

NCN 2021 Sponsorship Opportunities

NCN Category Sponsorship Inclusions:

- NCN Category Sponsor recognition listed in all marketing pieces including: NCN marketing communications, website, onsite event signage and/or virtual platform branding* and highlighted in NCN Investor workbooks.
- Sponsor recognition on the NCN website featuring a company profile.
- Exclusive preview of the presenting companies for all NCN Investor Meetings.
- Opportunity to participate in Pre-Pitch Orientation workshops with presenting companies to provide advice and act as a mentor for these companies.
- Access to the original pool of applicants (over 1,200 companies) from which finalists are selected; including referrals from NCN principals for new clients from the NCN network and beyond.
- Access to SPINS brand-specific POS data.
- NCN deal flow and transaction updates.
- Conference call introduction to the NCN Selection Committee.
- (2) "Meet Our Sponsors" email campaign delivered to the Cornerstone Investor + Selection Committee audiences with (1) email in Spring and (1) in Fall.
- (3) Complimentary registrations for all 5 NCN Investor Meetings.
- Curated introductions on-site to presenting companies that are seeking industry related advice depending on availability. (In-person events only.)*
- Invitation to NCN affiliated event at Natural Products Expo West and Expo East. (In-person events only.)*
- Opportunity to host Sponsor table to feature marketing materials and to conduct one-one meetings and general networking. (In-person events only.)*
- Opportunity to place samples (if applicable) into the NCN Presenter Sample boxes for specific NCN events. (Virtual events only.)*
- Opportunity to participate in (1) Sponsor-lead live virtual Lunch & Learn in 2021. More detailed inclusions to be sent.
- Opportunity to film a Sponsor content video ad recorded by New Hope Network digital team that will be featured in sponsor virtual booth and virtual platform. (Virtual events only.)*
- Virtual Platform Inclusions: Showcase company marketing materials/content in virtual booth, chat area and setup 1:1 meetings with event participants, participate in networking breakout sessions, exposure from text push notifications and more. (Virtual events only.)*

NCN Exclusive Category Upgrade**:

**Exclusive category upgrade includes the below inclusions in addition to the category inclusions above.

- Your Sponsor logo will appear with all promotions of the Natural Products Business School and Pitch Slams at Expo West and Expo East. Marketing pieces include: on-site signage and/or virtual event platform branding**, Natural Products Expo West and Expo East website, Attendee Brochure**, Show Directory Map** and advertisements**
- Facilitated networking opportunity with the Natural Products Business School attendees during programming.
- (2) Complimentary badge registrations for Natural Products Expo West and Expo East.
- (2) Complimentary badge upgrades for Natural Products Business School and Pitch Slams.

Sponsorship Categories***:

NCN offers partner focused sponsorships for the following categories:

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|--------------------------|----------------------|------------------------|---------------------------------------|
| • Accounting | • Financial Services | • Legal | • Sales & Marketing |
| • Clinical Research | • Flavor | • Packaging | • Sampling |
| • Commercialization | • Full Stack CFO | • Performance Insights | • Strategic Branding / Communications |
| • Contract Manufacturing | • General Technology | • Public Relations | • Strategic Consulting |
| • Digital Agency | • Insurance | • Product Development | • Technology Commercialization |
| • Ecommerce | • Investment Banking | • Recruiting | • Valuation |

*The elements noted with this asterisk indicate which inclusions can be fulfilled at in-person or virtual events only. In the event of a NCN Investor Meeting needing to be conducted virtually, Sponsors will be notified how specific in-person inclusions may be fulfilled in an equally impactful way in addition to unique virtual inclusions.

**NPBS + Pitch Slams are currently scheduled to take place at Natural Products Expo West and Expo East 2021. In the event of a show cancellation, NPBS + Pitch Slams may still be deployed digitally to the Natural Products audience in an equally impactful way.

***Special exclusivity is available for each of the categories above, please ask for more details.

For more information on Nutrition Capital Network and available sponsorship opportunities, please contact tom@nutritionadvisors.com