

YEAR-ROUND
OPPORTUNITIES
2020

GAIN VALUABLE YEAR-ROUND EXPOSURE!

Premier Sponsorship Packages and Benefits — Reach NSGC members throughout 2020!

The NSGC Premier Sponsorship program is designed to maximize your visibility to our audience of genetic counselors on a year-round basis. All Premier Sponsors will receive core benefit offerings in addition to benefits of the package selected. Act now to secure your involvement in this high-visibility program!

- Create a cohesive message to genetic counselors year-round
- Schedule benefits to meet your marketing goals
- Remain top-of-mind to this sought after audience



Diamond Package

The Diamond Package is for partners who would like to create a custom package to better fit their sponsorship needs.

Contact **Emily Marxer** at emarxer@nsgc.org for more information.

Platinum Package

\$20,000

Choice of One (1):

Gold Package

\$10,000

Choice of one (1):

Silver Package

\$5,000

Core Benefit Offerings

- **Advertisement:** Premier Sponsors will be recognized in an advertisement developed by NSGC to be placed in the Q4 issue of *Perspectives in Genetic Counseling*. Sponsor agreement must be signed by March 30, 2020, to receive benefit.
- **Annual Conference:** Premier Sponsors receive:
 - One (1) complimentary full conference registration
 - Verbal recognition from the podium during the opening session
 - Logo displayed prominently at the opening session
 - Sponsor ribbons to wear during the conference
- **Online Vendor Listing:** A featured listing on NSGC's website throughout the entire year. Each listing includes:
 - Company logo
 - Direct link to your website
 - 35-word company description
 - Listing of up to five (5) products or services and contact information for prospective buyers

Sponsorship Package Offering Descriptions

Hover your mouse over each listed item to view additional information.

YEAR ROUND A LA CARTE OFFERINGS

A La Carte advertising opportunities

Advertise Through NSGC's Quarterly Digital Publication - Perspectives in Genetic Counseling

Perspectives in Genetic Counseling is NSGC's members-only digital magazine distributed quarterly to more than 4,000 genetic counselors. This interactive publication features in-depth articles about **news, trends, best practices, and other current issues** that directly relate to genetic counselors.



In 2018 and 2019, *Perspectives* received averaged over **900 opens**.

Readers typically spend four to six minutes on each page.

Past issues are archived on the NSGC website.

Perspectives in Genetic Counseling Sponsorship:

Available issues: **SOLD OUT**

\$7,000 per issue

Two full page ads:

- (1) Left of front cover
- (1) Inside front cover

Spread Your Knowledge With NSGC Podcast Sponsorships

With over 2,350 unique downloads and a patient-focused launch implemented in 2019, the NSGC Podcast Series focuses on communicating with consumers of genomic medicine. Sponsoring NSGC's podcast series will provide you with chance to promote your services to consumers on the go!



Sponsorship includes a (30) second advertisement to be played during the podcast and your logo and website featured on NSGC's consumer website: aboutgeneticcounselors.com.

NSGC Podcast Sponsorship:
\$3,500 per episode

Multi-episode discount:
\$500 per episode, up to 3
\$750 per episode for all 6 (exclusive) **Exclusive offer no longer available.**

*Please note that podcasts are not CEU eligible.
Advertising content is subject to NSGC approval.*

CONTACT SALES TODAY!

Please contact Emily Marxer with any questions about Year-Round Sponsorship opportunities with NSGC. We look forward to partnering with you and welcome the opportunity to recommend options that meet your goals.



EMILY MARXER

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Sponsor Resources:

For the most up to date sponsor resources please visit www.nsgc.org/sponsor-resources.

THANK YOU TO OUR 2019 YEAR-ROUND SPONSORS!

NSGC gratefully acknowledges our sponsors who support NSGC throughout the year, making many NSGC programs possible. These programs provide valuable education to genetic counselors and foster research for the betterment of our profession.

We thank the following sponsors for their generous support.

Diamond



Platinum



Gold



Silver

