Presenting Sponsorship Package
Date: September 29, 2016 | Location: The Marriott

POWER BREAKFAST FORMAT:

- *IBJ’s* editorial department will select a panel of four to six (4-6) professionals from the industry, leading the panel’s discussion at the Power Breakfast
- **Q&A** – Following the discussion, questions are collected from the audience and directed to the panelists.
- A feature story related to the panel questions and discussion will be published in the *Health Care/Benefits* focus section on October 3.

The **Presenting Sponsor** of *IBJ’s* *Health Care & Benefits* Power Breakfast receives:

- An opportunity for a representative from your organization to give a **two-minute welcome** at the Power Breakfast
- **Industry Exclusivity**
- **Prominent Logo Representation** on all marketing materials:
  - A minimum of four (4) color advertisements promoting the Power Breakfast in *Indianapolis Business Journal*
  - One color advertisement promoting the Power Breakfast in *Indiana Lawyer*
  - Power Breakfast Invitation – 18,000 to be inserted into *IBJ*
  - E-vite to all 30,000+ IBJ Daily subscribers
  - Signage at the Power Breakfast
  - Event Program, Event Notepad and Event Tickets
  - Sponsor logo on web ads to run on ibj.com and select e-news products
  - Event registration page
  - A ¼ page “thank you” ad recognizing sponsors in the Health Care/Benefits/Reform focus section
- Two tables of ten (10) at the Power Breakfast with Corporate Table Signage
- Opportunity to provide one (1) piece of marketing collateral or one (1) memento to all attendees at the power breakfast event
- **Print Advertisement** – Full page, 4-color advertisement in the October 3, 2016 Health Care/Benefits Focus section featuring Power Breakfast topics
- **Ads** on event registration page at IBJ.com (300 x 250 & 728 x 90) July 2016 to September 2016

**PRESENTING SPONSORSHIP INVESTMENT: $14,500 net**