

AUSTIN, TEXAS
2019

SAMPLECON

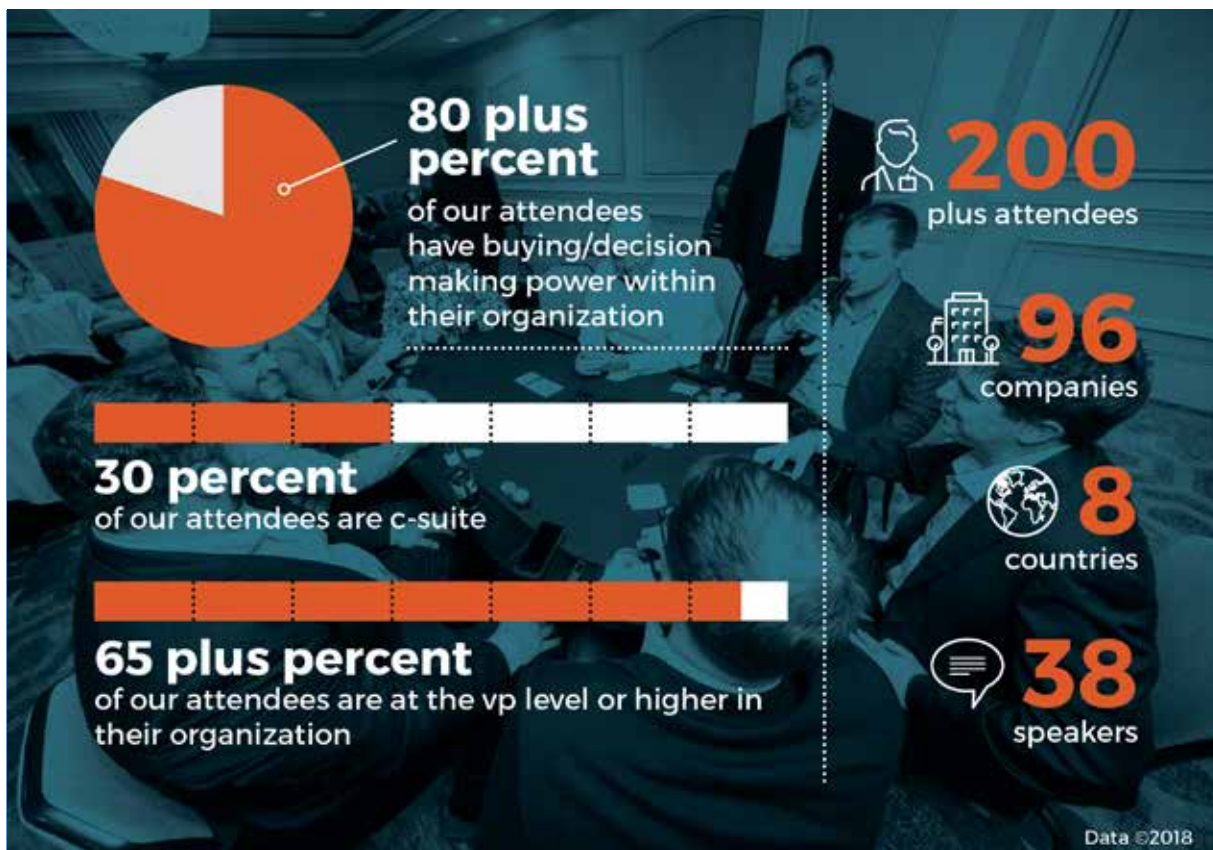
FEBRUARY 11 - 13

SPONSOR PROSPECTUS

01 / OVERVIEW

As the Market Research Industry continues to rapidly evolve, SampleCon presents the unique opportunity for industry leaders to focus and collaboratively drive the future trajectory of Sample.

SampleCon 2019 provides your company the ideal venue to raise visibility with key senior influencers across the industry in a networking focused environment. A variety of sponsorship opportunities are available to maximize brand exposure leading up to and during the conference.



HOW DO I SECURE A SPONSORSHIP?

You may secure a sponsorship online by contacting us directly via email at rachel@samplecon.com or via phone at (703) 863-3296.

Don't miss out on this great opportunity - secure your sponsorship today!

0 2 / SPONSORSHIP OPPORTUNITY REVIEW

OPPORTUNITY	2018 RATE	# AVAILABLE
Platinum	\$25,000	1
Opening Reception	\$20,000	1
Media	\$15,000	1
Re-charge Lounge	\$15,000	1
Keynote Speaker	\$12,000	2
Who Durnit Murder Mystery	\$12,000	1
Interactive	\$12,000	1
SampleCon After Party	\$12,000	1
Professional Headshot Station	\$10,000	1
Goat Yoga	\$10,000	1
Conference Bag	\$6,000	1
Conference Hotel Room Key	\$6,000	1
Conference Badges/Lanyards	\$6,000	1
Breakout Session Room	\$4,500	4

03 / SPONSORSHIP DETAILS

PLATINUM - \$25,000

Available Sponsorships: 1

INCLUDES:

- Four (4) complimentary conference registrations; any additional registrations can be purchased at a 20% discount
- Spreadsheet of attendees' contact information
- Dedicated slide featuring static advertisement on loop between sessions in the general session, for the duration of the conference; artwork provided by sponsor
- One-time, electronic announcement sent to all conference attendees announcing the Platinum Sponsor
- Branded gobo in the general session space
- Opportunity to introduce a session during the conference
- Branded room drop to all conference attendees; item provided by sponsor
- Branded visibility during all conference breaks
- Branded five-minute massages on the 1st day of the conference
- Platinum sponsor will be featured prominently on the official conference mobile app
- Opportunity to write a message to be pushed out to all attendees via the conference app
- One (1) piece of sponsor collateral/promotional item delivered to every conference attendee's hotel room; item provided by sponsor
- Up to 15 second video clip displayed on monitor near registration desk; video clip provided by sponsor
- Placement of up to four (4) blog posts on GreenBook Blog
- Premier placement of sponsor logo on all conference materials and high visibility signage throughout the conference venue
- Premier placement of sponsor logo hyperlinked on the SampleCon website
- Sponsor logo and 100-word company description in the conference app
- Recognition as a sponsor during opening and closing sessions and in proceedings
- Inclusion in social media promotion leading up to SampleCon 2019
- Entitled to promote your company as the Platinum Sponsor for SampleCon 2019

OPENING RECEPTION - \$20,000

Available Sponsorships: 1

INCLUDES:

- Four (4) complimentary conference registrations; any additional registrations can be purchased at the lowest published rate of \$1,050
- Spreadsheet of attendees' contact information
- Underwriting of all food and beverage for the Opening Reception at the event venue
- Individual sponsor recognition signage placed at the Opening Reception venue
- One-time, electronic invitation sent to all conference attendees announcing the Opening Reception
- Inclusion in conference event emails and app pushes to promote event attendance
- One (1) piece of sponsor collateral/promotional item included in the conference bag; item provided by sponsor
- Up to 15 second video clip displayed on monitor near the registration desk; video clip provided by sponsor
- Placement of up to three (3) blog posts on GreenBook Blog
- Premier placement of sponsor logo on all conference materials and sponsor recognition signage throughout the conference venue
- Sponsor logo hyperlinked on the SampleCon website
- Sponsor logo and 100-word company description in the conference app
- Recognition as a sponsor during general session
- Inclusion in social media promotion leading up to SampleCon 2019

MEDIA - \$15,000

Available Sponsorships: 1

INCLUDES:

- Three (3) complimentary conference registrations; any additional registrations can be purchased at the lowest published rate of \$1,050
- Set of attendee mailing labels
- Permanent exposure on the SampleCon YouTube channel and website, where video content from all SampleCons are hosted
- Sponsor logo prominently included on all recorded conference sessions
- One-time, electronic announcement sent to all conference attendees, post-conference, announcing the session recordings with sponsor logo prominently placed
- One (1) piece of sponsor collateral/promotional item included in the conference bag; item provided by sponsor
- Up to 10 second video clip displayed on monitor near the registration desk; video clip provided by sponsor
- Placement of up to three (3) blog posts on GreenBook Blog
- Premier placement of sponsor logo on all conference materials and sponsor recognition signage throughout the conference venue
- Sponsor logo hyperlinked on the SampleCon website
- Sponsor logo and 100-word company description in the conference app
- Recognition as a sponsor during general session
- Inclusion in social media promotion leading up to SampleCon 2019

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RE-CHARGE LOUNGE - \$15,000

Available Sponsorships: 1

INCLUDES:

- Three (3) complimentary conference registrations; any additional registrations can be purchased at the lowest published rate of \$1,050
- Individual sponsor recognition signage on/around the Re-charge Lounge
- Prime location for optimal visibility in conference space
- Lounge will be set with charging furniture with color branding included and customized with some interactive activities like classic arcade games, board games, etc.
- One-time, electronic invitation sent to all conference attendees announcing this exciting area at SampleCon
- One (1) piece of sponsor collateral/promotional item placed in the Re-charge area; item provided by sponsor
- Up to 10 second video clip displayed on monitor near registration desk; video clip provided by sponsor
- Placement of up to three (3) blog posts on GreenBook Blog
- Placement of sponsor logo on all conference materials and sponsor recognition signage throughout the conference venue
- Sponsor logo hyperlinked on the SampleCon website
- Sponsor logo and 100-word company description in the conference app
- Recognition as a sponsor during general session
- Inclusion in social media promotion leading up to SampleCon 2019
- Inclusion in conference event emails and app pushes to promote event attendance

KEYNOTE SPEAKER - \$12,000

Available Sponsorships: 2

INCLUDES:

- Two (2) complimentary conference registrations; any additional registrations can be purchased at the lowest published rate of \$1,050
- Set of attendee mailing labels
- Introduction of Keynote Speaker by sponsor representative
- One-time, branded electronic invitation sent to all conference attendees announcing the SampleCon Keynote Speaker
- One (1) piece of sponsor collateral/promotional item included in the Conference Bag; item provided by sponsor
- Up to 10 second video clip displayed on monitor at registration desk; video clip provided by sponsor
- Placement of up to three (3) blog posts on GreenBook Blog
- Placement of sponsor logo on all conference materials and sponsor recognition signage throughout the conference venue
- Sponsor logo hyperlinked on the SampleCon website
- Sponsor logo and 100-word company description in the conference app
- Recognition as a sponsor during General Session
- Inclusion in social media promotion leading up to SampleCon 2019
- Inclusion in conference event emails and app pushes to promote event attendance

WHO DUNNIT MURDER MYSTERY TOUR - \$12,000

Available Sponsorships: 1

INCLUDES:

- Two (2) complimentary conference registrations; any additional registrations can be purchased at the lowest published rate of \$1,050
- Sponsor branding/logo within the Who Dunnit activity
- Individual sponsor recognition signage at the start of the tour
- Opportunity to announce winner on the last day of the conference during the general session
- Branded video created and shown during last day of the conference highlighting the tour
- One-time, branded electronic invitation sent to all conference attendees announcing this exciting event taking place during SampleCon
- One (1) piece of sponsor collateral/promotional item included in the conference bag; item provided by sponsor
- Up to 10 second video clip displayed on monitor at registration desk; video clip provided by sponsor
- Placement of up to three (3) blog posts on GreenBook Blog
- Placement of sponsor logo on all conference materials and sponsor recognition signage throughout the conference venue
- Sponsor logo hyperlinked on the SampleCon website
- Sponsor logo and 100-word company description in the conference app
- Recognition as a sponsor during general session
- Inclusion in social media promotion leading up to SampleCon 2019
- Inclusion in conference event emails and app pushes to promote event attendance

INTERACTIVE - \$12,000

Available Sponsorships: 1

INCLUDES:

- Two (2) complimentary conference registrations; any additional registrations can be purchased at the lowest published rate of \$1,050
- Sponsor logo prominently displayed on the home screen of the SampleCon App
- Option to name conference Wi-Fi Network and Password
- Individual sponsor signage placed on all General Session tables with Wi-Fi & Conference App details
- One-time, electronic invitation sent to all conference attendees announcing the SampleCon App with prominent logo placement
- One (1) piece of sponsor collateral/promotional item included in the conference bag; item provided by sponsor
- Up to 10 second video clip displayed on monitor at registration desk; video clip provided by sponsor
- Placement of up to three (3) blog posts on GreenBook Blog
- Placement of sponsor logo on all conference materials and sponsor recognition signage throughout the conference venue
- Sponsor logo hyperlinked on the SampleCon website
- Sponsor logo and 100-word company description in the conference app
- Recognition as a sponsor during General Session
- Inclusion in social media promotion leading up to SampleCon 2019

07 / SPONSORSHIP DETAILS

SAMPLECON AFTER PARTY - \$12,000

Available Sponsorships: 1

INCLUDES:

- Two (2) complimentary conference registrations; any additional registrations can be purchased at the lowest published rate of \$1,050
- Underwriting of all food and beverages for the event
- Individual sponsor recognition signage during the After Party
- Creation of a memorable After Party on Tuesday, February 12th at the hotel with truly interactive Austin experiences including Armadillo Racing!
- One-time electronic invitation sent to all conference attendees announcing registration for this event
- One (1) piece of sponsor collateral/promotional item included in the conference bag; item provided by sponsor
- Up to 10 second video clip displayed on monitor at registration desk; video clip provided by sponsor
- Placement of up to two (2) blog posts on GreenBook Blog
- Placement of sponsor logo on all conference materials and sponsor recognition signage throughout the conference venue
- Sponsor logo hyperlinked on the SampleCon website
- Sponsor logo and 100-word company description in the conference app
- Recognition as a sponsor during General Session
- Inclusion in social media promotion leading up to SampleCon 2019
- Inclusion in conference event emails and app pushes to promote event attendance

PROFESSIONAL HEADSHOT STATION - \$10,000

Available Sponsorships: 1

INCLUDES:

- Two (2) complimentary conference registrations; any additional registrations can be purchased at the lowest published rate of \$1,050
- One-time branded electronic invitation sent to all conference attendees announcing registration for this event
- Sponsor branding/logo within the professional headshot station area and in email communication regarding headshots
- One (1) piece of sponsor collateral/promotional item included in the conference bag; item provided by sponsor
- Static ad displayed on monitor near the registration desk; ad provided by sponsor
- Placement of up to three (3) blog posts on GreenBook Blog
- Placement of sponsor logo on all conference materials and sponsor recognition signage throughout the conference venue
- Sponsor logo hyperlinked on the SampleCon website
- Sponsor logo and 100-word company description in the conference app
- Recognition as a sponsor during general session
- Inclusion in social media promotion leading up to SampleCon 2019
- Inclusion in conference event emails and app pushes to promote event attendance

GOAT YOGA - \$10,000

Available Sponsorships: 1

INCLUDES:

- Two (2) complimentary conference registrations; any additional registrations can be purchased at the lowest published rate of \$1,050
- One-time branded electronic invitation sent to all conference attendees announcing registration for this event
- Yoga session with 30-40 participants complete with baby goats to snuggle and nuzzle with while you're stretching and posing!
- Sponsor branding/logo within the goat yoga area and in email communication regarding the fun new yoga session
- One (1) piece of sponsor collateral/promotional item included in the conference bag; item provided by sponsor
- Static ad displayed on monitor near the registration desk; ad provided by sponsor
- Placement of up to three (3) blog posts on GreenBook Blog
- Placement of sponsor logo on all conference materials and sponsor recognition signage throughout the conference venue
- Sponsor logo hyperlinked on the SampleCon website
- Sponsor logo and 100-word company description in the conference app
- Recognition as a sponsor during general session
- Inclusion in social media promotion leading up to SampleCon 2019
- Inclusion in conference event emails and app pushes to promote event attendance

09 / SPONSORSHIP DETAILS

CONFERENCE HOTEL ROOM KEY - \$6,000

Available Sponsorships: 1

INCLUDES:

- One (1) complimentary conference registration; any additional registrations can be purchased at the lowest published rate of \$1,050
- Your artwork/logo prominently displayed on the Fairmont Austin room keys
- Static ad displayed on monitor near the registration desk; ad provided by sponsor
- Placement of up to two (2) blog posts on GreenBook Blog
- Placement of sponsor logo on all conference materials and sponsor recognition signage throughout the conference venue
- Sponsor logo hyperlinked on the SampleCon website
- Sponsor logo and 100-word company description in the conference app
- Recognition as a sponsor during general session
- Inclusion in social media promotion leading up to SampleCon 2019
- Inclusion in conference event emails and app pushes to promote event attendance

CONFERENCE BAG - \$6,000

Available Sponsorships: 1

INCLUDES:

- One (1) complimentary conference registration; any additional registrations can be purchased at the lowest published rate of \$1,050
- Sponsor logo featured on the SampleCon bag
- Static ad displayed on monitor near the registration desk; ad provided by sponsor
- Placement of up to two (2) blog posts on GreenBook Blog
- Placement of sponsor logo on all conference materials and sponsor recognition signage throughout the conference venue
- Sponsor logo hyperlinked on the SampleCon website
- Sponsor logo and 100-word company description in the conference app
- Recognition as a sponsor during general session
- Inclusion in social media promotion leading up to SampleCon 2019
- Inclusion in conference event emails and app pushes to promote event attendance

10 / SPONSORSHIP DETAILS

CONFERENCE NAMETAGS & LANYARDS - \$6,000

Available Sponsorships: 1

INCLUDES:

- One (1) complimentary conference registration; any additional registrations can be purchased at the lowest published rate of \$1,050
- Sponsor logo on the conference lanyards and nametags
- Static ad displayed on monitor near the registration desk; ad provided by sponsor
- Placement of up to two (2) blog posts on GreenBook Blog
- Placement of sponsor logo on all conference materials and sponsor recognition signage throughout the conference venue
- Sponsor logo hyperlinked on the SampleCon website
- Sponsor logo and 100-word company description in the conference app
- Recognition as a sponsor during general session
- Inclusion in social media promotion leading up to SampleCon 2019
- Inclusion in conference event emails and app pushes to promote event attendance

BREAKOUT SESSION ROOM - \$4,500

Available Sponsorships: 4

INCLUDES:

- One (1) complimentary conference registration; any additional registrations can be purchased at the lowest published rate of \$1,050
- Sponsor signage outside of breakout room and company mention before each breakout session. Option to introduce speaker in breakout room.
- Static ad displayed on monitor near the registration desk; ad provided by sponsor
- Placement of up to one (1) blog post on GreenBook Blog
- Placement of sponsor logo on all conference materials and sponsor recognition signage throughout the conference venue
- Sponsor logo hyperlinked on the SampleCon website
- Sponsor logo and 100-word company description in the conference app
- Recognition as a sponsor during general session
- Inclusion in social media promotion leading up to SampleCon 2019
- Inclusion in conference event emails and app pushes to promote event attendance

TERMS + CONDITIONS

REFUNDS No refunds on sponsorship purchases will be made. No refunds for attendee registrations will be made after December 31, 2018.

LOGO The SampleCon logo is the property of SampleCon, and may not be used without the express written consent of SampleCon or Conference Management.

USE OF FUNCTION SPACE No firm or organization may sponsor a meeting or present technical information as part of a planned program for those attending the conference. Requests for use of function space for staff meetings, sales meetings or other internal business must be directed to Conference Management, info@samplecon.com, prior to the conference start.

INDEMNIFICATION The Sponsor waives all claims of any kind against SampleCon and its respective representatives and agents arising from the conduct of the Conference, and agrees

that none of the parties referred to above shall be liable for any loss, damage, or destruction of property belonging to the Sponsor, its agents or its employees, nor for any personal injury that may occur to the Sponsor, its agents or its employees, nor for any other loss or damage whatsoever, including, without limiting the foregoing, any loss or damage to the Sponsor's business for any action of the parties referred to above in relation to the Sponsor.

The Sponsor further agrees to defend, indemnify, and hold harmless SampleCon and its respective representatives and agents from any and all damages, claims, or other liabilities resulting from any act or omission connected with the Sponsor's participation in the Conference, whether negligent or not.