

	Mission Partners	Pioneer Partners	Conference Partners	Conference Supporter
<b>DEAL TERMS</b>				
Year-long or multi-year partnership	✓	✓		
Estimated number of companies	2 - 3	4 - 5	2 - 4	2 - 4
<b>ANNUAL FEE</b>	<b>\$18,000</b>	<b>\$13,000</b>	<b>\$5,000</b>	<b>\$2,500</b>
Exclusive negotiating period for next term with deadline	✓	✓		
<b>BUSINESS DEVELOPMENT OPPORTUNITIES</b>				
<b>SfRBM Annual Conference (odd-numbered years)</b>				
Partner/Sponsor/Supporter designation	✓	✓	✓	✓
Lunch n' Learn Workshop (partner to pay lunch/AV)	✓			
Exhibit booth	1st choice; 10'x10'	2nd choice; 10'x10'	3rd choice; 10'x10'	4th choice; 10'x10'
Conference registrations	4	2	1	1
VIP reception with SfRBM leadership team, incl Board officers	2	1		
Large floor clings	2 (high traffic area)	1	1	
Visibility on mobile app	Ad	Recognition	Recognition	Recognition
Company promo materials provided to attendees	2 promo documents	1 promo document	1 promo document	1 promo document
Logo in e-blasts in advance of conference	6 times/year	6 times/year	4 times/year	2 times/year
Logo on screen at major sessions	4 times/year	3 times/year	2 times/year	1 time/year
Announcement/presentation (2 minutes) at Closing Session	✓			
Attendee list	✓	✓		
Educational component	Select 1			
• Science-based workshop or education session				
• Spotlight Session				
Marketing component	Select 1	Select 1		
• Product theater at conference (in expo)				
• Video and slide promotion at plenary session				
Opportunity to serve on an SfRBM committee	2 committees	1 committee		
Corporate Advisory Council Meeting	2 seats	1 seat		
Cross-match Partner client list and SfRBM member list	1 time/year			
Marketing email to SfRBM members	2/year	1/year		
Webinar to showcase products; provide training on products	2/year	1/year		

	Mission Partners	Pioneer Partners	Conference Partners	Conference Supporter
<b>BRAND VISIBILITY BENEFITS</b>				
Official designation; license to use Partner logo	Mission partner designation	Pioneer Partner designation		
Social media posts	12 (monthly)	6 (bi-monthly)	3	1
Digital ads in SfRBM Dot newsletter	4/year	2/year		
Slide in rotating deck on SfRBM website home page	For 12 months	For 6 months		
Young Investigator Award sponsorship	1 (plus \$500/add'l award)	\$500/award		
<b>CONTENT/THOUGHT LEADERSHIP BENEFITS</b>				
Designation for signature initiative	✓			
Collaborate on an SfRBM Strategic Initiative	✓	✓		
Collaborate with SfRBM on educational webinar	2/year	1/year		
Links to content on Partner's educational website	✓	✓		
Connect partner companies with researchers	✓	✓		
Newsletter contribution (educational only)	✓	✓		
<b>BENEFITS WITH MULTIPLE VALUE PROPOSITIONS</b>				
Host 60-minute focus group	2/year	1/year		
Email message (marketing or educational) to members	2/year	1/year		
<b>VIP SERVICES</b>				
Designated Account Executive	✓	✓		
Welcome call with SfRBM President	✓	✓		
Handwritten welcome note from SfRBM Executive Director	✓	✓	✓	✓
Periodic calls/meetings to review benefits	Bi-monthly	Quarterly		
Coaching/support on how to maximize the partnership	✓	✓	Minimal	Minimal
Fulfillment report(s)	✓	✓		

**NOTE:** Exhibit booths can be sold à la carte, though preferential placement will be given to year-long Mission and Pioneer Partners, and Conference Sponsors/Supporters