



# PEPTIDE SUMMIT 2.0

First of all, we want to let you know that Dr. Matthew Cook, and the whole Peptide 2.0 Summit team are grateful and delighted to have you as a speaker. Your contribution to this event is highly valued and we can't wait to share it with our audience.

This is to remind you about providing a summit free bonus and/or purchase bonus. You may wonder what the difference between the two is -- a free bonus is a gift to all free registrants of the summit, while the purchase bonus is something that only summit VIP pass purchasers will receive. Providing both types of bonuses will greatly help in expanding your reach and getting the most consent leads.

## What are consent leads?

A consent lead is an individual who has registered for the summit (not particularly from your own list) and has downloaded the bonuses you have provided. This list will be provided to you by the end of the summit by DrSummits, our online event management team. This alone is a great incentive to provide a high value, engaging bonus for this event.

## Types of bonuses you can provide:

- **Webinar/Tutorial videos** – whether you already have an existing online presentation or are willing to create one particularly geared towards your summit interview topic, this is a great way to get the most consent leads and introduce yourself/your brand to summit attendees.
  - *Note: the easiest way to create a webinar bonus is to use an existing PowerPoint presentation and record a video about it. An example would be, using a PowerPoint prepared for the summit interview and creating a more in-depth discussion on the topic.*
  - **Submission format:** please submit a .mp4 format for this kind of bonus
  - **Example:** [https://www.youtube.com/watch?v=KxoyiUJHv7A&feature=emb\\_logo](https://www.youtube.com/watch?v=KxoyiUJHv7A&feature=emb_logo)
- **Online course/ Masterclass** – a taste of what your brand is all about is a great way to attract future prospects. This is a great bonus as well as a great marketing strategy for your team!
  - *Note: you can choose to provide a whole course or just a few modules.*
  - **Submission format:** please submit a .mp4 format for this kind of bonus
- **eBooks/ Workbooks/Guides** – a highly informative eBook, workbook or guide is also accepted as a summit bonus.
  - **Submission format:** PDF

Remember, the more compelling the bonus is, the greater the consent leads generated.

Please feel free to contact us at [affiliates@drsummits.com](mailto:affiliates@drsummits.com) for any further questions about summit bonuses.