

	FOUNDING SPONSORS	PLATINUM	GOLD
Sponsorship Opportunities	5	Limited Availability	Limited Availability
Total Spend Threshold (including standard 10x10 booth)	\$75,000	\$50,000	\$20,000
Founding Sponsors			
Pre-Event Webinar / Panel Discussion (30 minutes) - Premium Benefit	Yes		
Complimentary Hospitality Suite (only 5 available) - Premium Benefit	Yes		
Digital Commerce & Event Strategy Review with B2B Event Team - Premium Benefit	Yes		
Pre-Event Custom Podcast with Sponsor - Premium Benefit	Yes	Yes	
Logo Included on Aisle Banners in Exhibit Hall (split with other Founding Sponsors)	Yes		
Logo on Front Cover of Pre-Show Direct Mail Pieces	Yes		
Option to Provide a "Welcome Gift" at Registration	Yes		
Tote Bag Insert	Yes	Yes	
Premium Position of Your Choice in the Event Guide	Full-Page		
First Option to Purchase Tote Bag Sponsorship (through November 30, 2017)	Yes		
First Option to Purchase Lanyard Sponsorship (through November 30, 2017)	Yes		
Option to Purchase Column Wrap Located Directly in Front of Registration Area	Yes		
Pre-Event Marketing			
Promotion on B2B Event Social Media Accounts	Yes	Yes	
Recognition within all Pre-Show Email Promotions	Yes	Yes	Yes
Recognition within Pre-Show Direct Mail Brochure	Yes	Yes	Yes
Pre-Event Email to Registered Attendees & Prospects	Yes (2x)	Yes (1x)	
Logo & Description Included on B2B Event Website Sponsor Page (based upon level)	Yes	Yes	Yes
On-Site Marketing			
Premium Booth Size (10x20) with Prominent Placement (includes 2 Full Conference Passes + 4 Exhibit Hall Only Passes)	Yes		
Booth Size (10x10) Includes 1 Full Conference Pass + 2 Exhibit Hall Only Passes		Yes	Yes
Additional Full Conference Passes	4	3	1
Additional Exhibit Hall Only Passes	2	2	1
Recognition by Conference Chairperson	Yes	Yes	
Print Ad in Event Guide	Premium	Full-Page	Full-Page
Premium Listing in Event Guide with Logo (based on level and alphabetical order)	150 Words	100 Words	
Basic Listing in Event Guide			50 Words
Logo Included on On-site Event Signage (size/prominence based upon level)*	Yes	Yes	Yes
Logo on Digital "Thank You" Ad Shown on Large General Session Room Screens (size/prominence based upon level)	Yes	Yes	Yes

*Note: Promotional media boards at show entrance and in exhibit hall