

## 2021 PARTNERS BENEFIT SHEET

<b>Partners Executive Forum</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Basic</b>
4 Complimentary Registrations to the Partners Executive Forum	✓	✓	✓	✓
Company Suite/Meeting Space at the Partners Executive Forum	✓	✓	✓	✓
Advance access to reserve sleeping rooms at hotel	3 weeks	2 weeks	1 week	
Complimentary time slots in Overflow Suites *	up to (4)	up to (3)	up to (2)	
Complimentary time slots in Executive Overflow Suites which feature projector and screen as well as complimentary beverages *	up to (6)	up to (4)		
Invitation to the exclusive Platinum and Gold MVP Event	✓	✓		
Special invitation for (4) senior executives to attend private IFDA Chairman's Dinner	✓			
<b>2021 IFDA Meetings &amp; Events</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Basic</b>
<b>Invitations to Executive Leadership Summit</b>	<b>3 (2 Comp)</b>	<b>2 (1 Comp)</b>		
<b>Opportunity to sponsor Executive Leadership Summit at Distribution Solutions Conference</b>	✓	✓	✓	
Discounted Sponsorship Opportunities#	30%	20%	5%	
MVP Company Recognition at each IFDA event	✓	✓	✓	
Complimentary Flex registrations to the Partners Executive Forum or SMART Conference or Distribution Solutions Conference	(9)	(6)	(3)	
Invitation to exclusive Chairman's event at the IFDA SMART Conference (Sales & Marketing) with distributor executives in attendance	✓	✓		
Invitation to the Presidents Conference IFDA Chairman's Dinner in November	✓			
Recognition as a Platinum Partner at all IFDA Board of Director meetings and Chairman Events	✓			
<b>Research</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Basic</b>
Access to select IFDA research and education materials at member rates	✓	✓	✓	✓
Complimentary copy of select IFDA research, white papers, and IFDA's Quarterly Economics Report	✓	✓		
<b>Communications/Marketing/Branding</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Basic</b>
Access to IFDA's online Resource Library	✓	✓	✓	✓
Subscription to IFDA Daily Update e-newsletter	✓	✓	✓	✓
Eligible for seat on the IFDA Supplier Advisory Council (invitation)	✓	✓	✓	
Sponsorships and product placement at major IFDA events ** - additional fees may apply	✓	✓	✓	
Use of IFDA Partner logo on company promotional materials, marketing and communications	✓	✓	✓	
Content marketing piece – run twice per year in IFDA Daily Update ***	✓			
<b>Overall Recognition</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Basic</b>
Recognition as an IFDA Partner in Board Materials	✓	✓	✓	✓
Recognition as IFDA partner with a link to partner company website	✓	✓	✓	✓
MVP recognition in Annual Report to distributor members	✓	✓	✓	✓
Banner sponsorship on IFDA Daily Update e-newsletter ****	✓	✓		
Partner Company Profile with link on IFDA website	✓			

\* Time slots available on a first come, first served basis.

\*\* Excludes stations at all receptions at Partner Executive Forum.

\*\*\* Editorial guidelines apply. IFDA has final approval of the article.

\*\*\*\* Sponsorship includes animation with company name, logo and tagline and a link to your corporate home page. Revisions more than one time per calendar year (company logo change, etc.) may be made for an additional cost.

# A la carte IFDA event sponsorships, does not apply to MVP Program Fees