

Sponsorship Benefits Descriptions

Sponsored Webinar Promotion

- Host your own educational webinar and have it promoted through NSGC's marketing channels, including two **(2)** promotional emails, one **(1)** Twitter post, and one **(1)** Facebook post.
- *Sponsor is responsible for hosting and administering the webinar and applying for any CEUs for attendees.*
- *Sponsor must notify NSGC two **(2)** months prior to webinar to secure dates of promotions and must adhere to any CEU application standards and deadlines.*

New Product Announcement

- Announce a new product and have it featured on the NSGC website for up to three **(3)** months. Sponsor to provide NSGC with a web banner or graphic and link to URL of your choosing.
- *Sponsor also receives inclusion in one **(1)** issue of NSGC Link, NSGC's member e-newsletter with an outstanding average open rate of **45%**, generating amazing traffic to view your new product or service.*

Listing in Dates & Deadlines

- NSGC will feature your company's name and logo up to three **(3)** times throughout the year in NSGC's *Dates & Deadlines* sent out at the beginning of each month to nearly **5,000** members.
- *Dates & Deadlines* has an average open rate of **42%**.
- Sponsor to choose three **(3)** non-consecutive months throughout the year; first time, first served.

Listing in Advertising Bulletin

- Two **(2)** featured listings in NSGC's *Advertising Bulletin*. Your featured content and company logo will be the first listing on the monthly advertising email, which has an average **40%** open rate.
- *Sponsor to provide content; not to exceed **500** characters.*

Web Banner

- Web banner on NSGC's website will give you exposure to over **19,000** monthly visitors.
- *Your banner will be posted for a three **(3)** month period, on a quarterly basis, and is chosen for placement on a first come, first served basis. [See example here](#)*

Mailing List Rental

- 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.
- *All mailings must be sent by a third party mailing house who will receive the address list directly from NSGC. Printing, postage, and shipping are at sponsor's expense.*

Full Conference Registration

- One **(1)** complimentary full conference registration includes access to sessions (pre-conference symposia excluded), the Exhibitor Suite, and networking events.

Education Breakout Session

- Sponsor an educational breakout session at the Annual Conference. Your company's name and logo will be featured in collateral and on applicable signage.
- *Session schedule will be available in **May 2023** and all sponsored sessions must be confirmed by **August 2, 2023** in order to be featured in printed material. All session speakers and content will be predetermined by NSGC.*

Membership Survey

- Gain valuable insight from genetic counselors and others in the genetics and genomics fields.
- *Sponsor to develop and prepare a survey that NSGC will send out to the membership on your behalf to help you better understand your customer base. Survey must be branded with company logo and content is subject to NSGC approval.*

NSGC Member Email

- Send your message directly to the inboxes of our **4,000+** members.
- *Sponsor to provide HTML and coordinate distribution date with NSGC.*

Session Area Sponsorship

- Share your message and promote your company as attendees head to breakout rooms.

Priority Points

- Based off sponsor level, priority points are used towards placement in the Annual Conference Exhibitor Suite (show floor/exhibit hall).