



InnovationTM

Global Network

**Membership, Sponsorship, and
Advertising Opportunities**

InnovationGlobalNetwork.com

The Innovation Global Network

An active, content-rich, social media-based business network designed to enable Consultants/Agencies and Corporate Professionals ...

...to find and engage each other on insights, innovation and commercialization best practices

...productively interact with their entire contact networks (not just the 5-10% they talk to)

...leading to new innovation projects, sales and growth opportunities for all

Membership, Sponsorship and Advertising Opportunities

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Membership Types and Benefits

Membership Types	Most Appropriate for:	Key Benefits
Individual Basic	Corporate Professionals, Entrepreneurs, Associates of Innovation Providers	<ul style="list-style-type: none"> • Enables you to <u>re-engage (and stay engaged) with your entire Contact Network</u> and make high potential new Contacts • Provides access to the Open Communities and Content, engagement tools and resources
Innovation Leaders Premium Network	Executives, Directors, Project/Team Leaders and Innovation Experts	<ul style="list-style-type: none"> • All the benefits of Individual Basic Membership + • <u>Exclusive networking capabilities</u> that facilitate <u>engagement with Corporate Leaders and Innovation Experts</u> on high level innovation management issues
Innovation Provider	Consultants, Agencies, Technology Firms, Academics, Venture Firms	<ul style="list-style-type: none"> • Includes up to 90 days free Innovation Leaders Premium Network Membership + • Enables Organizations and Independent Consultants <u>to be found as Innovation Providers</u> • Enables you to <u>create a Commercial presence</u> through the Sponsorship and Advertising features • <u>Builds your reputation for being a “go to” individual/organization</u> for innovation help.



Membership Types and Costs

	<u>Size of Company</u> (# of Employees)	<u>Membership Fees</u> (Annual) *12 Months Pre-paid)	<u>Membership Fees</u> (Monthly)
Individual Basic Members	NA	Free	Free
Innovation Leaders Membership [Free for 30 days]	NA	\$12.50/mo*	\$14.50/mo
Innovation Providers: •Consultants •Agencies •Research, Technology and Service Providers <i>(Divisions and Affiliates can join separately)</i> [Free for 90 days]	1	\$16.50/mo*	\$19.50/mo
	2 - 5	\$32.50/mo*	\$39.50/mo
	6 - 10	\$37.50/mo*	\$44.50/mo
	11- 25	\$42.50/mo*	\$49.50/mo
	26- 50	\$47.50/mo*	\$54.50/mo
	51 - 100	\$52.50/mo*	\$59.50/mo
	101- 250	\$57.50/mo*	\$69.50/mo
	251 - 500	\$64.50/mo*	\$79.50/mo
	501- 1000	\$72.50/mo*	\$89.50/mo
	1,001 +	\$79.50/mo*	\$99.50/mo

Sponsorship and Advertising Overview

媿 **A number of Sponsorship and Advertising features are provided to increase your visibility and enhance your “go to” image in the Network.**

- There are many free and fee-based options

媿 **Each feature has a quick, easy submission Wizard that will enable you to:**

- Find options to meet any budget
- Set up low-cost tests to see what works for you.
- Immediately see the cost impact of each choice you make
- Specify the exact dates you want your Ads, Logos, Announcements and Marketplace listings to appear

媿 **Only Associates (employees) of Innovation Provider Members can use the Sponsorship and Advertising features.**

媿 **The Innovation Provider Admin is provided an initial balance of Sponsorship Credits equal to the Company/Organizations Membership fee**

Sponsorship Credit Packages

- 媯 Sponsorship Credit Packages may be purchased by the Associates of Innovation Providers that provide different levels of discounts (10-25%) and credits that may be applied to all sponsorship and advertising fees.
- 媯 The # of credits provided by each package is equal to the cost of the package

Sponsorship Credit Packages Summary

Sponsorship Packages	Most Appropriate for:	Sponsorship Benefits	Costs/ # Credits	Beta Partner Launch Discount
		<u>Discount on all Advertising and Sponsorship Opportunities</u>		
<u>Bronze Package</u>	Small Consultants/Agencies/Companies	10%	\$195/yr	Additional 25% Discount on all Sponsorship and Advertising Opportunities
<u>Silver Package</u>	Small/Medium Consultants/Agencies/Companies	15%	\$495/yr	
<u>Gold Package</u>	Medium/Large Consultants/Agencies/Companies	20%	\$995/yr	
<u>Platinum Package</u>	Large Consultants/Agencies/Companies	25%	\$1,995/yr	

Sponsorship and Advertising Opportunities Summary

<p>➤ Display your Logo on IGN, Community and Member Home Pages</p>	<ul style="list-style-type: none"> ✓ Bring Members and Visitors to your Website or Profile Pages
<p>➤ Advertise on your Company/Organization's Profile and Content Pages</p>	<ul style="list-style-type: none"> ✓ Bring Members and Visitors to your Website Pages
<p>➤ List your Products and Services in the Innovation Marketplace</p>	<ul style="list-style-type: none"> ✓ Advertise your reports, books, videos, innovation tools, support services, facilities, patents to license, etc.
<p>➤ Advertise and Register Members to your Events (live and pre-recorded)</p>	<ul style="list-style-type: none"> ✓ Webinars, seminars, workshops, and networking events
<p>➤ Send Messages to high potential New Contacts</p>	<ul style="list-style-type: none"> ✓ Get in touch with valuable new leads
<p>➤ Display Your Announcements</p>	<ul style="list-style-type: none"> ✓ Create buzz on your newest services and products
<p>➤ Create your own Private Communities</p>	<ul style="list-style-type: none"> ✓ Build relationships with current clients and high potential Contacts by discussing proprietary best practices with just those Members you invite ✓ Disseminate case studies within client organizations of work done for them to stimulate additional projects ✓ Stay engaged with client organizations even if key contacts leave

Display Your Logo

Your Company/Organization's Logos can be placed on the IGN Home Page as well as the Individual Member and Community Home Pages to communicate it has expertise relevant to viewers of those pages.

- Logos can be linked to:

- ❖Your websites
- ❖Your Company/Organization Profile
- ❖Your Professional Profile (or an Associate)

- Logos are scrolled across the bottom of the pages selected

Logo Rates

Logo Placement	Rates*
<u>Innovation Global Network Home Page</u>	•\$3.95/day*
<u>Individual Members Home Pages:</u> <ul style="list-style-type: none"> • All Members • Select Members (based on Professional Profile) 	•\$3.95/day* •(\$7.95 /day) x (% of Network Members Selected) with a minimum of \$1.00/day *
<u>Community Home Pages:</u> <ul style="list-style-type: none"> • All Communities • Select Communities 	•\$19.50/day* •\$1.95/day*

* Sponsorship Package discounts and credits may be applied to Logo fees

* Additional 25% discount for commitments made today

Display Your Advertisements

媏 **Ads can be placed in the following locations:**

- Innovation Provider Profile Page (right column)
- Associate's Professional Profile Pages (right column)
- Associates Content Pages (Under Content)

媏 **Ads will be linked to your Company/Organization Profile**

媏 **You can specify exactly which days you would like to advertise.**

媏 **The following ad sizes are available:**

- 250 x 50
- 250 x 160
- 250 x 250

Advertising Rates

Ad Placement	Ad Rates*
Innovation Provider Profile Page	<ul style="list-style-type: none"> • \$0.95/day*
Associates Professional Profile Pages <ul style="list-style-type: none"> • All Associates • Select Associates 	<ul style="list-style-type: none"> • (\$0.35/day) x (# of Associates)* • (\$0.45/day) x (# of Associates selected)
Associates Content Pages <ul style="list-style-type: none"> • All Associates • Select Associates 	<ul style="list-style-type: none"> • (\$0.35/day) x (# of Associates)* • (\$0.45/day) x (# of Associates selected)*

* **Sponsorship Package discounts** and credits may be applied to advertising fees

* Additional 25% discount for commitments made today

The Innovation Marketplace

媿 Ad listings can be submitted to the Innovation Marketplace for:

- Research and Trend Reports
- Books, videos and audio books
- Innovation Tools
- Patent and product licensing opportunities
- Innovation Support Services and Facilities

媿 Each listing can be linked to one of the following:

- A website for the product/service
- Your Innovation Provider Profile
- Your (or an Associates) Professional Profile

媿 You can specify exactly which days you would like your listings to appear.

媿 **Costs for each listing will be \$0.45/day***

* Sponsorship Package discounts and credits may be applied to ad listing fees

* Additional 25% discount for commitments made today



Events

- 媏 Events can be advertised to both Members and Non-Members.
- 媏 Registration and fee collection is coordinated by Innovation Global Network.
- 媏 There are free and fee* based options for advertising Events.
- 媏 There are 2 types of Events:
 - Learning & Networking Events (Live)
 - Play On Demand Events (Pre-recorded Events that can be viewed anytime)

* **Sponsorship Package discounts** and credits may be applied to advertising fees

* **Additional 25% discount** for commitments made today

Event Fees

媮 The Innovation Global Network:

- Provides many **free** (and fee-based) opportunities for alerting Members to all upcoming Events.
- **Will also waive** Event Commission fees for registering participants to **all** Free Events
- Will charge a 15% Event Commission fee for each Member it registers to a fee-based Event to cover credit card transaction fees and maintenance costs.
 - The Registration fee will be paid directly to the Event Organizer's (EO's) PayPal Account. And the Event Commission fee will be charged to the EO's credit card.

Learning & Networking Event Advertising Rates

Event Ad Placements	Rates
<p>Send Event Invitations to:</p> <ul style="list-style-type: none">-Contact Network-External Contact Network-Associates Network	<ul style="list-style-type: none">• Free• Free• Free
<p>Event summary and details continuously listed in Network's Upcoming Events section</p>	<ul style="list-style-type: none">• Free
<p>Display Ad in New Events section (for 7 days after submission) and Upcoming Events section (for 7 days prior to Event) on:</p> <ul style="list-style-type: none">-Your Innovation Provider Profile-Your Associates Profiles	<ul style="list-style-type: none">• Free• Free

Learning & Networking Event Advertising Rates (Cont'd)

Event Ad Placements	Rates*
<p>Innovation Global Network Home Page:</p> <ul style="list-style-type: none"> • New Events and Upcoming Events sections • Featured Events 	<ul style="list-style-type: none"> • Free • \$4.95/day*
<p>Community Home Pages:</p> <ul style="list-style-type: none"> • New Events and Upcoming Events sections: <ul style="list-style-type: none"> –Initial 3 Communities –Additional Communities –All Communities • Featured Events <ul style="list-style-type: none"> –Individual Communities –All Communities 	<ul style="list-style-type: none"> • Free • \$24.95 each* • \$99.50* • \$1.95/day each* • \$19.50/day*
<p>Individual Members Home Pages:</p> <ul style="list-style-type: none"> • All or Select Members (based on Professional Profiles) <ul style="list-style-type: none"> –New Events and Upcoming Events sections • Featured Events <ul style="list-style-type: none"> –All Members –Select Members (based on Professional Profiles) 	<ul style="list-style-type: none"> • Free • \$4.95/day* • Cost/day = (\$7.95/day) x (% of Network Members* Targeted) with a \$1.00/day minimum

Play On Demand Event Advertising Rates

Event Ad Placements	Rates*
<p>Send Invitations to:</p> <ul style="list-style-type: none"> -Contact Network -External Contact Network -Associates Network 	<ul style="list-style-type: none"> • Free • Free • Free
<p>Event summary and details continuously listed in Play on Demand Events section</p>	<ul style="list-style-type: none"> • Free
<p>Play on Demand Events section on:</p> <ul style="list-style-type: none"> -Your Innovation Provider Profile -Your Associates Profiles 	<ul style="list-style-type: none"> • Free • Free
<p>Innovation Global Network Home Page:</p> <ul style="list-style-type: none"> • New Play On Demand Events section (for 7 days after submission) • Featured Play On Demand Events section 	<ul style="list-style-type: none"> • Free • \$4.95/day*

New Contact Message Packages

媯 Your Associates can send **free** messages to:

- Their Contact Network
- The Innovation Leaders Premium Network (if they are Members)

媯 Your Associates can also send messages to **high potential New Contacts** by purchasing a New Contact Message Package:

- The reason for fees is to inhibit large-scale message spamming, but to still make it cost-effective to reach out to useful New Contacts

* **Sponsorship Package discounts** and credits may be applied to New Contact Message Package costs

* **Additional 25% discount** for commitments made today

New Contact Message Packages	
# of Messages	Cost*
5	\$25*
20	\$95*
50	\$225*
100	\$445*
250	\$1095*
1000	\$3950*

Announcements

媿 **Associates of Innovation Provider Members** can submit Announcements to be displayed on the:

- Innovation Global Network Home Page
- The Individual Member Home Pages
- The Best Practice Community Home Pages

媿 The submitter can specify exactly which days the Announcement should appear.

媿 There are various free and fee based options for submitting Announcements.

- Sponsorship Package discounts and credits may also be applied to Announcement fees
- Additional 25% discount for commitments made today

Announcement Rates

Announcement Placements	Rates
<p>Send Announcements to your:</p> <ul style="list-style-type: none">-Contact Network-External Contact Network-Associates Network	<ul style="list-style-type: none">• Free• Free
<p>Announcements section on:</p> <ul style="list-style-type: none">-Your Innovation Provider Profile-Your Associates Profiles	<ul style="list-style-type: none">• Free• Free
<p>Place on your Websites and Blog Home Pages</p>	<ul style="list-style-type: none">• Free
<p>Share with your social media websites</p>	<ul style="list-style-type: none">• Free

Announcement Rates (Cont'd)

Announcement Placement	Rates*
Innovation Global Network Home Page	<ul style="list-style-type: none"> \$2.95/day*
Individual Members Home Pages: <ul style="list-style-type: none"> All Members Select Members (based on Professional Profile) 	<ul style="list-style-type: none"> \$2.95/day* (\$3.95 /day) x (% of Network Members Selected) with a minimum of \$1.00/day*
Community Home Pages: <ul style="list-style-type: none"> All Communities Individual Communities 	<ul style="list-style-type: none"> \$9.50/day* \$1.95/day*

* Sponsorship Package discounts and credits may be applied to Announcement fees

* Additional 25% discount for commitments made today