

NORTHWEST SUMMIT FOR FINANCIAL PROFESSIONALS

MAY 10, 2024 7:30 A.M. - 6:30 P.M.
MEYDENBAUER CENTER, BELLEVUE, WA

Thank you for sponsoring the 2024 Northwest Summit for Financial Professionals (NWS). Saying this event wouldn't be possible without great sponsors isn't just hyperbole, it's absolute truth! We hope the below information will answer your questions related to your sponsorship of the conference. In addition, please visit our resources tab on our website at www.northwestsummit.com.

NWS is working with Rhino Consulting to ensure you have the best sponsorship experience possible. We will be your point of contact for all conference logistics and can help you with any questions or special requests you have. If further assistance is needed, please contact the Rhino Consulting Team at events@consultrhino.com.

All sponsor items are due March 1, 2024. Items submitted after March 1st may result in a loss of benefits.

SPONSOR BENEFIT DESCRIPTIONS

SPEAKER INTRODUCTION / WELCOME COMMENTS

- Eligible sponsors receive the ability to provide welcome comments or introduce a speaker during the Northwest Summit for Financial Professionals Conference. Selection order is based on the session you are sponsoring or the session your organization is coordinating (i.e. you will introduce your own presenter / panel).
- Introductions should be no more than 5 minutes in length. A maximum of 2 minutes should be dedicated to introducing yourself and your company, your sponsor commercial. A maximum of 3 minutes should be dedicated to introducing the speaker. Please be mindful of this allotment. Any time spent on introductions past the 5 minutes encroaches upon the speaker's presentation.
- Here are some great tips on perfecting a speaker introduction; <http://sixminutes.dlugan.com/how-to-introduce-a-speaker>.

LINKEDIN ANNOUNCEMENT

- To promote our sponsors via social media, eligible sponsor levels will be provided LinkedIn posts to the NW Summit account <https://www.linkedin.com/company/northwestsummit>.
- Please utilize the current character/word/image restrictions for a standard company profile on LinkedIn. Roughly, LinkedIn can accommodate 1,500 characters and we recommend an aspect ratio between 3:1 and 2:3 and images with at least 552 x 368 pixels to avoid cropping. We can use the sponsors electronic banner display as the LinkedIn image, the ratio works well.
- For sponsors that receive multiple posts, these can be individual posts with different content or the same post multiple times. It is the discretion of the sponsor to utilize posts as they prefer.
- The NW Summit will only post once per hour. LinkedIn post dates are reserved on a first come first serve basis and can only be reserved once image and post verbiage has been received.
- Examples of past LinkedIn posts can be found on the resources page of our conference website www.northwestsummit.com/resources.

NWS ATTENDEE LIST

- Eligible sponsors will receive the conference attendee list 2 weeks prior to the conference (week of April 26, 2024) and 48 business hours after the conference concludes (May 14, 2024).
- NWS will send the list in excel format to one individual. NWS requests that a sponsor coordinate distribution of the list to all internal recipients as needed.
- The list will contain the name, title, company, and mailing address of all registered attendees. (Information provided when available.)
- To reduce excessive outreach to conference attendees prior to the conference, the pre-conference list will not include email addresses. We encourage sponsors to reach out to attendees via LinkedIn, etc. to directly contact conference individuals prior to the event. For eligible sponsors, the post-conference attendee list will contain email information.

CONFERENCE ATTENDEES

- As a sponsor you are eligible for complementary conference attendee(s).
 - Speaker Role = 2 complementary conference attendees
 - Event Sponsor = 1 complementary conference attendee
 - Brand Visibility = 1 complementary conference attendee
- NWS will register these attendees on your behalf to ensure they are not charged for registration. They will receive all-access and benefits as if they were a fully paid registrant. The following information is needed to process registration:
 - Name
 - Title
 - Company
 - Email
 - Mailing Address
 - Phone
- Once conference registration is completed, the individual will receive a confirmation email.
- The complimentary conference attendees MUST log back into the registration system and modify their agenda to register for individual educational sessions, networking events, and meals. Each attendee will receive an email with instructions on how to modify their agenda. For questions or assistance, please contact events@consultrhino.com.

ELECTRONIC BANNER DISPLAY

- Eligible sponsors receive the ability to provide an electronic banner display / advertisement. This is a rotating presentation that is played during all breaks, meals, and transition periods of the conference.
- Document provided should be a single slide widescreen format (16:9) PowerPoint document.
- Slides will transition on an automatic loop after 7 seconds.
- Examples of past electronic banners can be found on the resources page of our conference website www.northwestsummit.com/resources.

WEBSITE VERBIAGE, CONTACT INFORMATION & HYPERLINK

- All sponsors receive recognition on the Northwest Summit website.
- Based on eligibility, sponsors will receive placement of contact information, hyperlink, and/or logo on our conference website.
- Your sponsor welcome email will list the items needed specific to your sponsor level. You can also reference the NWS Sponsor Opportunities and Benefits Guide located on our website to see a list of benefits by sponsor level.

PROGRAM ADVERTISEMENT

- The conference printed program will feature sponsorship advertisements. These are similar in style to advertisements you would see in a magazine.
- These are full color design with no bleeds. Files should be delivered as a 300 dpi JPEG.
- Advertisements are sized by sponsor level unless an increased advertisement has been purchased.
 - Speaker Role = 8.5 inches wide x 5.5 inches tall
 - Event Sponsor = 4.25 inches wide x 5.5 inches tall
- Examples of a past conference program can be found on the resources page of our conference website www.northwestsummit.com/resources.

COMPANY RECOGNITION

- It is important to NWS that we refer to your company within your organization's branding guidelines. Please provide the following specifics for your company.
 - Company name as you would like it to be read from the podium
 - Company name as you would like it printed in conference materials
 - Company #hashtag# used in social media posts
 - Company logo in JPEG and EPS format

SPONSOR DIRECTORY

- NWS prints a sponsor directory which includes sponsor contact information for all attendees to reference.
- Space in the directory is limited to 7 lines, 30 characters per line (spaces are included as a character).
- Information is limited to the directory field types (i.e.: you cannot omit an address, but print a tagline instead, you can omit information and print two names or two phones in place of the lines omitted.)
- Please provide the information below exactly as it should be listed in the directory. Sponsors may omit any information you would not like printed.
 1. Company
 2. Name
 3. Address
 4. City, State Zip
 5. Phone
 6. Email
 7. Website