



**SPONSORSHIP
DECK
2019**

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www.SoFloFertilityExpo.com

SOUTH FLORIDA
FERTILITYEXPO  



The essential event for your fertility journey

With the event slated for April 28, 2018, during Fertility Awareness month, South Florida Fertility Expo (SOFFE) will bring together leading fertility specialists, in one place at one time, making it an invaluable resource for attendees.

The South Florida Fertility Expo is backed by Florida's leading fertility support groups, fertility networks and will be the first event to target the needs of individuals and couples seeking support and resources for their fertility journey. We estimate that attendance will reflect the diverse and multicultural communities within South Florida that are in need for this information.

SOUTH FLORIDA
FERTILITYEXPO  

The Event

The South Florida Fertility Expo is the event for your fertility journey.

Join leading fertility specialists, in one place at one time, making it an invaluable resource for **EVERYONE** who has a concern or interest with having a family.

When: Saturday, April 27, 2019

**Where: The Don Shula & Golf Club
6842 Main St,
Miami Lakes, FL 33014**

**Panels | Consultations | Demonstrations
Talks | Resources | Networks**

Tickets: One Day Pass \$20.

Tickets available online.

**For more information call 305.319.1016 /
754.234.3590**

www.SouthFloridaFertilityExpo.com



The Web Series

The Web Series is a Youtube Chanel and online platform that further promotes the conversation about fertility and the issues surrounding it.



Charlotte Danciu P.A. Part 1 - Reproductive Law: Surrogacy & Adoption

Some topics discussed:

Egg Donor and Surrogate Solutions

Fertility in Argentina

Reproductive Surgery

Endometriosis

Fibroids

IVF

Adoption



Dr. Jamell Walker Part 1 - Prenatal Care In The IVF Patient

Our Visitors

Visitors to SOFFE range from:

- Excellent and very well informed persons just starting to try for a family
- People seeking a wonderful opportunity to speak to those already diagnosed with fertility issues
- Anyone and everyone struggling with fertility
- All individuals, couples, single women and same sex couples are encouraged to attend
- Our visitors benefit from an informed speaker program providing lectures and seminars from leading fertility specialists.



Why become a Sponsor?

Maximize Your Visibility at the South Florida Fertility Expo

We offer prospective partners a mutually beneficial opportunity encompassing essential public interest and huge marketing value.

What are the Benefits of becoming a Sponsor at SOFFE?

- Enhance your image in the eyes of your target market
- Begin to shape consumer attitudes around your product or service
- Drive sales in a positive direction
- Drive awareness and create a buzz around your brand
- Differentiate yourself from competitors
- Showcase your products and/or services directly to the consumer
- Position yourself as a key supplier in your sector
- Network with top-tier fertility professionals

Pre & post-Expo marketing

The SOFEE has great content which can be sponsored to ensure a strong association with an informative and inspiring Expo.

The speaking opportunities are an ideal platform to engage with and increase brand exposure to an extremely targeted, niche audience, who are looking for answers and treatments to help them on their fertility journey.

As a key Expo partner, you will benefit by being part of a focused multi-platform campaign pre and post-Expo:

- Press releases
- Social media
- Direct marketing
- Emails
- Expo guide
- Editorial on Expo website
- Exit surveys

Benefits

- Engage with our visitors face – to- face
- Learn about this highly targeted audience
- Showcase your specialist range and alternative offerings
- Align your brand with the most credible experts in the field of fertility
- Support visitors from the very start of their fertility journey
- Generate sales



Sponsor Levels

Presenting Sponsorship Package

This provides the most extensive set of benefits for a premier sponsor dedicated to the fertility industry

INVESTMENT AMOUNT

\$50,000

- One (1) 8 x 10 Booth Space with the option to increase
- Sponsorship Location - Main Floor Front Entrance or Premium Corner
- Pipe & Drape Set-Up
- 1x - Booth Name ID Sign
- 1x - 6' Skirted Table
- 2x – Chairs
- 2x - Name Badges
- 1x - Company Profile in Expo Guide
- 1x - Company Name & /Hyperlink on SOFFE
- Company Logo on SOFFE Website on Homepage & Sponsor Page
- 10x - Parking Validations
- 10x - Morning Refreshments
- 15x - General Admission Tickets to Expo
(For Family/Friends/Clients)
- Electricity & Internet Access
- Recognition Plaque
- ** Customized booth packages are available to meet your needs.
- TOP BILLING & Acknowledgment as the Presenting Sponsor on All marketing materials and advertising (name and/or logo)
- 10 Mentions on Social Media
- Your marketing materials included in gift bags distributed at the expo (Paper Items Okay)
- Full-Page Ad in Expo Guide
- Exclusive Press Release announcing Sponsorship
- Company logo on event signage and on multimedia presentation.
- Individual Sponsorship Page on SOFFE Website
- Exclusive Pre-Show E-blast & Newsletter
- Logo on Thank You e-mail sent to all attendees
- Verbal recognition as Presenting Sponsor at the expo during high traffic time periods.
- Short video industry highlight
- First Right of Refusal for SOFFE 2019

Gold Sponsorship Package

INVESTMENT AMOUNT

\$25,000

- Two (2) 8 x 10 Booth Spaces
 - Sponsorship Location - Prime Location on Main Floor Front Entrance
 - Pipe & Drape Set-Up
 - 1x - Booth Name ID Sign
 - 2x - 6' Skirted Table
 - 4x - Chairs
 - 4x - Name Badges
 - 1x - Company Profile in Expo Guide
 - 1x - Company Name & /Hyperlink on SOFFE Website
 - 1x - Company Logo on SOFFE Website
 - 4x - Parking Validations
 - 4x - Morning Refreshments
 - 20x - General Admission Tickets to Expo (For Family/Friends/Clients)
 - Electricity & Internet Access
 - Recognition Plaque
 - Acknowledgment as A Gold Sponsor on
 - All marketing materials and advertising (name and/or logo)
 - 5 mentions on Social Media
 - ** Customized booth packages are available to meet your needs.
- Your marketing materials included in gift bags
 - distributed at the expo (Paper Items Okay)
 - 1/2 Page Ad in Expo Guide
 - Press Release announcing Sponsorship
 - Company logo on event signage and on multimedia presentation.
 - Spotlight in Pre-Show E-blast & Newsletter
 - Logo on Thank You e-mail sent to all attendees
 - Verbal recognition as Gold Sponsor at the expo during high traffic time periods.
 - First Right of Refusal for 2019



Silver Sponsorship Package

- One (4) 8 x 10 Booth Space
 - Sponsorship Location - Main Floor Front Entrance or Premium Corner
 - Pipe & Drape Set-Up
 - 1x - Booth Name ID Sign
 - 1x - 6' Skirted Table
 - 2x - Chairs
 - 2x - Name Badges
 - 1x - Company Profile in Expo Guide
 - 1x - Company Name & /Hyperlink on SOFFE Website
 - 1x - Company Logo on SOFFE Website
 - 2x - Parking Validations
 - 2x - Morning Refreshments
 - 15x - General Admission Tickets to Expo (For Family/Friends/Clients)
 - Electricity & Internet Access
 - Recognition Plaque
 - ** Customized booth packages are available to meet your needs.
- Acknowledgment as a Silver Sponsor on select marketing materials and advertising (name and/or logo)
 - 3 Mentions on Social Media
Your marketing materials included in gift bags. (Promotional item only, no paper products)
 - 1/4 Page Ad in Expo Guide
 - Profile in Pre-Show E-Blast & Newsletter
 - Mention in General Press Release announcing Sponsorship

**INVESTMENT
AMOUNT**

\$10,000



Bronze Sponsorship Package

- One (5) 8 x 10 Booth Space
 - Sponsorship Location on Main Floor
 - Pipe & Drape Set-Up
 - 1x - Booth Name ID Sign (7"x44")
 - 1x - 6' Skirted Table
 - 2x - Chairs
 - 2x - Name Badges
 - 1x - Company Profile in Expo Guide
 - 1x - Company Name & /Hyperlink on AFE Website
 - 1x - Company Logo on SOFE Website
 - 2x - Parking Validations
 - 2x - Morning Refreshments
 - 10x - General Admission Tickets to Expo (For Family/Friends/Clients)
 - Recognition Certificate
 - ** Customized booth packages are available to meet your needs.
- Acknowledgment as a Bronze Sponsor on select marketing materials and advertising (name and/or logo)
 - 1 Mention on Social Media
 - Your marketing materials included in gift bags (Promotional item only, no paper products)
 - Logo & Bold Print in Expo Guide
 - Listed in Pre-Show E-Blast & Newsletter
 - Mention in General Press Release announcing Sponsorship

**INVESTMENT
AMOUNT**

\$5,000

