



2021 ELISA Development Goals

MEMBERSHIP REVENUE

Membership - Insiders	325	\$39	\$12,675
Membership - Affiliates	10	\$349	\$3,490
Membership - Corporate	25	\$849	\$21,225

\$37,390

SUMMIT REVENUE

3-day full pass	0	\$2,295	\$0
Black Tie Dinner Sponsor (limit 2)	0	\$5,000	\$0
Plenaries & Sessions Sponsor (limit 5)	0	\$4,000	\$0
Opening Night Reception Sponsor (limit 2)	0	\$3,500	\$0
Official Summit Party Sponsor (limit 2)	0	\$3,500	\$0
Summit Registration Sponsor (limit 3)	0	\$2,000	\$0
Networking Lunch Sponsor (limit 2)	0	\$2,000	\$0
Advisory Sessions Sponsor (limit 2)	0	\$2,000	\$0
Happy Hour Sponsor (limit 2)	0	\$2,000	\$0

\$0

SPONSORSHIP REVENUE

Lead Sponsor	1	\$100,000	\$100,000
Major Sponsor	1	\$50,000	\$50,000
Program Sponsor	2	\$20,000	\$40,000
Support Sponsor	2	\$10,000	\$20,000

\$210,000

NON FINANCIAL GOALS

- Insider members: **5,575**
- Affiliate members: **10**
- Corporate members: **25**
- Gateway members: **11,150**
- Project pages: **800**
- Luminary posts: **15**
- CONFAB events: **6**
- Grow a social media following on Instagram, Twitter and Facebook
- Track web traffic and implement analytics
- Build a mobile app to increase engagement on the ELISA portal

total revenue goal: \$247,390



Find out more... www.elisainetwork.com