



2027 MASTER CLASS SPONSORSHIP PROGRAM

Reach the People Who Run the IVF Lab.

Partner with IVF Academy USA and put your brand in front of embryologists, lab directors, REIs, and fertility-center leaders — live, every month, all year.

4,809

unique registrants
across 16 Master
Classes

1,571

unique attendees in the
community

1,024

distinct organizations
represented

58.4%

average live attendance
rate (industry
benchmark: 45%)

Partner with IVF Academy USA

IVF Academy USA's Master Class sponsorship opportunity gives vendors in the IVF and fertility industry direct access to a specialized community of decision makers, thought leaders, lab directors, embryologists, andrologists, REIs, fertility care providers, and fertility professionals seeking high-quality, practical, science-based continuing education. See the full session lineup at ivfacademyusa.com/master-class.

MASTER CLASS BY THE NUMBERS

4,809

unique registrants across 16 Master Classes

1,571

unique attendees

1,024

distinct organizations

58.4%

average live attendance rate (industry benchmark 45%)

64 min

average attendance time for a 60-minute Master Class

~3.1

sessions attended per registrant, on average

333 unique IVF clinics, fertility centers, or reproductive medicine practices in the U.S. are represented in the audience.

Why Sponsor?

The Master Class audience is a concentrated professional audience of IVF laboratory practitioners, lab directors, and fertility-center staff who seek technical mastery, quality-systems guidance, and applied learning they can bring back to the lab.

- ✓ **70%** of registrants are lab directors/managers or embryologists — the people who evaluate and recommend the products your team sells.
- ✓ **61.4%** of registrants come from IVF clinics, fertility centers, or reproductive medicine practices — your core buyer.
- ✓ A standing, repeat community — not a one-time crowd — that returns month after month.

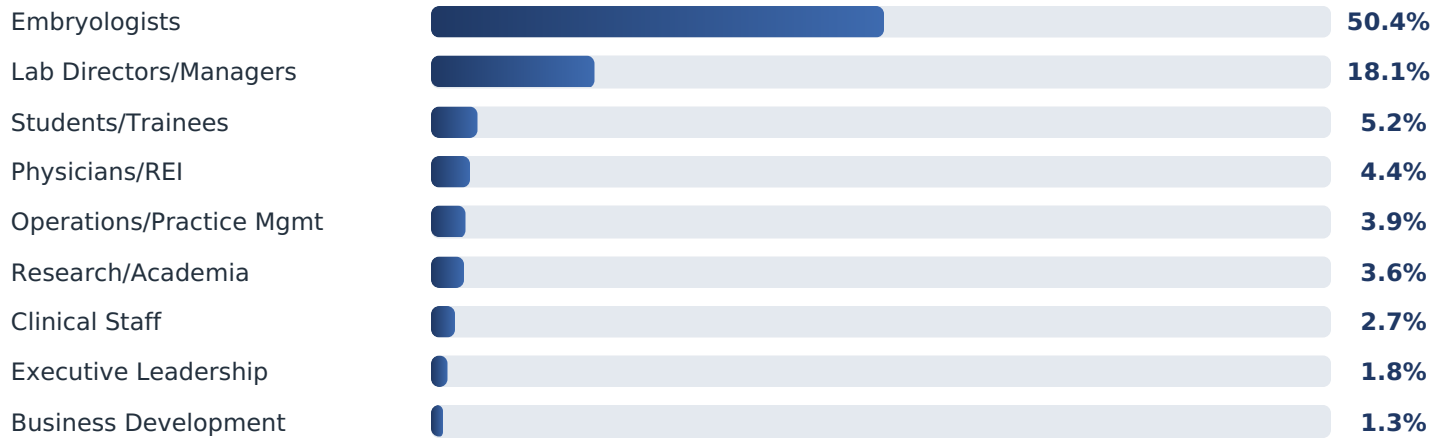
Audience Profile

The IVF Academy USA Master Class audience is a laboratory-practitioner-heavy, highly repeat-engaged, U.S.-centered community, drawn overwhelmingly from IVF clinics and fertility centers — with embryologists and lab directors/managers holding the majority of the buying-influence weight, and with organic representation already from major reproductive-technology vendors.

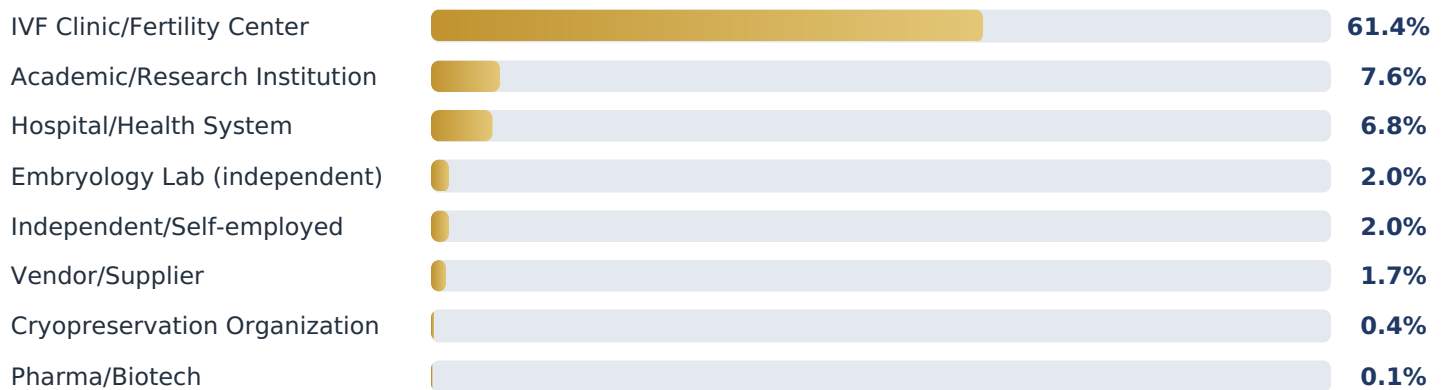
Who You Reach

A hands-on, practitioner-heavy audience with real influence over what a lab buys and uses every day.

AUDIENCE BY JOB TITLE



AUDIENCE BY ORGANIZATION TYPE



IVF clinics, fertility centers, and reproductive medicine practices are the core of the audience and the primary buyer group for lab consumables, media, incubators, and IT/EMR systems.

Audience Engagement

The Master Class audience is a highly engaged, addressable, repeat audience — not a one-off crowd. Roughly half of the audience is a standing, repeat community rather than a series of unrelated one-time audiences.

809

people (51.5%) registered for 2+ sessions

347

people (22%) registered for 5+ sessions

98

people (6%) registered for 10+ sessions

30+ individuals registered for 13–16 of the 16 Master Class sessions offered — a core, standing audience your brand can reach repeatedly over a full season.

High-Value Target Accounts

Top organizations ranked by unique registrant count across all 16 sessions. "Sessions" shows how many of the 16 Master Classes had at least one registrant from that organization — a proxy for how consistently that account engages with the program.

Organization	Registrants	Sessions (of 16)
Kindbody	89	16
Shady Grove Fertility (US Fertility)	40	16
CCRM Fertility	17	14
Pozitivf Fertility	14	14
Ovation Fertility	13	16
Reproductive Partners Medical Group	12	14
STL Fertility	12	9
HCRM Fertility	10	16
IVFMD	10	10
Carolinas Fertility Institute	10	16
Markham Fertility Centre	9	13
UPMC	8	16
Carolina Conceptions	8	16
Northwestern Medicine	8	11
Steve Biko Academic Hospital	7	16

Sponsor Package Tiers

Position your brand as a trusted industry partner through topic-aligned, highly visible sponsorship packages. We offer flexible, high-visibility sponsorship packages designed to deliver measurable ROI, lead generation, and brand authority.

TIER 1: EXCLUSIVE SPONSOR — \$25,000

Investment: \$25,000 for full season of 26 sessions • Availability: 1

- ✓ Logo placement on [Master Class webpage](#), registration page(s), webinar emails, promotional emails, social media, Master Class presentation
- ✓ Live acknowledgement by Dr. Anderson at every session welcome
- ✓ Inclusion of promotional materials and product links – 2 max during live webinar
- ✓ One dedicated sponsored segment (live or video) – 30 seconds max per session
- ✓ Live audience poll – 3 questions max
- ✓ One dedicated promotional email per quarter
- ✓ One registration page question per quarter
- ✓ One-time use of entire Master Class registrants mailing list
- ✓ First right of refusal on future series

TIER 2: SHOWCASE SPONSOR — \$5,000

Investment: \$5,000 per webinar • Availability: 5

- ✓ Logo placement on [Master Class webpage](#), registration page, webinar emails, promotional emails, social media, Master Class presentation
- ✓ Live acknowledgement by Dr. Anderson during webinar audience welcome
- ✓ Shared promotional materials and product links – 2 max during live webinar
- ✓ Live product demo (live or video) – 3 minutes max
- ✓ Live audience poll – 3 questions max
- ✓ Dedicated promotional email
- ✓ One registration page question
- ✓ One-time use of session registrants mailing list
- ✓ Inclusion of sponsor materials in post-session follow-up email

TIER 3: SESSION SPONSOR — \$2,500

Investment: \$2,500 per webinar • Availability: 26 available

- ✓ Logo placement on [Master Class webpage](#), registration page, webinar emails, promotional emails, social media, Master Class presentation
- ✓ Live acknowledgement by Dr. Anderson during webinar audience welcome
- ✓ Shared promotional materials and product links – 2 max during live webinar
- ✓ Inclusion of sponsor materials in post-session follow-up email
- ✓ One-time use of session registrants mailing list

Terms + Conditions

- Speakers and Topics for 2027 Master Classes are currently in progress.
- Webinars are limited to three per month.
- Webinars are typically scheduled on Thursdays between 12:00 p.m. and 1:00 p.m. Central.
- Each webinar is limited to 60 minutes and 500 attendees.
- More than one vendor may participate in a webinar.
- Vendors will be invoiced (net 30) with signed contract.
- Webinar sponsor promotions will not begin until payment is received.
- No refunds will be given.
- Webinar cannot be canceled after payment has been received.
- IVF Academy USA will provide the webinar platform and slide deck template.
- IVF Academy USA will develop a timeline and work with you to finalize the program details.
- A dry run is scheduled one week before the live broadcast to ensure seamless production.
- All logos, graphics, videos, shared files, and webinar content must be submitted 14 business days prior to the live webinar event.



Reserve a Sponsorship Opportunity

Next step: reserve category exclusivity or request available topic sponsorships for the next Master Class cycle. IVF Academy USA can customize a package around product category, target audience, session topic, deliverables, and desired level of sponsor participation.

Contact

To reserve your opportunities, contact:

Ligia Popescu

Director of Marketing and Admissions, IVF Academy USA

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View the Master Class Webpage →