virtual booth logo.
- Opportunity to schedule and conduct 1:1 virtual meetings.
- Virtual booth with dedicated Sponsor chat area.
 - Content material in virtual booth including but not limited to videos, marketing materials, product demos etc.
- Featured in (1) push notification per day promoting Sponsor booths and conducting 1:1 meetings.
- Post-show engagement report including data on attendee interaction with Sponsored elements.

PQAA Digital Event Sponsorship \$20,000

- Recognition as a Platinum Sponsor.
- Prominent Sponsor logo exposure through pre-conference marketing, NBJ Summit website, digital event platform, presentation slide deck/graphics package, social media, digital registration page, and advertisements.
- Opportunity for Sponsor to choose up to (25) top VIP attendees to attend PQAA Digital Event for an exclusive curated Port tasting networking event.
 - Opportunity for event to include up to 50 VIP attendees total.
- Every attendee will receive an individual bottle of Port with a customized box and/or glass with NBJ Summit and Sponsors logo prior to the event.
 - Opportunity for Sponsor to include a personalized note in each gift attendee receives.
- Port Expert to lead the group through a live Port Tasting/networking event with introduction from the Sponsors.
 - NBJ Summit to source Port Expert.
- Sponsors to receive virtual event attendee registration data for post-show lead generation.
- Non-exclusive sponsorship opportunity.

Digital Davos Sponsorship \$17,500

- Recognition as a Platinum Sponsor.
- Prominent Sponsor logo exposure through pre-conference marketing, NBJ Summit website, digital event platform, presentation slide deck/graphics package, social media, digital registration page, and advertisements.
- Recognition as the "Official Digital Davos Sponsor of NBJ Summit Digital Days".
- Digital Davos event will be invitation only and include a highly targeted group of VIP CEO's in the industry to gather for a curated networking experience.
- Opportunity includes personalized wine box and/or wine glass with NBJ Summit and Sponsor logos, with individual bottle of wine sent to attendees prior to the event.
 - Opportunity for Sponsor to include a personalized note in each gift attendee receives.
- Sponsor to assign 1-2 company representatives to act as moderator(s) and lead a networking discussion group focused around specific topic.
- NBJ Summit team will assist with the curation of targeted CEO audience to join the Sponsor led discussion group for development of new connections and thought leadership.
- Sponsor to receive virtual event attendee registration data for post-show lead generation.
- Non-exclusive sponsorship opportunity.



Gold Sponsorships

Highlighted as Gold Sponsor in all marketing materials.

Brella digital platform inclusions:

- Listed under Platinum Sponsors with Sponsor logo.
- Opportunity to schedule and conduct 1:1 virtual meetings.
- Virtual booth with dedicated Sponsor chat area.
 - Content material in virtual booth including but not limited to videos, marketing materials, product demos etc.
- Featured in (1) push notification per day promoting Sponsor booths and conducting 1:1 meetings.
- Post-show engagement report including data on attendee interaction with Sponsored elements.

Digital Module Sponsorship

\$15,000

- Prominent Sponsor logo exposure through pre-conference marketing, NBJ Summit website, digital event platform, presentation slide deck/graphics package, social media, digital registration page, and advertisements.
- Sponsor logo included with all promotions of the selected Digital Module session.
- Creation of a 30-second Sponsor content-based video in collaboration with NBJ Summit team that will represent Sponsor's thought leadership around the Module theme.
 - Video will be incorporated into marketing materials and/or overall presentation for Sponsor recognition and will align with content/theme.
 - Video to be shot and edited by New Hope Network.
 - Opportunity for Sponsor to use the video in an evergreen application.
- Sponsor to assign 1-2 company representatives to act as moderator(s) and lead a networking breakout session focused around Module theme.
 - NBJ Summit team will assist with the curation of registered targeted audience to join the Sponsor led breakout session for development of new connections and lead generation.
 - Breakout session to occur at the end of Module after content is completed.
- Sponsor to receive Module session slide deck and recording.
- Sponsor to receive Module session attendee registration data for post-show lead generation.
- Exclusive sponsorship opportunity per Module.
 - Module themes available for sponsorship:
 - The State and Future of the Nutrition Industry: The Opportunities and Challenges Impacting Growth and Longevity, Category by Category
 - COVID Lessons: How a Pandemic Can Help the Nutrition Industry Plan, Grow and Change How Consumers Approach Health
 - Our Immune Response: A Science-Driven Approach to Wellness
 - Science for Good: Updating the Innovation and Product Development

Virtual Meditation Sponsorship

\$10,000

- Recognition as a Gold Sponsor.
- Prominent Sponsor logo exposure through pre-conference marketing, NBJ Summit website, digital event platform, presentation slide deck/graphics package, social media, digital registration page, and advertisements.
- (2) Virtual meditation sessions lead by instructor that will include graphics package featured on video with Sponsor Logo.
 - Virtual meditation sessions will occur between each Module session per day.
- Opportunity for Sponsor to provide branded backdrop materials for meditation instructor to have displayed during virtual meditation session.
- Opportunity for Sponsor representative to be featured in video to kick-off meditation session with a short welcome and to introduce instructor.
 - Virtual meditation session will be pre-recorded around one week prior to event.
 - Video to be shot and edited by New Hope Network to collaboration with Sponsor and instructor.
- Opportunity for Sponsor to source meditation instructor.
 - NBJ Summit will provide instructor if Sponsor declines to provide one.
- Exclusive sponsorship opportunity.

Audience Polling Sponsorship

\$12,500

- Recognition as a Gold Sponsor.
- Prominent Sponsor logo exposure through pre-conference marketing, NBJ Summit website, digital event platform, presentation slide deck/graphics package, social media, digital registration page, and advertisements.
- Sponsor to receive exposure during an estimated (8) audience polling sessions.
 - Polling to occur before and after all four NBJ Summit Digital Days Module sessions.
- Sponsor logo featured on polling platform within Brella featuring content-based audience polling questions and responses.
 - Attendees can access polling on their mobile phones or computers.
- Opportunity to submit (2) questions, (1) per day that will be featured at the beginning of the first module to act as an "Ice Breaker" question to kick-off polling.
 - Questions are subject to Show Management approval, must be relevant to content.
- Opportunity to interact with NBJ Summit Digital Days attendee audience via polling chat area in response to your polling questions.
- Sponsor to receive polling question response data post event.
- Exclusive sponsorship opportunity.