

## EMAIL MARKETING OPPORTUNITIES

### **CONFIRMATION AND "KNOW BEFORE YOU GO" EMAIL SPONSORSHIP      \$10,000**

Banner ad placement on the confirmation emails to the attendees and faculty members upon confirmation of their registration for the conference and again on the "Know Before You Go" email that outlines both the livestream details and in-person instructions for the conference. This is an exclusive opportunity.

### **EMAIL MARKETING MESSAGE      \$2,500 PER EMAIL**

One-time email marketing message sent to conference attendees, based on availability. HTML code and image hosting provided by sponsor.

#### **FORMATTING GUIDELINES**

- All images contained in email ad **MUST** be hosted on sponsor's server
- 600 pixels maximum width
- Responsive web format (recommended)
- Create email ad to include some HTML type, avoid creating entire ad as images (recommended)

#### **SUBMISSIONS AND SCHEDULING**

- Schedule send date by emailing [exhibits@ncvh.org](mailto:exhibits@ncvh.org); availability is limited
- Submit code and subject line to [exhibits@ncvh.org](mailto:exhibits@ncvh.org) one (1) week prior to email send date
- Forty (40) characters or less subject line (may require a reference to "NCVH" depending on terms of agreement)
- HTML link (or) text document with HTML code

#### **DISTRIBUTION/REACH**

- Distribution target: NCVH 2019 past attendees and NCVH 2021 Annual Conference in-person and livestream registrants (approximately 2,000 to 2,500 email addresses)
- Distribution demographics are comprised of diverse clinical and non-clinical disciplines including, but not limited to, physicians, allied health, fellows and administrators

### **EMAIL BANNER AD      \$1,000 PER EMAIL**

Banner ad placement on in-house NCVH marketing emails sent to the entire database (36,000+) promoting various conference marketing campaigns (housing, sessions, registration, etc).