



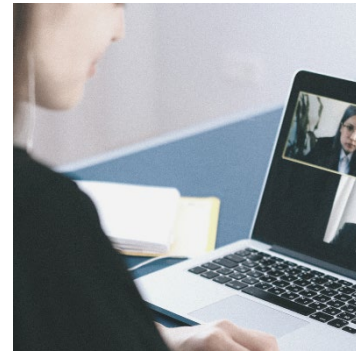
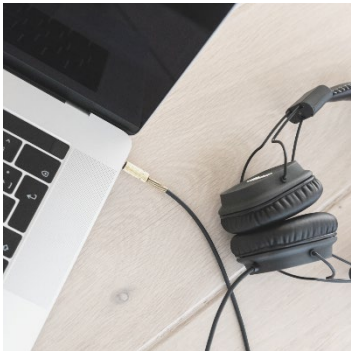
SPONSORSHIP PROSPECTUS

SUPPLEMENT

NOVEMBER 6-7 2020

OCTOBER 6 . OCTOBER 13 . OCTOBER 20 . OCTOBER 27

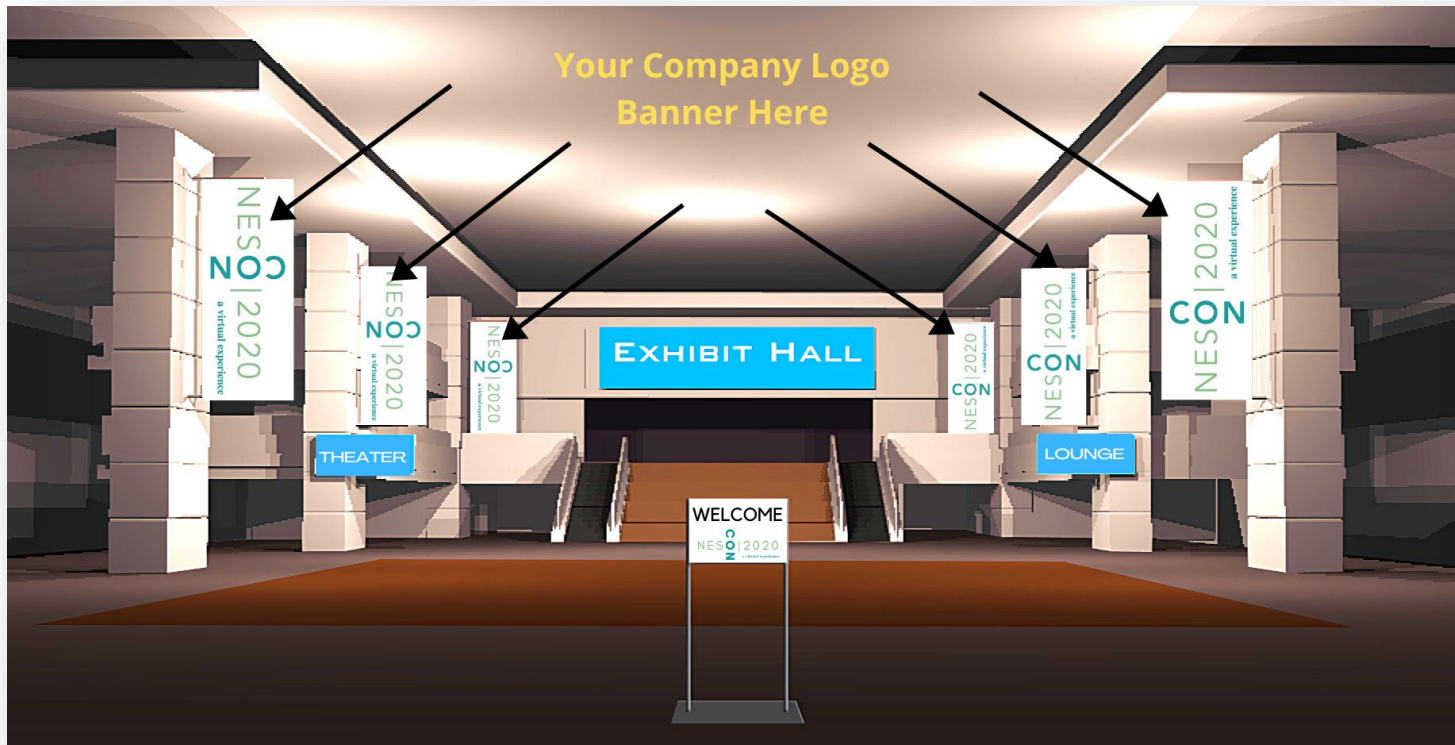
The Challenge of Change
Fostering Connections
Sharing Solutions
Supporting Each Other



TOP TEN NESOCON SPONSOR & EXHIBITOR OPPORTUNITIES

How is your company engaging prospective customers in a world with COVID-19? Are you missing those chances to meet new customers in a face-2-face setting? Switch to the virtual world! Promote your brand, showcase your offerings and services at the premiere NESOCON 2020 Virtual Annual Meeting. Exhibitors will have the opportunity to meet with members and their staff virtually. Discover how your company can help practices stay on pace with an ever-changing practice and industry landscape.

EXPERIENCE NESOCON 2020!



TOP TEN NESOCON SPONSOR & EXHIBITOR OPPORTUNITIES

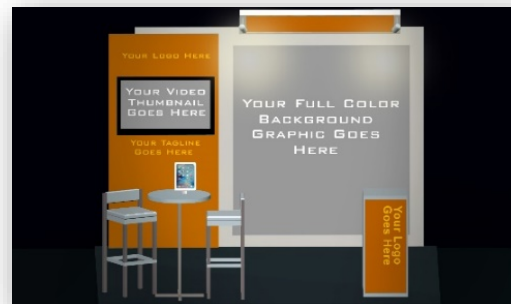
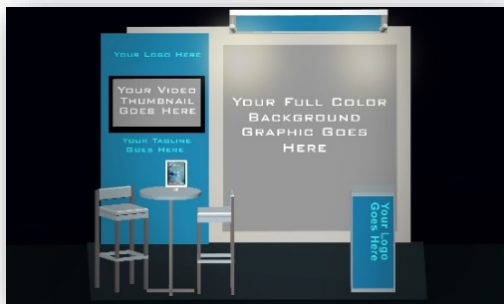
1. NESOCON EXHIBITOR EXPERIENCE (discounted \$2000 ala carte or included in sponsorship package)

Join **NESOCon's LIVE** virtual exposition hall and **host prescheduled appointments** over the course of two days. This dynamic experience will provide you with unique ways to connect with current and prospective customer all from the comfort of your home.

Exhibitors can **preschedule one-on-one appointments** with clients and meet with them online during the LIVE exhibit, or schedule to **meet with multiple attendees in a chat room** for product demonstrations and Q&A. Exhibitor materials and videos can be uploaded to your booth for easy viewing by attendees. The possibilities for connecting with your clients are endless!

THE EXPERIENCE:

- ✓ Create a branded 2D virtual exhibit booth which will be visible to attendees for 30 days prior to NESOCON LIVE event
- ✓ Online face-to-face appointments between suppliers and buyers on the days of the LIVE exposition
- ✓ Virtual appointment scheduling is available to exhibitors for one month prior to the LIVE exposition
- ✓ Exhibitor booths feature exhibitor logos and branding for quick recognition
- ✓ Stock your booth with hotspot links for up to three digital document downloads and one video, as well as links to company website and LIVE chat
- ✓ Full report on attendees including name, organization, and email address



TOP TEN NESOCON SPONSOR & EXHIBITOR OPPORTUNITIES

2. NESOCON LIVE EDUCATION SPONSOR (\$12,500)

SPONSORSHIP OVERVIEW

Secure one of three **live educational events to take place on Friday, November 6**. Sponsors will host a 30-minute webinar followed by a 15-minute fun, interactive “break”. This break will feature entertainment selected by the sponsor and coordinated by NESO. This package includes one virtual exhibit booth and unmatched exhibitor experience.

EDUCATION

Sponsors are welcome to feature their own speaker, or, sponsor a session led by an industry expert (facilitated by NESO). Sponsors will have the opportunity to introduce speakers, and the session will prominently feature the speaker’s logo during the event. Sponsor Speaker and content subject to review by NESO.

LIVE EDUCATION TIMESLOTS

1:15 pm – 2:00 pm
2:00 pm – 2:45 pm
2:45 pm – 3:30 pm

NESOCON OCTOBER LIVE EDUCATION SPONSOR (\$6,500)

SPONSORSHIP OVERVIEW

Sponsor one live 45-minute speaker session, including 15-minute break, during NESOCON Breakouts on October 6, 13, 20 or 27! This package includes one virtual exhibit booth and unmatched exhibitor experience.

EDUCATION

Sponsors are welcome to feature their own speaker or sponsor a session led by an industry expert (facilitated by NESO). Sponsors will have the opportunity to introduce speakers and the session will prominently feature the speaker’s logo during the event.

OCTOBER EDUCATION TIMESLOTS

6:00 pm – 6:45 pm ET
6:45 pm – 7:30 pm ET



TOP TEN NESOCON SPONSOR & EXHIBITOR OPPORTUNITIES

3. NESOCON LIVE HAPPY HOUR SPONSOR (\$10,500)

SPONSORSHIP OVERVIEW

Host our NESOCON LIVE Virtual Happy Hour, bringing together attendees for an interactive, fun experience on **Friday, November 6**. NESO will partner with the sponsor to customize a unique virtual experience complete with interactivity and entertainment. This sponsorship also includes one virtual exhibit booth and unmatched exhibitor experience.

See attached or email Kristin Dunn (kdunn@neso.org) for ADD-ON/ ENTERTAINMENT OPTIONS.

4. SPONSOR ENGAGEMENT PACKAGE ADD-ON'S

NESO is pleased to offer you some fun enhancements to make a virtual splash at NESOCON! See attached or email Kristin Dunn (kdunn@neso.org) for ADD-ON/ ENTERTAINMENT OPTIONS.

Celebrity Cameo Message/Invitation – NESO will coordinate a prerecorded celebrity cameo, inviting members and potential attendees to join your educational session with a custom company message.

- **Animal Ambassador Cameo** – we'll add a smile to the attendees' faces by scheduling a 10-minute farm animal cameo during your live event at a time of your choosing.
- **Live Concert and Happy Hour** – treat your guests to a mini-home concert as they wind down their evening and decompress from your last educational session.
- **Pre-Event Survey** - surveys are a great way to get customer feedback and generate leads
- **Event Incentives and Prizes** – your package comes with \$500 in prize incentives, additional incentives can be coordinated through NESO at-cost.

TOP TEN NESOCON SPONSOR & EXHIBITOR OPPORTUNITIES

ALA CARTE SPONSORSHIP OPPORTUNITIES

5. PRODUCT SHOWCASE (\$1,500) – 4 available

Product demonstrations don't have to be confined to the show floor! NESO will work with the sponsor to prerecord a 15-minute product showcase that will air "live" in October. Sponsors will have the ability to interact via chat during the product showcase, answering questions and reinforcing key features.

BENEFITS INCLUDE:

- ✓ Recognition as a NESOCON2020 Sponsor on marketing collateral
- ✓ Product Showcase will be made available on demand after the live date through the duration of NESOCON
- ✓ Online branding including logo displayed on NESOCon's landing page, medium signage in the Virtual Lobby, as well as a featured item in the virtual scavenger hunt.
- ✓ One dedicated eblast promoting your product showcase
- ✓ Full report on attendees including name, organization and email following the live session

6. SPONSORED BREAKS (\$1,500)

In this virtual environment, 15 MINUTE breaks have been incorporated after every session to allow attendees to stretch, energize and refocus. NESO is offering a variety of fun and sometimes unexpected activities to incorporate into all breaks to keep attendees engaged and entertained.

See attached or email Kristin Dunn (kdunn@neso.org) for ADD-ON/ ENTERTAINMENT OPTIONS.



TOP TEN NESOCON SPONSOR & EXHIBITOR OPPORTUNITIES

7. SPONSOR VIP OR RESIDENT NETWORKING ROOMS (\$1,500)

Chat and networking rooms will be set up and accessible from the virtual Lobby of NESOCON, where sponsors will be recognized with branding featured throughout the room. Attendees will be invited for a virtual discussion of current trends, sharing ideas for success in these trying times.

8. NESO BOX (\$1000 per branded item)

A box of “useful” SWAG that attendees will receive by mail in early October and NOT throw away! Brand any of the items below to drive attendees to your website or contact your representatives to learn more about your products.

9. NESOCON DAILY DIGEST (\$500 per issue)

Be a Featured Partner in one or more of our four pre-meeting Daily Digest newsletters, which are sent out on days prior to scheduled sessions to promote, build hype, and broadcast your participation.

10. DIRECT EMAIL MARKETING TO NESO MEMBERS AND ATTENDEES (\$500)

Reserve a customized eBlast that is sent to more than 1800 NESO members with news on your latest product or service for members, promote your participation and event at NESOCON 2020, and let our members know you are there for them and how to contact you.



TOP TEN NESOCON SPONSOR & EXHIBITOR OPPORTUNITIES

NESO Box (\$1000 per branded item)

An exclusive opportunity to add your brand to any of the items included in the NESO Box SWAG that will be mailed to attendees registered by October 1.



18 oz Wheat Cup with Handle



Put your brand at the top of everyone's list with this wheat cup with handle! It's made of plastic, measures 4" x 4", comes in several fantastic colors, and holds up to 18 oz. of your favorite beverage. This is also BPA free and dishwasher safe, and hand washing is recommended. Add your company name or logo for maximum visibility!

Gourmet Coffee Stand Up Bag w/Printed Label



These Kraft (1.5 Oz.) packages fit conveniently inside your mug and are pre-measured to make one perfect pot of fresh roasted gourmet coffee (10-12 cups).

TOP TEN NESOCON SPONSOR & EXHIBITOR OPPORTUNITIES

Small Oval Deck of Cards in Plastic Holder



Go all in with this standard deck of cards featuring a fun oval shape and packaged in a protective translucent frosted clear plastic case. Measuring 6 x 2 1/4 x 1, recipients will have even more fun passing the time on their next road trip or socially-distanced get-together with this custom deck of cards!

3-in-1 Charging Cable



Connect with your target audience nearly every day when you brand a product that will get frequent use, like this 3-in-1 charging cable! The universal charging cable works with nearly all mobile devices and can charge them via USB port. This item includes a lightning 6-pin, USB-C and micro-USB connectors. It features an easily attachable silicone band and provides convenient and practical service in recipients' daily lives.

25 oz. H2go Hybrid



25 oz single wall BPA-free Eastman Tritan copolyester bottle with threaded snap-fit lid and carrying strap; Hand wash recommended; Do not microwave; 11-7/8 h x 3 w ; 739mL.