



Lanyon



SPONSORSHIP &
EXHIBITOR PROSPECTUS

OCTOBER 25-27
RENAISSANCE DALLAS HOTEL
DALLAS, TEXAS

www.lanyonlive.com
#BetterTogether

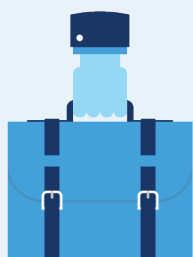


Get your brand seen by leaders and decision-makers in the meetings, events, travel and hospitality industries.

Maximize brand exposure
Excellent networking potential
Exceptional branding opportunities
Premium speaking opportunities
Recognition in the General Session

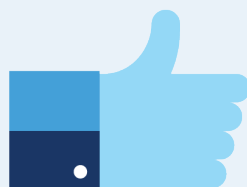
DETAILS INSIDE!

Top 5 Sponsorship Benefits from Lanyon Live 2015



18K

represented in
Meetings & Events



75%

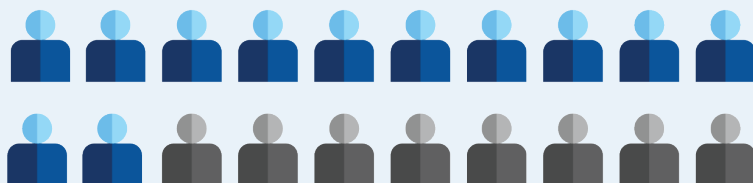
of attendees were
Decision
Makers



over

\$1.7B

represented in
Event Spend



55%

of attendees were
Meetings & Events
Professionals



45%

of attendees were
Hoteliers

Want more information about sponsoring Lanyon Live 2016?

Contact us at lanyonlive@lanyon.com.

"A Partner You Can Trust – Lanyon provides meetings, events and travel management software to over 80% of the Fortune 100, including: 10 of the top 10 Technology, Hospitality and Pharmaceutical companies; 9 of the top 10

Finance and Communications companies; 8 of the top 10 Defense companies. We also serve thousands of small and medium businesses and more than 100,000 hotels worldwide."

Lanyon Live 2016

Sponsorship Opportunities

Diamond (1) Platinum (3) Gold (3) Silver (2) Bronze (12)

Premium Brand Visibility

Tuesday Off-Site Dinner	✓				
Welcome Reception		✓			
Breakfast (x2)			✓		
Lunch (x2)		✓			
Breaks				✓	
Charging Stations				✓	
Wireless Internet			✓		

Drive Traffic to Your Booth

Complimentary Conference Passes	5	4	3	2	2
Exhibitor Space	✓	✓	✓	✓	✓
Recognition During Opening General Session	✓	✓	✓		
Company Logo and Description with Hyperlink in Mobile App	✓	✓	✓	✓	✓
Company Logo Mobile Banner Ad	✓	✓			
Registration Gift for All Attendee Packets	✓	✓			
Logo Recognition on All Sponsorship Signage	✓	✓	✓	✓	✓

Promote Pre- and Post-Event

Company Logo with Hyperlink on Conference Website	✓	✓	✓	✓	✓
Company Logo Included in Two Email Promotions sent to Customers and Prospects	✓	✓			
Pre-Conference Opt-in Customer & Prospect Registration List Provided Two Weeks Prior to the Event (for one-time use only)	✓	✓			
Company Name in Conference Press Release	✓	✓			
Company Logo on Post-event Thank You Email	✓	✓	✓	✓	✓

Total	\$50,000	\$35,000	\$20,000	\$15,000	\$7,500
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Diamond Level - \$50,000

One (1) Diamond Sponsorship Available

As a Diamond Sponsor of Lanyon Live 2016, your company will enjoy extensive exposure and will have the opportunity to leverage numerous opportunities before, during and after the conference to connect and grow its business with the Lanyon community.



Wednesday Off-site Evening Event: One of the conference highlights and most popular networking opportunities is an off-site evening event. As the official sponsor of the off-site evening event on Wednesday, October 26, 2016, your company logo will be prominently featured on all signage and promotional items. With the event held at a premier location, you can truly expect maximum attendance and awareness.

Five (5) Complimentary Conference Passes: Bring your colleagues along at no additional charge to expand your presence at the conference.

Table Top Exhibitor Space: Demonstrate your product or solution with a six-foot tabletop space in the tech showcase.

Pre-Event Promotions: Have your company logo featured and hyperlinked on the Lanyon Live 2016 website, imbedded in two email promotions sent to customers and prospects, and appear on pre-event promotional communications. As an added feature, we will include your company name in Lanyon Live 2016 press releases.

On-site Recognition: Your company will be recognized by a Lanyon executive during the opening general session. Additionally, your logo will be on all applicable sponsorship signage throughout the conference.

Stay Connected: As a Diamond Sponsor, you will receive the pre-conference opt-in customer and prospect registration list two weeks prior to the start of the conference. Further, your company logo will be included on a post-event 'thank you' email to attendees.



Platinum Level - \$35,000

Three (3) Platinum Sponsorships Available

As a Platinum Sponsor of Lanyon Live 2016, you'll gain extensive exposure for your company before, during and after the event and experience numerous opportunities to network and grow your business within the Lanyon community.



Welcome Reception (1 sponsorship opportunity)

Help us kick off the conference with style as the official sponsor of the Welcome Reception on Tuesday, October 25, 2016. This evening event will include appetizers, open bar and plenty of networking. You'll receive maximum visibility for your company brand with your logo prominently featured on all signage and promotional items.

Lunch Reception (2 sponsorship opportunities)

You'll host one of our full-programming lunches, featuring elements of thought leadership, engaging entertainment and a time for attendee networking.

Four (4) Complimentary Conference Passes:

Bring your colleagues along at no additional charge to expand your presence at the conference.

Table Top Exhibitor Space: Demonstrate your product or solution with a six-foot tabletop space in the tech showcase.

Pre-Event Promotions: Have your company logo featured and hyperlinked on the Lanyon Live 2016 website, imbedded in two email promotions sent to customers and prospects, and appear on pre-event promotional communications. As an added feature, we will include your company name in Lanyon Live 2016 press releases

On-site Recognition: Your company will be recognized by a Lanyon executive during the opening general session. Additionally, your logo will be on all applicable sponsorship signage throughout the conference.

Address the Audience: You will also have the spotlight to greet attendees and provide opening remarks during your sponsored event. (Lanyon owns the event programming.)

Stay Connected: As a Platinum Sponsor, you will receive the pre-conference opt-in customer and prospect registration list provided two weeks prior to the start of the conference. Further, your company logo will be included on a post-event 'thank you' email to attendees.



Gold Level - \$20,000

Three (3) Gold Sponsorships Available

As a Gold Sponsor of Lanyon Live 2016, you'll increase awareness of your company profile before, during and after the conference, plus experience numerous opportunities to network and grow your business within the Lanyon community.



Breakfast Sponsor (2 sponsorship opportunities):

Kick off the day for all attendees by serving as the official host of breakfasts on Tuesday, October 27 and Wednesday, October 28. Your company logo will be included on the table tents, and you will have the opportunity to supply one piece of collateral for each luncheon table.

Wireless Internet (1 sponsorship opportunity):

Become the exclusive sponsor of the wireless internet provided to all conference attendees. You'll have the opportunity to create the splash landing page for all attendees to view when logging into Wi-Fi, plus you'll receive prominent signage throughout the pre-function space.

Three (3) Complimentary Conference Passes:

Bring your colleagues along at no additional charge to expand your presence at the conference.

Table Top Exhibitor Space: Demonstrate your product or solution with a six-foot tabletop space in the tech showcase.

Pre-Event Promotions: Have your company logo featured and hyperlinked on the Lanyon Live 2016 website.

On-site Recognition: Your company will be recognized by a Lanyon executive during the opening general session. Additionally, your logo will be on all applicable sponsorship signage throughout the conference.

Stay Connected: Your company logo will be included on a post-event 'thank you' email to attendees.



Silver Level - \$15,000

Two (2) Silver Sponsorships Available

Gain exposure for your company as a Silver Sponsor of Lanyon Live 2016. Build awareness for your company before, during and after the conference, plus enjoy numerous opportunities to network and grow your business within the Lanyon community.



Charging Stations (1 sponsorship opportunity):

Attendees will be using their mobile phones and laptops throughout the conference and will always be looking for a place to charge them. Be the exclusive sponsor of the charging stations providing the power to charge. We'll include your company logo on table tents as well as one piece of collateral that you supply will be placed on charging stations.

Break Sponsor: Provide attendees their mid-morning and mid- afternoon refreshments by serving as a break sponsor on each day of the conference. We'll include your company logo on table tents as well as one piece of collateral that you supply will be placed on break tables.

Two (2) Complimentary Conference Passes:

Bring your colleagues along at no additional charge to expand your presence at the conference.

Table Top Exhibitor Space: Demonstrate your product or solution with a six-foot tabletop space in the tech showcase.

Pre-Event Promotions: Have your company logo featured and hyperlinked on the Lanyon Live 2016 website.

On-site Recognition: Your company will be recognized by a Lanyon executive during the opening general session. Additionally, your logo will be on all applicable sponsorship signage throughout the conference.

Bronze Level - \$7,500

Twelve (12) Bronze Sponsorships Available

Gain exposure for your company as a Bronze Sponsor of Lanyon Live 2016. Build awareness for your company before and during the conference, plus enjoy numerous opportunities to network and grow your business within the Lanyon community.



Two (2) Complimentary Conference Passes:

Bring your colleagues along at no additional charge to expand your presence at the conference.

Table Top Exhibitor Space: Demonstrate your product or solution with a six-foot tabletop space in the tech showcase.

Pre-Event Promotions: Have your company logo featured and hyperlinked on the Lanyon Live 2016 website.

On-site Recognition: Your logo will be on all applicable sponsorship signage throughout the conference.

Lanyon Live 2016
October 25-27
Renaissance Dallas Hotel
Dallas, Texas

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