



Education Based Sponsorships Drive Measurable ROI for Exhibitors and Sponsors

James A. Parker, CEO
Digitell, Inc.

*40 Years Experience Creating Educational “Revenue Generating”
Products from Conferences and Seminars*

Education Based Sponsorships

Sponsors that promote the education of their audience have seen unprecedented ROI, and here's why:

- Significant Good Will Created from Educating Industry Professionals
- Sponsors of Education Perceived as Leader's in Industry
- Distributing Education Supports Organization's Mission
- Valuable Data on User's Activities
- Ability to Engage Audience in Real Time
- Worldwide Brand Recognition

“Sponsoring the Distribution of Education Provides
Greater ROI Today Than Ever Before”

James A. Parker, CEO, Digitell, Inc.

3 Proven Digital Conference Sponsorships

#1. Sponsor the “Conference Education” All-Access Pass

- Sponsor the Event Education and Provide all Conference Attendees “FREE ACCESS PASS” to Complete Conference Education Package*!!

*Association hires company to Record
All Educational Sessions



Case Study: Sponsored Conference Recordings
Wound, Ostomy and Continence Nursing

3 Proven Digital Conference Sponsorships

#2. Host a Live Stream Event For Your Customers and Prospects

“Live Streaming Education to their website was seen as a huge benefit by our corporate sponsors. They jumped on the opportunity to step up their sponsorship, even after they told me repeatedly that they had no more money.” – **Laura Wenger**, Executive Director, Practice Green Health



*Association Delivers a Hybrid Event to Multiple Audiences Concurrently

3 Proven Digital Conference Sponsorships

#3. Year-Round “Education Based” Sponsorship

Opportunities

- All-Access Pass Sponsorship During Conference
- Hosting of Webinars, Virtual and/or Hybrid Events
- Best of Conference “Top 10” Rebroadcast
- Monthly “Sponsored” Session Rebroadcasts
- Specialty Content Products & Packages

Sponsored by our MPI Communities sponsors



Year-round Sponsorship Client





- “Thanks to Digitell, we could offer our attendees* an exceptionally valuable new ‘perk,’ while allowing one exhibitor to expand its touch in a new and exciting way.

- Digitell also helped us create a sizable new revenue stream in the process.”

Kay Campbell

Executive Director

- * FREE ACCESS PASS SPONSORSHIP