



Connect

2017 Sponsorship Opportunities

Connect's events continue to grow based on a reputation for delivering solid ROI to both buyers and sellers. Our innovative, appointment-only trade shows, supported by our approach to matching sellers with qualified buyers on an ideal ratio, is a major reason for our customers' success. Another is our strong conference program and highly popular keynote speakers—leaders in politics, sports, business and entertainment. For upcoming dates, locations and more information, visit our website connectmeetings.com/events.

MARKET SEGMENTS:

Association- association meeting professionals

Corporate- corporate meeting professionals

Specialty- specialty meeting and event professionals

Expo- tradeshow and exhibition meeting professionals

Sports- in partnership with the USOC, sports event professionals and rights holders

updated 1.30.17



Connect

ASSOCIATION • CORPORATE • SPECIALTY • EXPO • SPORTS

*** TITLE SPONSORSHIPS INCLUDE ***

- Sponsor recognition in Connect Event Guide
- Organization logo and hyperlink on website
- Sponsor recognition on entrance and event signage
- Contact information listing in Connect Event Guide
- Social media shout-outs at the event
- Logo displayed on screen during general sessions
- Sponsor ribbon recognition on individual name badge
- Access to Sponsor VIP Lounge in Marketplace

Lunch: General Session (Speaking Opportunity)

- Sponsorship of General Session (sponsor can submit preference for a meal time, but it is not guaranteed)
- 3 to 5 minute presentation opportunity to show a video, which cannot exceed 2 minutes in length. all creative provided by the sponsor
- Digital signage at General Session
- May place sales collateral at tables (coordinated by sponsor)
- 4 available (2 per session)

Total Cost: \$75,000

Morning Workout Sponsorship:

- Sponsor of one 1 hour morning workout session (instructor and workout selected by Connect)
- Smoothies (named after the sponsor destination) and juice for attendees post workout
- Servers wear branded shirts (provided by sponsor)
- Branded cups and signage

Total Cost: \$65,000 (Tuesday & Wednesday mornings only)

Marketplace Hydration Experience

- Branded rolling carts delivering branded water bottles with fruit-infused water (fruit selection based on season & catering)
- Servers wear branded shirts (provided by sponsor)
- One sponsor per Marketplace session
- Option of one day or two days of Marketplace

Total Cost: \$75,000 (2 days) \$40,000 (1 day)

Breakfast: General Session (Speaking Opportunity)

- Sponsorship of General Session (sponsor can submit preference for a meal time, but it is not guaranteed)
- 3 to 5 minute presentation opportunity (to include video, which cannot exceed 3 minutes in length)
- Digital signage at General Session
- May place sales collateral at tables (coordinated by sponsor)
- 4 available (2 per session)

Total Cost: \$55,000

Regiception

- Welcome opportunity to put your destination or product in front of attendees
- Entertainment (DJ)

Total Cost: \$50,000 (includes \$10,000 food & beverage credit. Does not include alcohol)

Gourmet Hot Beverage Station:

- Baristas serving coffee, hot chocolate and tea during Marketplace appointments
- Baristas wearing branded shirts (provided by sponsor)
- Branded cups and napkins
- Branded signage at reception and on directionals

Total Cost: \$50,000 (per day)

Marketplace Experience

- Booth in the Marketplace lounge, located on the Marketplace floor (sponsor to provide booth materials)
- Sponsorship of the Marketplace refreshment break
- Sponsor logo placed on all monitors with appointment countdowns
- Decals are placed on Marketplace floor with Sponsor Logo
- Opportunity for a giveaway, which would be announced by Connect during appointment announcements

Total Cost: \$45,000



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** DIAMOND SPONSORSHIPS INCLUDE **

- Sponsor recognition in Connect Event Guide
- Organization logo and hyperlink on website
- Sponsor recognition on entrance and event signage
- Contact information listing in Connect Event Guide
- Social media shout-outs at the event
- Sponsor ribbon recognition on individual name badge
- Access to Sponsor VIP Lounge in Marketplace

Conference Wifi

- Conference wide wifi network branded with company logo
- Branded information cards given to all attendees containing wifi access details
- Wifi access available to all attendees at Marketplace
- Branded username and password

Total Cost: \$35,000

Head Shot Suite

- During registration on day one of Connect, sponsor has opportunity to host attendees to professional head shots
- Includes professional hair and make-up touch ups prior to photo (1 photographer & 4 stylists)
- Signage at head shot area
- Table available for collateral placement
- Sponsor logo included in post show e-mail to deliver headshots (non-exclusive)

Total Cost: \$25,000

Gifting Lounge

- Located in a space near the registration area with signage
- Sponsor to provide gifts in the lounge area
- Sponsor logo included in pre show e-mail (non-exclusive)
- Food and beverage available at additional cost

Total Cost: \$20,000 (plus food and beverage)

Official Conference App

- Your logo on the official conference app, the go to resource for schedules, pre-set appointment information, etc.
- Pocket-sized version of the conference agenda (distributed at registration) to include sponsor logo

Total Cost: \$27,500

Conference Bags

- Sponsor logo placed on all bags given out at check-in
- Opportunity to insert collateral or branded items in planner bags

Total Cost: \$30,000

Conference Name Badges

- Sponsor logo on conference name badges
- Badges given out at check-in

Total Cost: \$22,500

FAM Sponsorship

- City nearby the Marketplace host city sponsors pre-qualified meeting planners for a FAM in their city
- Number capped by hosts, but normally ranges 10-15 persons
- Occurs day before or day after our event
- Sponsor responsible for airport transfers, meals and lodging while planners are in their city
- Connect to incur the cost of flying the planners to a nearby airport

Total Cost: \$20,000

Connect Shirt Sponsorship- Option 1

- Connect staff will wear YOUR branded shirt at Connect
- Connect logo must be included (shirts supplied by sponsor and must be approved by Connect)
- Sponsored shirt to be worn by Connect staff on selected day of event
- One sponsor per day (exclusive Tuesday & Wednesday only)

Total Cost: \$35,000

Connect Shirt Sponsorship- Option 2

- Sponsor logo on the sleeve(s) or back of Connect staff shirts
- Connect logo on front right of shirt
- Sponsored shirt to be worn by Connect staff
- Non-exclusive opportunity (one day only)

Total Cost: \$10,000 (per sleeve) \$15,000 (back of shirt)

After-Hours Reception/Connect Sports Overtime

- Branding opportunity at party with signage at entry
- Verbal acknowledgment at reception
- Sponsor can have representatives at the door of the party to greet
- Entertainment (DJ)
- One sponsor per segment (Monday & Tuesday nights only)

Total Cost: \$25,000 (plus food & beverage)



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* PREMIUM SPONSORSHIPS INCLUDE *

- Sponsor recognition in the Connect Event Guide
- Organization logo and hyperlink on website
- Sponsor recognition on entrance and event signage
- Contact information listing in Connect Event Guide
- Logo displayed on screen during general sessions
- Sponsor ribbon recognition on individual name badge
- Access to Sponsor VIP Lounge in Marketplace

Planner Table

- The exclusive sponsor of Marketplace planner tables
- Items to be determined by Connect per show, max of 3 items (examples: notebooks, hand sanitizer, water bottles, etc.)
- One sponsor per segment

Total Cost: \$20,000

Planner Room Drops- Option 1

- Sponsor will be the Exclusive Room Drop provider for one night during the conference
- Sponsor provides gift items (posters, food, bags, etc.) to be placed in meeting planner rooms
- Sold per market segment

Total Cost: \$15,000 (per market segment)

Planner Room Drops- Option 2

- Sponsor provides gift items (posters, food, bags, etc.) to be placed in meeting planner rooms.
- Sold per market segment

Total Cost: \$5,000 (non-exclusive)

Charging Station

- Branded charging station with your logo and video commercial located in high-profile locations

Total Cost: \$15,000 (non-exclusive)

Room Key Sponsorship

- Your logo or a "call to action" on room keys
- Sponsor provides artwork for Connect to produce
- Keys are distributed at check-in to planners only

Total Cost: \$12,500 (association, specialty, corporate and expo markets combined)

Total Cost: \$5,000 (sports)

Conference Pens

- Sponsor-branded pens located at information booth and at non-sponsored educational sessions
- Includes all market segments

Total Cost: \$12,500

Education Session

- Sponsor of ONE (1) education Session
- Signage at session
- Opportunity to introduce the speaker (3- minute speaking opportunity, no video allowed)
- Opportunity to place collateral at seats before session starts

Total Cost: \$10,000

Planner Bag Inserts

- Collateral inserted into each planner bag distributed at registration (non-exclusive)

Total Cost: \$7,000 Corporate Planner Bags

\$7,000 Association Planner Bags

\$3,500 Expo Planner Bags

\$3,500 Specialty Planner Bags

\$3,500 Sports Planner Bags

Conference Mints

- Sponsor logo placed on mint package
- Placed in planner conference bags

Total Cost: \$4,500

VIP Luncheon Table

- Reserved table at front of room to invite planners/guests
- 2 days/luncheons included with reservation
- Branded reserve sign with sponsor logo

Total Cost: \$5,000



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CONNECT GOLF TOURNAMENT:

- Date TBD
- Location TBD
- Open to all conference attendees
- Sponsor recognition in Connect Event Guide
- Organization logo and hyperlink on website
- Sponsor recognition on entrance and event signage
- Contact information listing in Connect Event Guide
- Sponsor ribbon recognition on individual conference name badge
- Access to Sponsor VIP Lounge in Marketplace

Conference Tournament Title Sponsor

- Company logo on all printed materials
- Company logo on golf cart clings
- Company logo on all event signage
- One complimentary golf hole, your choice
- Two complimentary foursomes (total of 8 golfers)
- Company logo on all tournament communications (does require early commitment)
- Company matching concierge service (we make sure the clients and prospects that you want to meet, are paired with you and your staff)
- Company logo on golf tournament registration page
- Electronic list of all participants with select contact information following the event
- Company representative will present the winners with their awards
- Logo on tournament golf shirts

Total Cost: \$30,000

Golf Shirt

- Company logo on all participant shirt sleeves (must be a non-competing organization with presenting sponsor)

Total Cost: \$7,500

Hot Buffet Breakfast

- Branded signage in dining area
- Opportunity to place collateral on table and use a branded table cloth

Total Cost: \$8,500

Tervis Tumblers

- Branded Tervis tumblers for all participants

Total Cost: \$7,000

Golf Shoe Bags

- Branded golf shoe bag for all participants

Total Cost: \$5,000

Beverage Cart

- Sponsor logo placed on beverage cart
- Sponsor may provide koozies with logo
- Sponsor may include a swag item in golfer gift bags
- Includes alcoholic, non-alcoholic beverages, and snacks

Total Cost: \$6,000 (non-exclusive)

Transportation

- Signage and video played on a continuous loop on each bus
- Sponsor can have a representatives greet all participants as they board and exit the bus as well as say a few words upon departure

Total Cost: \$6,000 (non-exclusive)

Golf Hole Sponsor

- Includes a tent, 6 foot table, 2 chairs, and up to 4 of your representatives
- Included in this package is a credit of up to \$1,000 for food service and a wide variety of alcoholic beverages
- Contests and prizes are at the discretion of the sponsor and hole requests are assigned on first come, first serve basis

Total Cost: \$4,000

Golf Bag Inserts

- Opportunity to insert collateral or branded items in players' bags
- Bags to be given out at golf registration

Total Cost: \$1,500

Golf Hole Signage

- Signage at the beverage station
- Speaking opportunity not included with this sponsorship

Total Cost: \$1,500



CONNECT SPORTS BASKETBALL TOURNAMENT:

- Date TBD
- Location TBD
- Open to Connect Sports attendees
- Sponsor recognition in Connect Sports Guide
- Organization logo and hyperlink on website
- Sponsor recognition on entrance and event signage
- Contact information listing in Connect Sports Guide
- Sponsor ribbon recognition on individual name badge
- Access to Sponsor VIP Lounge in Marketplace

Basketball Tournament Presenting Sponsor

- Company logo on all printed materials
- Company logo on floor decals
- Company logo on all event signage
- One team sponsorship
- Company logo on all tournament communications (does require early commitment)
- Your logo displayed on the basketball tournament highlight video which will be produced professionally and distributed through Connect Sports channels
- Company logo on basketball tournament registration page
- Electronic list of all participants with select contact information following the event
- Company representative will present the winning team with their awards
- Logo on tournament jerseys
- Logo on tournament medals and awards
- Tournament Entertainment (DJ)
- Announcements by the DJ throughout the event recognizing your sponsorship

Total Cost: \$30,000

Team Sponsorship

- Company logo on all tournament jersey shirts..
- Team sponsors draft their team on the Connect Sports draft day and select their team name and jersey color

Total Cost: \$7,500

Tournament Bag

- Company logo on all tournament bags
- Bags to be given out to each player and teams

Total Cost: \$5,000

Transportation

- Signage and video played on a continuous loop on each bus
- Sponsor can have a representatives greet all participants as they board and exit the bus as well as say a few words upon departure

Total Cost: \$5,000

Tournament Awards

- Your logo on the awards that will be presented to the first and second place winning teams (must be a non-competing organization with presenting sponsor)

Total Cost: \$7,500

Championship Game Courtside Reception

- Branding opportunity at party with signage at entry
- Company logo on floor decals
- Sponsor can have representatives at the door of the party to greet

Total Cost: \$10,000

Hydration Station

- Your logo on beverage stations throughout the tournament area on Thursday and Saturday
- Company representatives may be present at stations to interact with customers

Total Cost: \$3,500

Tournament Towels

- Your logo on tournament towels distributed to players on Thursday and Saturday

Total Cost: \$3,000



CONNECT SPORTS TAILGATE

Sponsor a fun-filled, pre-opening night happy hour with a sports tailgate theme, featuring live music, beer & wine and a cornhole tournament run by American Cornhole.

Tailgate Title Sponsor

- Includes Beverages for the event (2 per person with branded tickets)
- Branding opportunity at tailgate with signage at entry
- Verbal acknowledgment at reception
- Sponsor can have reps at the door greeting attendees
- Logos on side of truck used for "tailgate bar" (subject to venue restrictions)
- Food and beverage available at additional cost

Total Cost: \$25,000 (plus food and beverage)

Tailgate Chair & Koozie Sponsor

- Logoed tailgate chairs placed throughout the tailgate
- Logoed Koozies handed out at bar
- Opportunity to give tailgate chairs as gifts to select planners. Connect will ship directly to selected planners

Total Cost: \$15,000

Tailgate Cornhole Tournament Sponsor

- Logo on Cornhole Bags
- Logo on Official Tournament Brackets
- Sponsor can provide and present prizes to winning teams
- Opportunity to brand registration table

Total Cost: \$10,000

Live Music Sponsor

- Opportunity for sponsor to introduce the band
- Shout outs from band during event
- Sponsor Table set up next to band

Total Cost: \$10,000

Tailgate Tent Sponsor

- Opportunity to have logo on the pop-up tent
- Logoed signage provided
- Can have staff on site to greet attendees in tent
- \$500 F&B Credit for your tailgate spot

Total Cost: \$5,000 (Non exclusive)