Underwriting 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.

Underwriting Sponsors of *IBJ*’s *Health Care & Benefits* Power Breakfast receive:

- **Logo Representation** on all marketing materials:
  - A minimum of four (4) full-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
  - Event email confirmation
  - A ¼ page “thank you” ad recognizing sponsors in the Health Care/Benefits/Reform focus section

- One table 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** – Half horizontal or vertical, 4-color advertisement in the October 3, 2016 Health Care & Benefits Focus section featuring the Power Breakfast topics
- **Ads** on event registration page at IBJ.com (300 x250 & 728 x 90) July, 2016 to September, 2016

UNDERWRITING SPONSORSHIP INVESTMENT: $8,500 net

Maximum of eight (8) underwriting sponsors for each power breakfast