

innovate¹⁹

[u]ser conference

Sponsorship Prospectus

August 12-14, 2019

Philadelphia, PA



2019 SPONSOR AGENDA

MONDAY	TUESDAY	WEDNESDAY
8:30 AM - 4:00 PM Optional Attendee Training	7:30 - 8:30 AM Breakfast	7:30 - 8:30 AM Breakfast
8:30 AM - 4:00 PM Alliance Partner Meeting	8:30 AM - 12:00 PM Breakout Sessions	8:30 AM - 12:00 PM Breakout Sessions
4:00 PM - 6:00 PM Exhibitor Setup	12:00 PM - 1:30 PM Lunch	12:00 PM - 1:00 PM Lunch
4:00 PM - 6:00 PM Registration	1:30 PM - 4:45 PM Breakout Sessions	1:30 PM - 3:00 PM Breakout Sessions
5:30 - 7:00 PM Welcome Reception KEY SPONSOR OPPORTUNITY	6:30 - 10:00 PM Evening Reception KEY SPONSOR OPPORTUNITY	12:30 - 1:30 PM Exhibitor Breakdown



JOIN US, PARTNERS!

This year, 125+ seasoned, new and prospective LeaseWave users will join us at the Innovate - Odessa's annual user conference - to obtain the latest functional and technical tips and tricks to help their organization, as well as interact with the LeaseWave user community. For Odessa's partners, Innovate provides effective marketing opportunities that compliment your company's presence at the event. Don't miss out on the chance of greater visibility for your company's products and services!

MONDAY, WELCOME RECEPTION

\$3,500

Meet, greet and promote your company brand at our New Customer Reception and full Conference Welcome Reception. This event will take place from 5:30pm-7:00pm on Monday evening. Sponsorship includes branded beverage napkins, signage at the event, promotional items/literature displayed by the bar (provided by sponsor), and your color logo in the Conference Guide, on the Conference website and the Mobile App.

TUESDAY AND WEDNESDAY, BEVERAGE STATION

\$1,250

Help attendees get going throughout the day with a branded coffee station. Located within the Conference, this sponsorship offers coffee to attendees Thurs-Fri along with branded coffee sleeves. Cart may be branded with tabletop or table banner signage (provided by sponsor). Sponsorship includes your color logo in the Conference Guide.

TUESDAY EVENT - DINNER, DRINKS and FUN!

\$5,500

This event will take place from 6:30pm-10:00pm on Tuesday evening. Attendees and Partners will be able to mingle, enjoy cocktails and food at an upscale Philadelphia Center City location. This event will be highlighted in the Conference, on the Conference website and the Mobile App. Sponsorship includes a branded dessert bar with your logo on the sweet treats, signage at the event, a branded photobooth where Attendees take your logo home, and recognition during the Keynote Speaker general session before the party. You'll also get two (2) sponsored push notifications to attendees mobile devices via the Conference Mobile App, mentions in real-time via Odessa social channels, and a mention in the Innovate Press Release.

SPOTLIGHT ITEM! PARTNER EXHIBIT BOOTHS

\$1,250

Be a part of a select group of partners on display at Innovate. Unlike a traditional expo hall, partners will be in the heart of the action as attendees navigate to sessions and meals throughout the day. Provide a look at your products and services to Odessa customers. Sponsorship includes banner rotation placement of your color logo in the Conference Mobile App. See Exhibit page for additional detail. Limited availability, includes one conference attendee.

CONFERENCE TOTE BAG

\$850

Make a great first impression - with repeat impressions of your brand for every attendee at registration! This custom tote bag is given to every Conference attendee and packed with goodies for ultimate visibility! Sponsorship also includes ability to place one piece of your company's literature or branded item in the tote bag, and your listing in the Conference Mobile App.

ATTENDEE BADGE LANYARD

\$950

Put your company logo in the hands of every single attendee at the Innovate Conference! Your color logo will be featured on each attendee lanyard, providing repeat impressions through the show. Sponsorship includes your listing Conference Mobile App.

ATTENDEE NOTEBOOKS

\$1,000

In the era of digital, attendees still like to have something tangible for handwritten notes! Put your company logo in the hands of every single attendee at Innovate Conference with your logo featured on high quality notebooks. Sponsorship includes your listing in the Conference Mobile App.

CONFERENCE PENS

\$850

You can add a nice sponsorship extension to your Conference presence by branding the event pens. You'll gain a significant amount of coverage with pens provided at registration, in the session rooms, and distributed in multiple locations throughout the event. Sponsorship includes your listing in the Conference Mobile App.

SUNGLASSES

\$750

Philadelphia in August means... lots of sunshine! With outdoor conference events, everyone will need shades. Put your company logo in focus with mirrored lens custom sunglasses, equipped with UV400 lenses that provide UVA and UVB protection. Your choice of color/lens combination - this high quality item will be usable beyond Innovate2019! Sponsorship includes your listing in the Conference Mobile App and on the Conference website.

CONFERENCE BAG INSERT (discounted to \$125 if add-on)

\$175

Get the attention of every Conference attendee by placing one piece of your company's literature or branded item in the Conference bag distributed at registration.

The fine print.

All session content is due for review by July 15, 2019. All materials are due by June 15, 2019. Logos provided should be 300dpi and submitted in AI or EPS format.

Additional opportunities will be offered as they become available. Please contact Odessa by phone: (215) 231-3142 or by e-mail: innovate@odessainc.com. Innovate conference management approval on all marketing opportunities is required.



EXHIBIT PARTNERS

Unlike a traditional expo hall, partners will be in the heart of the action as attendees navigate to sessions and meals throughout the day. Provide a look at your products and services to help Odessa customers!

WHAT'S INCLUDED

- 6" Draped table with sign, and chairs for booth
- Booth exposure for the entire Conference duration
- Your company logo in the Conference Mobile App

WHAT TO BRING

- Your branded company tabletop booth
- Promotional items or branded collateral
- 30 days advance notice if you require electrical access (at additional cost, form to be provided)

SHIPPING

If you would like to ship your booth or materials to Hilton Philadelphia at Penn's Landing, each item must be properly packed and marked with on-site contact name, event name, company name and arrival date on each box. There is a storage fee of \$10.00/Box/Day and a Shipping & Handling fee of \$20.00/Box In/Out for moving boxes from the loading dock to the event location.

Materials may be shipped for arrival three days in advance of the conference, and Hotel Sofitel will store the materials in a secure location pending your arrival. Address all shipments to:

Hilton Philadelphia at Penn's Landing
201 S Christopher Columbus Blvd
Philadelphia, PA 19106
ATTN: "Hotel contact Name or Guest Name"
"Name of Group" - "Arrival Date"

SETUP & BREAKDOWN

For on-site setup assistance, please contact innovate@odessainc.com.

