

With Understanding Comes Calm brings you...



# 2 Days of 2e Virtual Conference

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*Bringing Out the Best and Raising Self-Esteem in Gifted and 2e Individuals*

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## STATISTICS

While most of our attendees come from the US, we also had attendees from throughout the world.

Some examples are the Netherlands, Canada, the UK, Japan, Brazil, Italy, Singapore, Puerto Rico, Norway, Australia, Israel, New Zealand and Egypt.



## TYPES OF ATTENDEES

Many different kinds of people attend our events. Attendees include parents, educators, and clinicians.

# SPONSORSHIP LEVELS & PRICING

Below are the sponsorship options available to you for this event. Participation this year locks in your pricing for next year. Benefits for each level are detailed on the next page.

**01** CHAMPION

**02** ADVOCATE

**03** RESOURCE

## ADDITIONAL ADVERTISING OPTIONS:

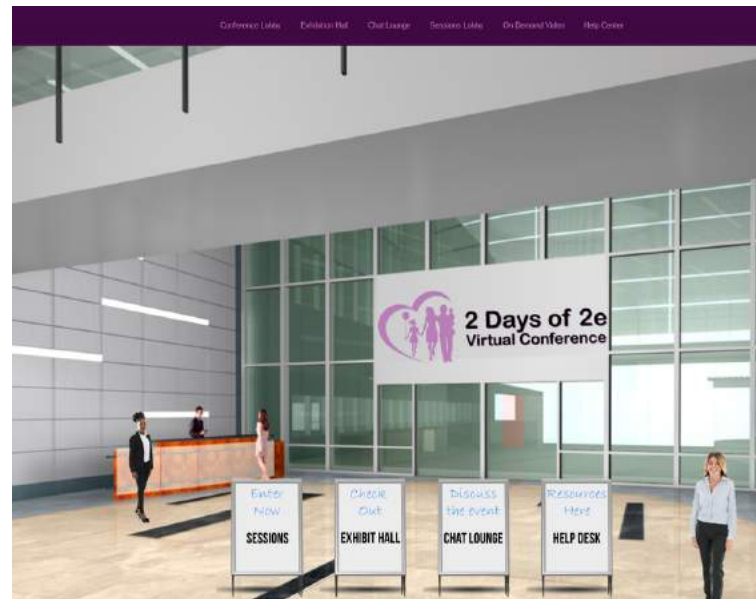
**01** AD SPOT  
\$250/per (add-on only)

**02** NEWSLETTER  
SPONSORSHIP  
\$225/per

What is a **'booth'**?

Just like in-person events, virtual events often offer booths in a virtual exhibit hall. For this event, all levels include:

- Your logo/link to your website
- Visitor leads
- Ask a question button
- Social media promotion
- Exposure to the community for the full show and on-demand period



2 DAYS OF 2E CONFERENCE LOBBY

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## SPONSORSHIP DETAILS (CONT)

### 03 RESOURCE - \$500

BOOTH (LOGO, LINK)  
50 GUARANTEED EVENT LEADS  
EMAIL BOOTH CHAT  
SOCIAL MEDIA PROMOTION  
CLICKABLE/DOWNLOADABLE ITEMS IN BOOTH  
EXPOSURE TO THE COMMUNITY FOR THE FULL SHOW AND ON-DEMAND PERIOD

### 02 ADVOCATE - \$1,500

BOOTH (MAX 10 DOWNLOADABLE ASSETS)  
200 GUARANTEED EVENT LEADS  
FREE REGISTRATION TO GIVE AWAY  
SPONSORED SESSION (1, FIRST COME, FIRST SERVED; LEAD GEN)  
~45 SEC VIDEO AD SPOT  
GIVEAWAY PRIZE  
SOCIAL MEDIA PROMOTION  
LOGO ON EVENT EMAILS (LINKED TO SITE/BLOG/BOOK/ETC.)  
THANK YOU IN OPENING KEYNOTE SLIDE  
LIVE BOOTH CHAT / ON-DEMAND EMAILED QUESTIONS  
ON-DEMAND PROMOTIONS  
EXPOSURE TO THE COMMUNITY FOR THE FULL SHOW AND ON-DEMAND PERIOD

# SPONSORSHIP DETAILS

## 01 CHAMPION - \$2,500

LOGO IN THE CONFERENCE LOBBY  
LOGO ON SPEAKER BIO SLIDES  
BOOTH (UNLIMITED DOWNLOADABLE ASSETS)  
5 FREE REGISTRATIONS TO GIVE AWAY  
300 GUARANTEED EVENT LEADS  
IN-BOOTH SESSION (1, MAX DURATION 15 MINUTES, SHOWN ON SCHEDULE)  
SPONSORED SESSION (IF AVAILABLE, 1, FIRST COME, FIRST SERVED; LEAD GEN)  
3X ~45 SEC VIDEO AD SPOTS  
3 GIVEAWAY PRIZES  
LIVE BOOTH CHAT / ON-DEMAND EMAILED QUESTIONS  
LOGO ON EVENT EMAILS (LINKED TO SITE/BLOG/BOOK/ETC.)  
THANK YOU IN OPENING KEYNOTE SLIDE  
THANK YOU MENTION IN OPENING AND CLOSING PRESENTATIONS  
INTERVIEW SESSION WITH CONFERENCE PRODUCER, JULIE SKOLNICK  
SOCIAL MEDIA PROMOTION  
ON-DEMAND PROMOTIONS  
EXPOSURE TO THE COMMUNITY FOR THE FULL SHOW AND ON-DEMAND PERIOD