

# Kentucky Statewide Diabetes Symposium 2020

## Friday, November 06, 2020

### Sponsor and Exhibitor Opportunities

#### VIRTUAL VISIBILITY PACKAGE

Powered by



#### Key Benefits for Sponsors

- Maximize brand exposure with banners on both mobile app and web app
- Start virtual meet-ups with attendees
- Engage attendees via the Community Board
- Discover and nurture high quality leads
- Achieve high ROI with various promotional opportunities

Symposium is organized by



and  
its' Local Networking  
Groups (LNGs)

Bluegrass LNG  
Greater Louisville LNG  
Tri State LNG



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## Overview:

- Nearly 400 health professionals in attendance from Kentucky, Indiana, Ohio and other locations
- CEs for nurses, dietitians, and pharmacists including hours for CDCESs
- Different levels of sponsorship available
- Specialized virtual App by Whova



**Virtual Exhibit benefits include company profile on the Whova app, with the following features:**

- Logo, description, website, and contact information
- Livestream showcase space (via Zoom, Google Hangouts, etc.)
- Video highlighting your services and products
- The ability to post photos and flyers (pdf)
- Live text chat box for questions and the option to add promotional offers, giveaways, or coupons directly in the app
- Participation in gamification
- Recognition on event website and promotional materials (if received by 10-16-20)

## Industry Allies Council (IAC) Sponsorship

Your consideration of this option is appreciated.  
We could not offer the Symposium without your support.

The first four (4) IAC Sponsorships to sign-up and pay receive the opportunity to  
Sponsor a KDN Quarterly Meeting.

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For more information on exhibits, sponsorships, or Industry Allies Council, please email:

Stacy Koch: [stacy.koch@nortonhealthcare.org](mailto:stacy.koch@nortonhealthcare.org) OR Lisa Smith: [KYStatewideDiabetesSymposium@gmail.com](mailto:KYStatewideDiabetesSymposium@gmail.com)

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*Effective Diabetes Management in a Changing World : Embracing Innovation*

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**Industry Allies Council (IAC) Sponsorship Benefits:**  
***Several levels available to meet your needs.***

**Platinum | Gold | Silver | Bronze**

## Platinum Level Sponsorship \$3500

- All Virtual Exhibit benefits
- Branded breakout room
- Sponsor a speaker (logo ONLY on agenda, no logo will be permitted on speaker materials)
- Opening Video on Symposium Date
- Sponsor our *new bonus* Thursday evening Cooking Demonstration
- Recognition on the Kentucky Diabetes Network Website and Quarterly Meetings from November 2020 through November 2021

## Gold Level Sponsorship \$2000

- All Virtual Exhibit benefits
- Branded breakout room
- Sponsor a speaker (logo ONLY on agenda, no logo will be permitted on speaker materials)
- Break Banner (am and pm)
- Lunch video or live demo
- Recognition on the Kentucky Diabetes Network Website from November 2020 through November 2021

For more information on exhibits, sponsorships, or Industry Allies Council, please email:

Stacy Koch: [stacy.koch@nortonhealthcare.org](mailto:stacy.koch@nortonhealthcare.org) OR Lisa Smith: [KYStatewideDiabetesSymposium@gmail.com](mailto:KYStatewideDiabetesSymposium@gmail.com)

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### IAC Sponsorship Levels Continued:

#### Silver Level Sponsorship \$1250

- All Virtual Exhibit benefits
- Branded breakout room
- Sponsor a speaker (logo ONLY on agenda, no logo will be permitted on speaker materials)
- Break Banner (am and pm)
- 5-minute video

#### Bronze Level Sponsorship \$1000

- All Virtual Exhibit benefits
- Branded breakout room
- Sponsor a speaker (logo ONLY on agenda, no logo will be permitted on speaker materials)

#### Virtual Exhibit Booth \$750 (before 10/16/20)

- Logo, description, website, and contact information
- Livestream showcase space (via Zoom, Google Hangouts, etc.)
- Video highlighting your services and products
- The ability to post photos and flyers (pdf)
- Live text chat box for questions and the option to add promotional offers, giveaways, or coupons directly in the app
- Participation in gamification
- Recognition on event website and promotional materials (if received by 10-16-20)

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