

CONFERENCES THAT DELIVER

World Congress offers unique content and contacts that are unmatched by any other conference or event organizer.



W O R L D C O N G R E S S **2017 PROSPECTUS**

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We View Sponsors As Our Partners



Concierge Service to Help You:

- Reach your target audience before, during, and after the face-to-face experience
- Gain direct and personal access to potential clients
- Maximize your investment by making new connections and developing relationships
- Organize face-to-face meetings
- Consult as your editorial content advisor
- Create an experience that matches your goals with the market's needs
- Obtain leads and a positive ROI

Specific partnership opportunities with World Congress are designed to best meet the needs of each client.

We work together to create a worthwhile investment.

Examples of participation from sponsors include, but are not limited to:

- Topic-matter expertise
- Exhibits
- Discussion group leaders
- Presentation Opportunities — Panel roles, custom market insight sessions, moderator roles, and breakfast/lunch sessions
- Reception sponsorship
- Summit hosts
- Webinars and Whitepapers

Why You Should Sponsor



POSITION
your company
as a leading
solutions and
service provider

MEET
your market

SHOWCASE
new technology
innovations

INCREASE
brand awareness

GENERATE
leads and new
business

DEVELOP
new and
current client
relationships

Sponsorship Opportunities Designed to Raise Your Profile and Ensure You Meet Your Target Market

Enhance your sponsorship level or choose from the unique opportunities below.

Sponsorship Level	Description	<i>Prices are subject to change based on conference size</i>
<p>EXCLUSIVE Lead Presenting Sponsor</p>	<ul style="list-style-type: none"> • Keynote position for senior executive (panel or moderator) • Second speaking opportunity with client(s) • Chairperson role for one day • Content collaboration with World Congress producer • Host your choice of hospitality event (e.g. breakfast, lunch, coffee break or evening reception) open to all attendees – Includes color poster, tent cards, napkins with logos, and extra table next to food service during the refreshment break • 10 free registration passes • 5 client passes (must not already be registered) • Audience development campaign 	<ul style="list-style-type: none"> • Unlimited vouchers for discounted registration fee for prospects or clients • 20' x 8' Exhibit • Logo displayed on appropriate marketing communication pieces • 50-word company overview in the brochure • Logo placement on the brochure cover • Assistance with press release language development and distribution • Reciprocal website links • One pre-conference email • One set of post-conference mailing labels • One white paper email broadcast • Wish List up to 10 requests for facilitated introductions
<p>Gold Corporate Sponsor</p>	<ul style="list-style-type: none"> • Choice of Keynote position for senior executive (panel or moderator) or Breakout Speaking Opportunity with client(s) • Chairperson role for one day • Content collaboration with World Congress producer • Host your choice of hospitality event (e.g. breakfast, lunch, coffee break or evening reception) open to all attendees – Includes color poster, tent cards, napkins with logos, and extra table next to food service during the refreshment break • 8 free registration passes • 4 client passes (must not already be registered) • Audience development campaign 	<ul style="list-style-type: none"> • Unlimited vouchers for discounted registration fee for prospects or clients • 20' x 8' Exhibit • Logo displayed on appropriate marketing communication pieces • 50-word company overview in the brochure • Logo placement on the brochure cover • Assistance with press release language development and distribution • Reciprocal website links • One pre-conference email • One set of post-conference mailing labels • One white paper email broadcast • Wish List up to 10 requests for facilitated introductions
<p>Silver Corporate Sponsor</p>	<ul style="list-style-type: none"> • Speaking opportunity with client(s) • Content collaboration with World Congress producer • Host your choice breakfast open to all attendees – Includes color poster, tent cards, napkins with logos, and extra table next to food service during the refreshment break • 3 free registration passes • 3 client passes (must not already be registered) • Audience development campaign • Unlimited vouchers for discounted registration fee for prospects or clients 	<ul style="list-style-type: none"> • 10' x 8' Exhibit • Logo displayed on appropriate marketing communication pieces • 50-word company overview in the brochure • Logo placement on the brochure cover • Assistance with press release language development and distribution • Reciprocal website links • One pre-conference email • One set of post-conference mailing labels • One white paper email broadcast • Wish List up to 5 requests for facilitated introductions

Sponsorship Level	Description <i>Prices are subject to change based on conference size</i>	
INVITATION-ONLY Function with Booth: Breakfast, Lunch, OR Dinner	<ul style="list-style-type: none"> • Day One, Invitation-Only Dinner for 10-15 Targeted Conference Attendees (including sponsor prospects) • World Congress will do the following; <ul style="list-style-type: none"> * Invite and confirm participants * Provide hosting support through an assigned World Congress staff member * Catering/Room Fees/LCD Projector and Microphone • Opportunity to make host remarks • 4 free registration passes (additional support for executives available at a discounted price) • Audience development campaign • Unlimited vouchers for a discounted price for prospects or clients 	<ul style="list-style-type: none"> • Logo displayed on appropriate marketing communication pieces • 50-word company overview in the brochure • Logo placement on the brochure cover • Assistance with press release language development and distribution • Reciprocal website links • One pre-conference email • One set of post-conference mailing labels • One white paper email broadcast • Wish List up to 5 requests for facilitated introductions <p>* <i>All Food and Beverage Will Be Ordered and Managed By World Congress</i></p>
Educational Underwriter with Booth	<ul style="list-style-type: none"> • Speaking opportunity with client(s) • Content collaboration with World Congress producer • 3 free registration passes • Audience development campaign • Unlimited vouchers for a discounted price for prospects or clients • 10' x 8' Exhibit • Logo displayed on appropriate marketing communication pieces 	<ul style="list-style-type: none"> • 50-word company overview in the brochure • Logo placement on the brochure cover • Assistance with press release language development and distribution • Reciprocal website links • One pre-conference email • One set of post-conference mailing labels • One white paper email broadcast • Wish List up to 5 requests for facilitated introductions
Function with Booth: Breakfast OR Lunch (open to all attendees)	<ul style="list-style-type: none"> • Day One lunch or Day Two breakfast for all attendees and speakers • If a lunch is chosen, primary speaking position with a client during lunch • World Congress will do the following; <ul style="list-style-type: none"> * Invite and confirm participants * Provide hosting support through an assigned World Congress staff member * Catering/Room Fees/LCD Projector and Microphone • Opportunity to make host remarks • 4 free registration passes (additional support for executives available at a discounted price) • Audience development campaign • Unlimited vouchers for a discounted price for prospects or clients 	<ul style="list-style-type: none"> • Logo displayed on appropriate marketing communication pieces • 50-word company overview in the brochure • Logo placement on the brochure cover • Assistance with press release language development and distribution • Reciprocal website links • One pre-conference email • One set of post-conference mailing labels • Wish List up to 5 requests for facilitated introductions • One white paper email broadcast <p>* <i>All Food and Beverage Will Be Ordered and Managed By World Congress</i></p>



The World Congress team is here to help —
 To learn more about World Congress programming and sponsorship, please visit worldcongress.com/events

Sponsorship Level	Description <i>Prices are subject to change based on conference size</i>	
Cocktail Reception Sponsor with Exhibit Booth	<ul style="list-style-type: none"> Day One Cocktail Reception featuring hot and cold hor d'oeuvres 4 free registration passes (additional support for executives available at a discounted price) Audience development campaign Unlimited vouchers for a discounted price for prospects or clients Logo displayed on appropriate marketing communication pieces 50-word company overview in the brochure Logo placement on the brochure cover 	<ul style="list-style-type: none"> Assistance with press release language development and distribution Reciprocal website links One pre-conference email One set of post-conference mailing labels One white paper email broadcast Choice of custom drink or food station Wish List up to 5 requests for facilitated introductions <p>* <i>All Food and Beverage Will Be Ordered and Managed By World Congress</i></p>
Educational Underwriter	<ul style="list-style-type: none"> Speaking Opportunity with client(s) Content Collaboration with World Congress producer 3 free registration passes Audience development campaign Unlimited vouchers for a discounted price for prospects or clients Logo Displayed on appropriate marketing Communication Pieces 	<ul style="list-style-type: none"> 50-word company overview in the brochure Logo placement on the brochure cover Assistance with press release language development and distribution Reciprocal website links One pre-conference email One set of post-conference mailing labels One white paper email broadcast Wish List up to 5 requests for facilitated introductions
Lead Generation Option 1 – Turn-Key Webinar Program		
Webinar Program <i>Investment Levels: Single Webinar</i>	<p>Client is responsible for:</p> <ul style="list-style-type: none"> Topic selection and all session and content-related details Speakers and speaker recruitment – Client will organize a panel of speakers ideally to include at least one client perspective One white paper email broadcast Wish List up to 5 requests for facilitated introductions 	<p>World Congress is responsible for designing marketing materials to effectively promote the webinar including:</p> <ul style="list-style-type: none"> A maximum of four email broadcasts to your target audience Provide the ability to have reciprocal links to the webinar on your website Provide weekly / bi-weekly updates on one white paper downloads with FULL contact information (name, company, title, address, email address and phone number) Identify and introduce sponsor / presenter(s) at the start of the program Act as moderator and coordinate Q&A session Provide a complete list of registrants post-webinar with their full contact information Provide a recording and delivery of the event for your archives Provide archived access to the webinar on the World Congress website for 3 months for 24/7 on-demand viewing
White Paper Program <i>Investment Levels: White Paper Thought Leadership</i>	<p>Client is responsible for:</p> <ul style="list-style-type: none"> White papers, surveys or research results in PDF format. Client may change white paper content at any time during the contract period at no extra charge. 	<p>World Congress is responsible for designing marketing materials to effectively promote the whitepapers including:</p> <ul style="list-style-type: none"> A maximum of 4 email broadcasts to your target audience with white paper summary and your corporate logo (hyperlinked to your website) over a 90-day period Promotion on the World Congress website with a 50 word synopsis and your corporate logo (hyperlinked to your website). Ability to have a reciprocal link to the white paper from your website Provide a complete list of downloads post-broadcast with their FULL contact information (name, company, title, address, email address and phone number) White paper will remain on the World Congress website for 4 months

Sponsorship Level	Description	<i>Prices are subject to change based on conference size</i>
Exhibit	<ul style="list-style-type: none"> • 8'x10' Exhibit • Table, 2 chairs, electricity • 2 free registration passes (staff only passes a discounted price if needed) • Audience development campaign • Unlimited vouchers for a discounted price for prospects or clients • Logo displayed on appropriate marketing communication pieces • 50-word company overview in the brochure • Logo placement on the brochure cover 	<ul style="list-style-type: none"> • Assistance with press release language development and distribution • Reciprocal website links • One pre-conference email • One set of post-conference mailing labels • Wish List up to 5 requests for facilitated introductions
Associate Sponsorship	<ul style="list-style-type: none"> • 2 free registration passes (additional passes a discounted price if needed) • Audience development campaign • Unlimited vouchers for a discounted price for prospects or clients • Logo displayed on appropriate marketing communication pieces • 50-word company overview in the brochure • Logo placement on the brochure cover • Assistance with press release language development and distribution 	<ul style="list-style-type: none"> • Reciprocal website links • One pre-conference email • One set of post-conference mailing labels • Wish List up to 5 requests for facilitated introductions

Branding Items Available — Contact World Congress for Details

• <i>Canvas Briefcases</i>	• <i>Wireless Internet</i>
• <i>USB Memory Storage Devices</i>	• <i>Lanyards</i>
• <i>Portfolio Notepad Organizers</i>	• <i>Stand-up Floor Banners</i>
• <i>Chair Drops</i>	• <i>Registration Distribution</i>
• <i>Food/Drink Station in Networking Hall</i>	• <i>Ad Specialty & Promotional Items</i>

About World Congress

World Congress provides thought-provoking, timely consulting, research, and advisory services to advance the health care and life sciences industries. Through our educationally focused events, we convene CEOs and senior-level executives from all segments of the health care and life sciences industries.

