



**March 27, 2018 / Philadelphia**

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### **IleX Health: Presented by GreenBook**

After growing popularity over the last three years, IleX Health is returning to Philadelphia on March 27<sup>th</sup>. This unique event is designed to bridge the gap between healthcare and life science companies, insights/research suppliers, and disruptive technology innovators. It brings together key stakeholders in all groups to share their vision and experience, showcase the cutting edge of technology, and co-create the future of insights together.

Sponsor IleX Health to associate your brand with innovation and position your company as a thought leader in the health industry.

The IleX team looks forward to working with you.

## Summary of Options

	Sponsorship fee (USD)	Free passes	Speaking opportunity	Exhibition space
1. Title Sponsor (1)	\$15,500	4	✓	✓
2. Platinum Sponsor (1)	\$7,900	3	✓	✓
3. Gold Sponsor (5)	\$6,500	2	✓	✓
4. Silver Sponsor (4)	\$4,900	2	✓	✓
5. VIP Dinner (1)	\$8,900	4		
6. Closing Reception (1)	\$3,900	2		
7. Exhibitor (6)	\$3,300	2		✓
8. Networking Break & Lunch (1)	\$2,400	1		
9. Badge Lanyard Sponsor (1)	\$1,200	1		
10. Bag Sponsor (1)	\$1,900	1		
11. Notepad and Pen Sponsor (1)	\$1,200	1		
12. Seat Drop Distribution	\$500			

## Detailed Comparison of Sponsorship Packages

	Title	Platinum	Gold	Silver	Exhibitor
Company name on conference title	✓				
Speaking opportunity	Plenary (AM)	Plenary (PM)	Track 1	Track 2	
Conference passes	4	3	2	2	2
Company listing on IleX website	✓	✓	✓	✓	
Targeted App Message	✓	✓			
GreenBook Blog article	✓				
Signage in main auditorium	✓				
Logo on marketing materials	✓	✓	✓	✓	✓
Swag in attendee bag	✓	✓	✓	✓	✓
Exhibition space (Tabletop)	✓	✓	✓	✓	✓
Social media marketing	✓	✓	✓	✓	✓
Acknowledgements	✓	✓	✓	✓	✓

## 1. Title Sponsorship: 1 Available (\$15,500)

As the Title Sponsor, you will gain unparalleled brand awareness and exposure before, during and after the conference. Show that your company is on the leading edge of innovation in research by linking your brand to IleX.

Among other benefits, this level of sponsorship receives the most exposure through prominent placement of the company name underneath the IleX Health logo on the official conference header.

The **Title Sponsorship** includes:

### **Company Name on Conference Title**

Your company name will show underneath the Insight Innovation eXchange logo on the official conference header. The conference header will be displayed on the event website and every piece of marketing collateral, including email invitations sent to the entire GreenBook mailing list (over 80,000 marketing and insights professionals) and media partner subscriber networks.

### **Speaking Opportunity**

You will have the opportunity to give a 15-minute presentation (this is the standard length of presentations at IleX), participate in a panel discussion, or chair a session at the conference. Final arrangement to be agreed upon with the conference programming team.

### **Exhibition Opportunity**

As the Title Sponsor, you will have a designated table in the catering and exhibition area of the conference where you may exhibit or demonstrate products, or place a tabletop display and marketing materials. Please note that this is NOT a booth, but a tabletop display, and all materials and signage must fit within the width of the table area. Exact specifications will be provided by the GreenBook team.

### **Event Passes**

You will receive 4 complimentary Full Conference passes (one of which will include your speaker). You may purchase additional passes at a 25% off discount. As a sponsor, you will also receive a 25% discount code to share with your network.

### **Website Listing**

The Title Sponsor will be featured on the conference website from the time the sponsorship agreement is made or from the time the conference is announced, whichever is appropriate. Your company will be listed on the sponsors' page, including a link to your website.

**Brand Exposure**

As the Title Sponsor, your company's name and logo will appear more prominently than those of any other sponsors, and will be featured on the conference website, all promotional emails, on a display board in the conference registration area, and in other pre-conference promotional materials.

**Social Media Marketing**

Customized marketing news about the Title Sponsor will be 'trickled' into our Twitter and LinkedIn news feed, reaching approximately 30,000 users.

**Mobile App Listing and Targeted Message**

The Title Sponsor will be featured on the official conference mobile app. Your company will be listed on the sponsor section, including a 50-word company description and links to your website and social media profiles. You will also have the opportunity to write a message to be sent out through the app to all conference attendees via push messaging.

**GreenBook Blog Article**

You will have the opportunity to write an article to be published on the GreenBook Blog. Final piece is subject to review by the GreenBook Blog's editorial team.

**Signage**

You will have the opportunity to provide one sign (such as 1 roll-up banner) in the main conference room. Please consult with the GreenBook team to determine appropriate size.

**Bag Inserts**

You may include a gift/giveaway in the attendee bag that is distributed to participants upon registration at the conference. *\*Please note that paper leaflets and brochures will not be accepted as they have in the past. This is part of our attempt to create a more environmentally friendly event.*

**Acknowledgements**

As the Title Sponsor, you will be thanked during the opening and closing conference remarks. You will be entitled to promote your company as Title Sponsor to the conference.

## 2. Platinum Sponsorship: 1 Available (\$7,900)

Gain a high level of brand awareness across pre- and post-event marketing, promotion, and the IleX website, as well as prominent visibility on site.

The **Platinum Sponsorship** includes:

### **Speaking Opportunity**

You will have the opportunity to give a 15-minute presentation (this is the standard length of presentations at IleX) in the afternoon plenary session. Final arrangement to be agreed upon with the conference programming team.

### **Exhibition Opportunity**

As a Platinum Sponsor, you will have a designated table in the catering and exhibition area of the conference where you may exhibit or demonstrate products, or place a tabletop display and marketing materials. Please note that this is NOT a booth, but a tabletop display, and all materials and signage must fit within the width of the table area. Exact specifications will be provided by the GreenBook team.

### **Event Passes**

You will receive 3 complimentary Full Conference passes (one of which will include your speaker). You may purchase additional passes at a 25% off discount. As a sponsor, you will also receive a 25% discount code to share with your network.

### **Website Listing**

The Platinum Sponsor will be featured on the conference website from the time the sponsorship agreement is made or from the time the conference is announced, whichever is appropriate. Your company will be listed on the sponsors' page, including a link to your website.

### **Brand Exposure**

As a Platinum Sponsor, your company will be featured on the conference website, all promotional emails, on a display board in the conference registration area, and in other pre-conference promotional materials.

### **Social Media Marketing**

Customized marketing news about the Platinum Sponsor will be 'trickled' into our Twitter and LinkedIn news feed, reaching approximately 30,000 users.

### **Mobile App Listing and Targeted Message**

The Platinum Sponsor will be featured on the official conference mobile app. Your company will be listed on the sponsor section, including a 50-word company description and links to your

website and social media profiles. You will also have the opportunity to write a message to be sent out through the app to all conference attendees via push messaging.

#### **Bag Inserts**

You may include your company's gift/giveaway in the attendee pack that is distributed to participants upon registration at the conference.

*. \*Please note that paper leaflets and brochures will not be accepted as they have in the past. This is part of our attempt to create a more environmentally friendly event.*

#### **Acknowledgements**

As a Platinum Sponsor, you will be thanked during the opening and closing conference remarks.

### **3. Gold Sponsorship: 5 Available (\$6,500)**

Gain a high level of brand awareness across pre- and post-event marketing, promotion, and the IleX website, as well as prominent visibility on site.

The **Gold Sponsorship** includes:

#### **Speaking Opportunity**

You will have the opportunity to give a 15-minute presentation (this is the standard length of presentations at IleX) at the conference. Final arrangement to be agreed upon with the conference programming team.

#### **Exhibition Opportunity**

As a Gold Sponsor, you will have a designated table in the catering and exhibition area of the conference where you may exhibit or demonstrate products, or place a tabletop display and marketing materials. Please note that this is NOT a booth, but a tabletop display, and all materials and signage must fit within the width of the table area. Exact specifications will be provided by the GreenBook team.

#### **Event Passes**

You will receive 2 complimentary Full Conference passes (one of which will include your speaker). You may purchase additional passes at a 25% off discount. As a sponsor, you will also receive a 25% discount code to share with your network.

#### **Website Listing**

Gold Sponsors will be featured on the conference website from the time the sponsorship agreement is made or from the time the conference is announced, whichever is appropriate. Your company will be listed on the sponsors' page, including a link to your website.

**Brand Exposure**

As a Gold Sponsor, your company will be featured on the conference website, all promotional emails, on a display board in the conference registration area, and in other pre-conference promotional materials.

**Social Media Marketing**

Customized marketing news about Gold Sponsors will be 'trickled' into our Twitter and LinkedIn news feed, reaching approximately 30,000 users.

**Mobile App Listing**

The Gold Sponsor will be featured on the official conference mobile app. Your company will be listed on the sponsor section, including a 50-word company description and links to your website and social media profiles.

**Bag Inserts**

You may include your company's gift/giveaway in the attendee pack that is distributed to participants upon registration at the conference.

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**Acknowledgements**

As a Gold Sponsor, you will be thanked during the opening and closing conference remarks

**4. Silver Sponsorship: 4 Available (\$4,900)**

Gain a high level of brand awareness across pre- and post-event marketing, promotion, and the IleX website, as well as prominent visibility on site.

The **Silver Sponsorship** includes:

**Speaking Opportunity**

You will have the opportunity to give a 15-minute presentation (this is the standard length of presentations at IleX) at the conference that takes place in Track 2 (non-plenary) of the conference. Final arrangement to be agreed upon with the conference programming team.

**Exhibition Opportunity**

As a Silver Sponsor, you will have a designated table in the catering and exhibition area of the conference where you may exhibit or demonstrate products, or place a tabletop display and marketing materials. Please note that this is NOT a booth, but a tabletop display, and all materials



and signage must fit within the width of the table area. Exact specifications will be provided by the GreenBook team.

#### **Event Passes**

You will receive 2 complimentary Full Conference passes (one of which will include your speaker). You may purchase additional passes at a 25% off discount. As a sponsor, you will also receive a 25% discount code to share with your network.

#### **Website Listing**

Silver Sponsors will be featured on the conference website from the time the sponsorship agreement is made or from the time the conference is announced, whichever is appropriate. Your company will be listed on the sponsors' page, including a link to your website.

#### **Brand Exposure**

As a Silver Sponsor, your company will be featured on the conference website, all promotional emails, on a display board in the conference registration area, and in other pre-conference promotional materials.

#### **Social Media Marketing**

Customized marketing news about Silver Sponsors will be 'trickled' into our Twitter and LinkedIn news feed, reaching approximately 30,000 users.

#### **Mobile App Listing**

The Silver Sponsor will be featured on the official conference mobile app. Your company will be listed on the sponsor section, including a 50-word company description and links to your website and social media profiles.

#### **Bag Inserts**

You may include your company's gift/giveaway in the attendee pack that is distributed to participants upon registration at the conference.

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### **5. VIP Dinner: 1 Available (\$8,900)**

Host a private VIP dinner at IleX with the guests of your choice. GreenBook will work with you to select a restaurant, and approximately 3 weeks to 1 month prior to the conference, we will facilitate the invitation process, in which you'll have the opportunity to invite up to 12 guests to your private VIP dinner (and bring up to 4 representatives from your company), while one representative from GreenBook will be in attendance at the dinner as well.

The **VIP Dinner Sponsorship** includes:

**Event Passes**

You will receive 1 complimentary Full Conference pass. You may purchase additional passes at a 25% off discount. As a sponsor, you will also receive a 25% discount code to share with your network.

**Bag Inserts**

You may include a gift/giveaway in the attendee bag that is distributed to participants upon registration at the conference. \*Please note that paper leaflets and brochures will not be accepted as they have in the past. This is part of our attempt to create a more environmentally friendly event.

**Transportation**

GreenBook will arrange for Uber SUVs to transport to restaurant location, while coordinating the correct people get transported in a timely manner.

**Invitation Process**

Your company will decide the invite priority. GreenBook will write the copy and coordinate the invitation process. It will be positioned as a “VIP” or “Innovators” Dinner.

**Mobile App Listing**

The VIP Dinner Sponsor will be featured on the official conference mobile app. Your company will be listed on the sponsor section, including a 50-word company description and links to your website and social media profiles.

**6. Closing Reception Sponsor: 1 Available (\$3,900)**

Sponsor one of the most special and well-attended events of the conference, to be held on the evening of the event. Host some of the most brilliant innovators and game changers in the market research industry, and gain exposure for your company as delegates mingle over food and drinks.

**Event Promotion**

GreenBook will promote your networking event as the only primary official networking event associated with the conference. We'll highlight your company as the sponsor and host of the reception. Promotion opportunities include social media, emails sent to conference registrants and prospects, as well as messages sent through the mobile app to ensure maximum attendance to your event.

#### **Event Pass**

You will receive 2 complimentary Full Conference passes. You may purchase additional passes at a 25% off discount. As a sponsor you will also receive a 25% off discount code to share with your network.

#### **Website Listing**

The Networking Reception Sponsor will be featured on the conference website from the time the sponsorship agreement is made or from the time the conference is announced, whichever is appropriate. Your company will be listed on the sponsors' page, including a link to your website.

#### **Brand Exposure**

The networking event provides opportunities to welcome attendees and display promotional materials. Signs at entrances and food and beverage stations are just one of the ways you may add to your sponsorship impact. Please discuss any ideas with the IleX team and we'll do our best to make them happen. While IleX is responsible for directional signage, your company will be responsible for any special branding that you wish to appear.

#### **Mobile App Listing**

The Closing Reception Sponsor will be featured on the official conference mobile app. Your company will be listed on the sponsor section, including a 50-word company description and links to your website and social media profiles.

#### **Acknowledgements**

Your event will be heavily promoted to attendees from the stage during the conference as well as in the rotating slideshow for the event.

## **7. Networking Break & Lunch: 1 Available (\$2,400)**

Help welcome attendees to the conference and keep them energized all day, by sponsoring the networking break and lunchtime period for the event. This is a great opportunity to mingle with attendees as they relax over snacks and coffee.

The **Networking Break & Lunch** Sponsorship includes:

#### **Distribution of Promotional Material**

You will have the opportunity to distribute promotional materials, gifts, and giveaways during the conference refreshment breaks and lunchtime on the day you sponsor. This is a great opportunity to conduct a book signing or something similar.

#### **Website Listing**

The Networking Break Sponsor will be featured on the conference website from the time the sponsorship agreement is made, or from the time the conference is announced, whichever is appropriate. Your company will be listed on the sponsors' page, including a link to your website.

**Event Pass**

You will receive 1 complimentary Full Conference pass. You may purchase additional passes at a 25% off discount. As a sponsor you will also receive a 25% off discount code to share with your network.

**Signage**

As a Networking Break Sponsor, you may provide one sign to be featured for the full day in the area where the snacks and beverages are served.

**Mobile App Listing**

The Networking Break & Lunch Sponsor will be featured on the official conference mobile app. Your company will be listed on the sponsor section, including a 50-word company description and links to your website and social media profiles.

**Acknowledgements**

You will be thanked from the stage for every networking break you sponsor.

**8. Exhibitor: 6 Available (\$3,500)**

A table in the highly trafficked exhibitors' area gives you a great chance to network with delegates and share what your company can do with prospects. The Exhibitor sponsorship gives your organization high visibility during registration, networking breaks, and lunch.

The **Exhibitor Sponsorship** includes:

**Exhibition Opportunity**

As an Exhibitor, you will have a designated table in the catering and exhibition area of the conference where you may exhibit or demonstrate products, or place a tabletop display and marketing materials. Please note that this is NOT a booth, but a tabletop display, and all materials and signage must fit within the width of the table area. Exact specifications will be provided by the GreenBook team.

**Event Pass**

You will receive 2 complimentary Full Conference passes. You may purchase additional passes at a 25% off discount. As a sponsor, you will also receive a 25% discount code to share with your network.

### **Website Listing**

Exhibitors will be featured on the conference website from the time the sponsorship agreement is made or from the time the conference is announced, whichever is appropriate. Your company will be listed on the sponsors' page, including a link to your website.

### **Brand Exposure**

As an Exhibitor, your company will be featured on the conference website, on a display board in the conference registration area, and in other pre-conference promotional materials.

### **Social Media Marketing**

Customized marketing news about Exhibitors will be 'trickled' into our Twitter and LinkedIn news feed, reaching approximately 30,000 users.

### **Mobile App Listing**

The Exhibitor Sponsor will be featured on the official conference mobile app. Your company will be listed on the sponsor section, including a 50-word company description and links to your website and social media profiles.

### **Bag Inserts**

You may include a gift/giveaway in the attendee bag that is distributed to participants upon registration at the conference. \*Please note that paper leaflets and brochures will not be accepted as they have in the past. This is part of our attempt to create a more environmentally friendly event.

### **Acknowledgements**

As an Exhibitor, you will be thanked during the opening and closing conference remarks.

**Add-on option:** Consider purchasing a novelty food add-on (such as donuts) to be placed on or near your exhibit table to attract attendees.

## **9. Badge Lanyard Sponsor: 1 Available (\$1,900)**

Showcase your company by displaying your logo on the official badge lanyard provided at registration and worn by all attendees throughout the conference. Lanyards must be designed, produced and shipped by the sponsor.

The **Badge Lanyard Sponsorship** includes:

### **Brand Exposure**

Your logo will appear on the official conference badges worn by each conference attendee, providing high visibility for your brand.

**Mobile App Listing**

The Gold Sponsor will be featured on the official conference mobile app. Your company will be listed on the sponsor section, including a 50-word company description and links to your website and social media profiles.

**Event Pass**

You will receive 1 complimentary Full Conference pass. You may purchase additional passes at a 25% off discount. As a sponsor you will also receive a 25% off discount code to share with your network.

**Bag Inserts**

You may include a gift/giveaway in the attendee bag that is distributed to participants upon registration at the conference. \*Please note that paper leaflets and brochures will not be accepted as they have in the past. This is part of our attempt to create a more environmentally friendly event.

**10. Bag Sponsor: 1 Available (\$1,900)**

Showcase your company by designing and producing the main conference bag provided to attendees at registration. Bags must be designed, produced, paid and shipped by the sponsor. They should be standard tote sized or larger; *please consult the GreenBook team for approval before ordering.*

The **Bag Sponsorship** includes:

**Brand Exposure**

Your logo will appear on the official conference bags distributed to each conference attendee, providing high visibility for your brand.

**Mobile App Listing**

The Bag Sponsor will be featured on the official conference mobile app. Your company will be listed on the sponsor section, including a 50-word company description and links to your website and social media profiles.

**Event Pass**

You will receive 1 complimentary Full Conference pass. You may purchase additional passes at a 25% off discount. As a sponsor you will also receive a 25% off discount code to share with your network.

**Bag Inserts**

You may include a gift/giveaway in the attendee bag that is distributed to participants upon registration at the conference. \*Please note that paper leaflets and brochures will not be accepted as they have in the past. This is part of our attempt to create a more environmentally friendly event.

**11. Notepad & Pen Sponsor: 1 Available (\$1,200)**

Be the exclusive Notepad and Pen Sponsor, and put your logo in the hands of every conference attendee. Note that the notepads and pens must be designed, produced, paid and shipped by the sponsor.

The **Notepad & Pen Sponsorship** includes:

**Brand Exposure**

Your logo, company name and tagline will appear on official conference notepads and pens. These notepads are not included in attendee bags but set out on the tables in the main General Session for maximum exposure.

**Mobile App Listing**

The Notepad & Pen Sponsor will be featured on the official conference mobile app. Your company will be listed on the sponsor section, including a 50-word company description and links to your website and social media profiles.

**Bag Inserts**

You may include a gift/giveaway in the attendee bag that is distributed to participants upon registration at the conference. \*Please note that paper leaflets and brochures will not be accepted as they have in the past. This is part of our attempt to create a more environmentally friendly event.

**Event Pass**

You will receive 1 complimentary Full Conference pass. You may purchase additional passes at a 25% off discount. As a sponsor you will also receive a 25% off discount code to share with your network.

## 12. Seat Drop Distribution (\$500)

Get your company literature or giveaways into the hands of every event attendee.

You will be entitled to include marketing collateral or a gift/giveaway to all attendees placed on every seat before the conference begins each morning. *\*Note this is the only opportunity to distribute paper, and will only be on seats, not distributed in bags.*



## Terms and Conditions

Please note that all incoming requests are handled on a first-come, first-served basis. Prior to signing your invoice, please carefully review the terms & conditions below. By entering into a sponsorship arrangement with GreenBook, you agree to all of the conditions below.

1. Marketing efforts begin when the sponsorship contract is signed (or the conference is announced, whichever comes first) and last until 2 weeks after the conference.
2. All sponsorships will be allocated on a first-come, first-served basis. GreenBook retains the right to refuse a sponsorship to any company that it deems inappropriate.
3. After written acceptance by GreenBook, the sponsor must provide the sponsorship funds, the logo image (in vector format), and other details requested by GreenBook within 30 days of confirmation by GreenBook.
4. Sponsorship pledges cannot be processed without payment. Payment is preferred in USD, but other currencies are accepted. Payment will generally be by bank transfer unless another arrangement has been discussed and agreed upon.
5. Sponsors entitled to a speaking slot must submit a synopsis to be approved by the organizers.
6. The sponsorship fee does not include a ticket to the conference unless specifically stated in the details of that sponsorship opportunity.
7. All topics and content to be posted on the GreenBook Blog must be approved by the editorial team.
8. The exact location of signage and tables in the exhibitors' area and main auditorium will be determined based on the specific layout of each venue.
9. All sponsorship materials must be submitted 30 days before the conference to ensure inclusion within the production schedule. Sponsorship pledges after this date may still be accepted with caveats.
10. Bag inserts that are large items need to be approved by GreenBook staff to ensure they will fit within the bags.
11. Conference bags, lanyards, notepads and pens must be designed, ordered, purchased and shipped by the respective sponsors. The GreenBook team must approve all artwork and will provide an estimated attendee count 4 weeks prior to the event.
12. Sponsors may not sublet, assign or apportion any part of the item(s) sponsored, nor represent, advertise or distribute literature or materials for the products or services of any other firm or organization unless explicitly approved in writing by GreenBook.

13. GreenBook will not be liable for damage or loss to a sponsor's properties through fire, theft, accident, or any other cause, whether the result of negligence or otherwise.

14. Booth displays are not permitted in the exhibitor area (IleX conferences only permit tabletop displays). No part of an exhibit or signs may be pasted, nailed, or otherwise affixed to walls, doors or other surfaces in a way that mars or defaces the premises or equipment and furnishings. Damage from failure to observe this notice is payable by the sponsor.

15. Sponsors are welcome to respond to the conference call for papers for consideration with other submissions.

16. Sponsors are welcome to offer pledges for single or multiple items/events.

17. For sponsorship opportunities that include signage, please note that the signage space may be limited depending on the venue. The sponsor is responsible for obtaining specifications from the GreenBook team.

18. In order to limit costs, GreenBook may limit the number of colors used for the printing of sponsor logos.

19. If a sponsor wants to negotiate for a higher priced item (for example, a higher quality lunch) than GreenBook has budgeted for, then the sponsor must absorb any additional cost for that item.

20. The sponsor for a given item at a conference will be given the first right of refusal to sponsor the same package at the price quoted in the following year's sponsorship package. If the sponsor does not take up repeat sponsorship within 4 weeks of notification by GreenBook, then the sponsorship item will be returned to inventory and available on a first-come, first-served basis.



March 27, 2018 / Philadelphia

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### Sponsor Our Other Upcoming Events

Consider sponsoring another event - a 10% volume discount applies to your sponsorship fee for a second and any additional GreenBook/Insight Innovation event that you sponsor in 2018.

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#### **IleX Europe: February 19-20, 2018 / Amsterdam**

IleX returns to Europe for a fourth year, once again bringing its trademark focus on innovation, startups, collaboration, and networking to Amsterdam.

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#### **IleX North America: June 11-13, 2018 / Atlanta**

Mark your calendar for the mother of all insights events, IleX North America, which will be in June again in 2018.

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