

# Connect Marketplace

August 22-24, 2023 • Minneapolis



## 2023 ***SPONSORSHIP*** opportunities



# imagine the POSSIBILITIES

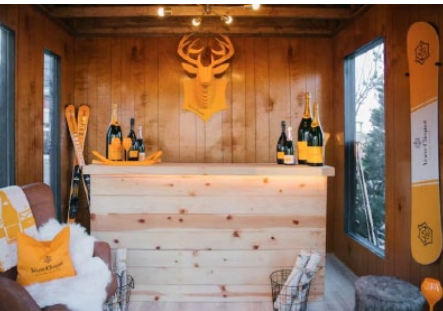
## ▼ Hosted Buyer Lounge ▼



## ▲ Concession Stand



## ◀ “Ice Breaker” Lounge



## ▼ Newsstand



## ▲ Scent Lab ▲



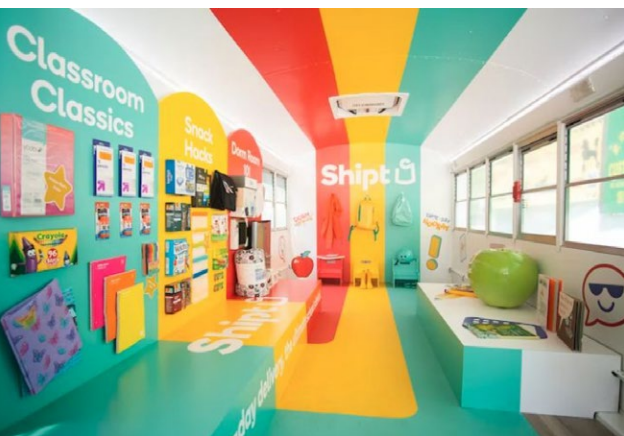


you **DREAM** it...

▼ Self Care Lounge ▼



◀ Bus Booth ▶



...we'll make it  
**HAPPEN**

# High Visibility

## \$8.5k-\$50k

### ☐ **Trade Show Booth**

- 10'x10': \$8.5k
- 10'x20': \$15k
- 20'x20': \$25k
- 30'x30': \$40k
- 40'x40': \$50k



## \$35k-\$75k+

### ☐ **Custom On-Floor Activations, Including...**

- Speaker Showcase: \$60k-75k
- Headshot Lounge: \$40k-\$50k
- Puppy Lounge: \$40k-\$50k
- Wellness Lounge: \$40k-\$50k
- Music Lounge: \$40k-\$50k

+ More!

## \$25k

### ☐ **Shirt Sponsorship**

- Connect provides its staff with shirts branded with your logo to be worn one preselected day of the event
- One sponsor per day (2 available)

### ☐ **Official Coffee Break Sponsor**

- Sponsor will be the official coffee break sponsor of Connect
- Sponsor logo on website
- Sponsorship of all coffee breaks for all marketplace appointments
- Branded coffee sleeves, napkins and signage to be provided by Connect
- Option to enhance F&B at additional cost

### ☐ **Water Provider**

- Official water provider for entirety of conference
- Water bottles to include artwork and logo designed by sponsor
- Waters to be placed in conference bags, on planner tables or in planner room drops if applicable

## \$35k

### ☐ **Conference Wi-Fi**

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

# BRAND POSITIONING

to reach the top minds  
in the industry





# High Visibility

**\$15k**
☐ **Welcome Gift**

- Sponsor of welcome gift for selected track
- Includes 1 gift item selected by Connect and branded bag to be given out at registration
- Includes a table where sponsor can give the gifts away to planners
- Option to provide one additional gift or collateral item to go inside the bag

☐ **Conference Swag**

- Opportunity to choose 3 items from a list of 6 items to place in planner bags
- Options include: notebook, pens, mints, USB, flash drive, pop socket, etc.

☐ **Schedule at a Glance**

- Sponsor logo on printed schedule at a glance card
- Distributed at check-in
- Exclusive

☐ **Marketplace Countdown Clock**

- Sponsor logo and image on marketplace appointment countdown clock
- 1 available

☐ **Marketplace Aisle Signage**

- Branded signage in the Marketplace Appointment area that will guide attendees down the aisles
- These signs will point attendees in the right lane to walk in to get to their appointment
- Sponsor logo on website
- Exclusive per track

☐ **Conference Bags**

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

**\$7.5k**
☐ **Full Page Ad in Marketplace Guide**

- Guide sent to Connect/BizBash circulation and distributed onsite as the official conference program guide
- Guide contains information vital to attendees, such as programming summaries, education and speaker details.

☐ **Conference Name Badges**

- Sponsor logo on conference name badges
- Badges given out at check-in
- 1 available per track

☐ **Planner Table Tents**

- Sponsor of planner table tents exclusive to tracks
- Sponsor logo on both sides of planner table tent for track sponsored
- 1 available per track

☐ **Passport Title Sponsor**

- Presenting sponsor for show passport, including full page in passport booklet
- Each planner will receive a passport at registration (all tracks)
- Exclusive title sponsor

**\$3k**
☐ **Passport Listing**

- Each planner will receive a passport at registration (all tracks)
- Participants receive a listing in the booklet with a blurb describing whatever exciting promotions they're offering at their booth.
- Planners who visit all booths included in the booklet will be entered to win a high-quality prize.
- Exclusive: only 20 exhibitors can participate per show



## BUSINESS OPPORTUNITIES

as a direct result of participation in the event

# Direct to Buyers

**\$30k**

## ☐ **Hosted Lunch Focus Group**

- Focus group regarding sponsor's destination to be led by Connect
- Option to invite up to 50 buyers
- Digital signage and opportunity to place collateral in room
- Branded email invitation and registration site
- Branded email ticket confirmations
- 3-5 minute speaking opportunity
- Sandwich/wrap lunch included (option to enhance F&B at additional cost)
- Added as official agenda item online
- Sponsor logo on website
- 4 available



**\$25k**

## ☐ **Hosted Breakfast Focus Group**

- Focus group regarding sponsor's destination to be led by Connect
- Option to invite up to 50 buyers
- Digital signage and opportunity to place collateral in room
- Branded email invitation and registration site
- Branded email ticket confirmations
- 3-5 minute speaking opportunity
- Continental breakfast included (option to enhance F&B at additional cost)
- Added as official agenda item online
- Sponsor logo on website
- 4 available

**\$15k**

## ☐ **FAM Sponsorship**

- City nearby the Marketplace host city sponsors pre-qualified meeting for planners for a FAM in their city
- Number capped by hosts but normally ranges 10-15 persons
- Occurs day before or day after Connect 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

# AUTHENTIC RELATIONSHIPS

with specific user groups  
that value quality over quantity

# Direct to Buyers

**\$10k**☐ **Planner Table Items**

- Opportunity to sponsor max of 3 items placed on planner tables
- Table items (to be determined by Connect) can include notebooks, pens, hand sanitizer, water bottles, etc.
- Option to provide 1 gift item or sales item beyond branded planner table items
- 1 available per track

☐ **Planner Checkout Sponsorship**

- Branded envelope with artwork provided by sponsor for refund checks to be passed out in
- Opportunity to provide a business card to go inside of each envelope
- Sponsor logo on website
- Option to provide a gift to be passed out with the refund checks
- 1 per track

☐ **Coffee On Us**

- Branded \$5 Starbucks gift cards to be handed to all meeting planners at registration
- Sponsor logo on website and signage

**\$7.5k**☐ **Planner Room Drops**

- Sponsor provides gift items (posters, food, bags, etc.) to be placed in meeting planner rooms
- For purchase per track and non-exclusive

☐ **Planner Room Drop Bags**

- Sponsor logo on room drop bags given to be placed in meeting planner rooms
- Option to provide one gift item to be placed inside bags
- 1 available per track

**\$3k**☐ **Planner Bag Inserts**

- Collateral inserted into each planner bag distributed at registration
- Client to provide collateral
- Client to select which track to sponsor
- Non-exclusive

☐ **Social Media Package**

- Includes social media shout-out on Connect's Facebook and Instagram
- Non-exclusive



access to high-level  
**DECISION  
MAKERS**  
qualified by our in-house  
hosted-buyer team



# Digital Sponsorships

**\$25k**

## ☐ **Appointment Portal Sponsorship**

- Custom sponsor logo on login page with Connect logo
- Custom sponsor logo displayed with Connect logo upon login
- A "Check Out Sponsor" tab on the left that could include pictures and videos, as well as a short property or service description
- Three sponsored portal emails per event that include the custom logo at the top and verbiage about checking out the sponsor site near the bottom



**\$6k-\$12k**

## ☐ **Event Targeting**

- Connect will capture (w/pixel) everyone who enters the convention center during the event
- The pixelated will receive ads during the event and after the show. Connect will cross device target the pixelated as they return home
- 400 Clicks: \$6,000
- 1,000 Clicks: \$12,000

**\$5k-\$7.5k**

## ☐ **Dedicated Trade Show Email Campaign**

- Email to attendees before or after show
- 1x \$5,000
- 2x \$7,500

**\$2.5k**

## ☐ **Homepage Takeover**

- Client will receive takeover ad for 2 weeks on landing page
- \$2,500



stay in the spotlight  
when buyers go  
**ONLINE**