

# SPONSORSHIP PROSPECTUS



THE LANGHAM  
PASADENA, CALIFORNIA

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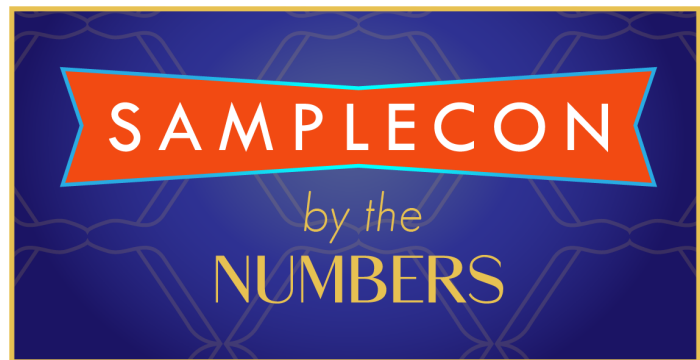


## SAMPLECON LIVE 2022 SPONSORSHIP OVERVIEW

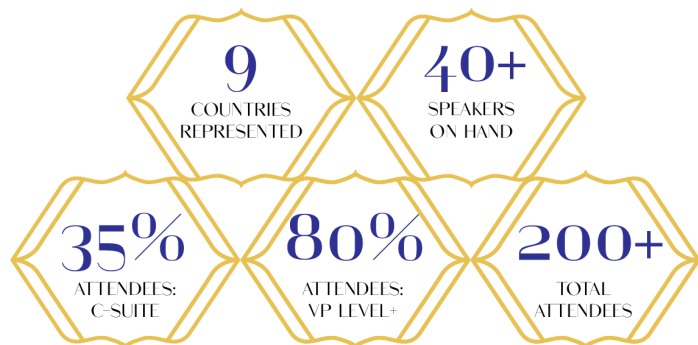
Through the generous support of our sponsors, SampleCon continues to provide the opportunity for industry leaders to focus and collaboratively drive the future trajectory of Insights.

Our sponsors not only increase their branding power and visibility but become an integral part of creating memorable and impact-filled networking that provides for global leaders across our industry to have transparent exchanges of information and ideas that facilitate the evolution of access to consumer data and engagement.

SampleCon 2022 provides the ideal venue to raise your visibility with 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. We are committed to offering our partners valuable and effective sponsorship packages. Learn how we can develop a sponsorship package to fit your company's individual needs.



More than 88% of our attendees have buying/decision making power within their organizations





## ◆ 2022 Opportunities

Below please find the SampleCon 2022 sponsorships:

Sponsorship Opportunity	2022 Price	# Available
SampleCon Title Sponsor	Customized (\$50,000+)	1
SampleCon Live Opening Dinner	\$35,000	1
SampleCon Live After Party	\$25,000	1
SampleCon Live Gives Back	\$21,000	1
SampleCon Live Media	\$18,000	1
SampleCon Live Interactive	\$16,000	1
SampleCon Live Gourmet Coffee Bar	\$12,000	1
SampleCon Live Headshot Station	\$12,000	1
SampleCon Live Conference Bag	\$8,500	1
SampleCon Live Room Drop	\$8,500	2
SampleCon Live Hotel Room Key	\$7,000	1
SampleCon Live Badges/Lanyards	\$7,000	1
SampleCon Live Partner	\$4,000	Unlimited

Have something else in mind? Please contact the SampleCon team to explore creation of a customized sponsorship that aligns with your Company's objectives and vision.





## SAMPLECON TITLE SPONSOR

- ◆ **Raise your thought leadership as SampleCon's Title Sponsor with branding prominently displayed across SampleCon's platforms including website, all digital communication, event materials (live and virtual) during 2022.**
  - ◆ At least Eight (8) complimentary conference registrations; additional registrations can be purchased at a 20% discount off the lowest published rate.
  - ◆ Spreadsheet of attendee contact information upon completion of all events during the 2022 calendar year.
  - ◆ Dedicated slide during all events (live and virtual) featuring your logo or message; artwork provided by sponsor.
  - ◆ Quarterly electronic emails to full SampleCon database with marketing message of your choice; artwork provided by sponsor.
  - ◆ Opportunity to introduce a session of your choice during the live conference
  - ◆ Branding of your logo prominently displayed on the general session stage during the live conference.
  - ◆ Prominent logo placement on all SampleCon email marketing, conference app and web site.
  - ◆ One piece of sponsor collateral and/or a promotional item delivered to every conference attendee's hotel room on the first night of the live conference; item provided by sponsor.
  - ◆ Up to a 20 second video clip displayed in the general session during breaks & the registration area; video (with no audio) provided by sponsor.
  - ◆ Premier placement of sponsor logo in high visibility signage throughout the conference venue.
  - ◆ Premier placement of sponsor logo on the SampleCon website
  - ◆ Premier placement of sponsor logo and 100-word company description in the conference app.
  - ◆ Recognition as our Title Partner during opening and closing sessions of all events.
  - ◆ *Please note – The Title Partner sponsorship will be completely customized to meet the goals of our partner. Outlined below is an example of how this sponsorship could look.*



## SAMPLECON LIVE OPENING DINNER

- ◆ **Kick-off SampleCon Live with our highly attended Opening Networking Dinner.**
  - ◆ Five (5) complimentary conference registrations; additional registrations can be purchased at the lowest published rate of \$1,300.
  - ◆ Spreadsheet of attendee contact information two weeks prior and following the Live Event.
  - ◆ Underwriting of all food, beverage, and entertainment at the Opening Dinner
  - ◆ One-time, electronic email to SampleCon Live attendees with marketing message of your choice; artwork provided by sponsor.
  - ◆ One-time, branded electronic invitation sent to all conference attendees announcing your event
  - ◆ One dedicated push message during the conference to all attendees via the event app
  - ◆ One piece of sponsor collateral and/or a promotional item included in the conference bag or available at the opening dinner event; item provided by sponsor.
  - ◆ Up to a 15 second video clip prominently displayed in the registration area; video (with no audio) provided by sponsor.
  - ◆ Premier placement of sponsor logo on all conference materials and sponsor recognition signage at the 2022 venue.
  - ◆ Sponsor logo on the SampleCon website,
  - ◆ Sponsor logo and 100-word company description in the conference app.
  - ◆ Recognition as a sponsor during the 2022 general sessions.
  - ◆ Inclusion in social media promotion and event emails leading up to SampleCon Live 2022.





## SAMPLECON LIVE AFTER PARTY

- ◆ **Host SampleCon Live's fun & and always memorable Networking After Party.**
  - ◆ Four (4) complimentary conference registrations; additional registrations can be purchased at the lowest published rate of \$1,300.
  - ◆ Spreadsheet of attendee contact information following the Live Event.
  - ◆ Underwriting of all food, beverage, and entertainment at the After Party
  - ◆ Highly visible branding during the After Party
  - ◆ One-time, electronic email after SampleCon Live to event attendees with marketing message of your choice; artwork provided by sponsor.
  - ◆ One-time branded electronic invitation sent to all conference attendees announcing your event
  - ◆ One dedicated push message during the conference to all attendees via the event app
  - ◆ One piece of sponsor collateral and/or a promotional item included in the conference bag or available at the opening dinner event; item provided by sponsor.
  - ◆ Up to a 10 second video clip prominently displayed in the registration area; video (with no audio) provided by sponsor.
  - ◆ Placement of sponsor logo on all conference materials and sponsor recognition signage at the 2022 venue.
  - ◆ Sponsor logo on the SampleCon website,
  - ◆ Sponsor logo and 100-word company description in the conference app.
  - ◆ Recognition as a sponsor during the 2022 general sessions.
  - ◆ Inclusion in social media promotion and event emails leading up to SampleCon Live 2022.



## SAMPLECON LIVE GIVES BACK

- ◆ **Increase your visibility while helping conference attendees make a positive impact through a healthy competitive Community Service Networking Event.**
  - ◆ Four (4) complimentary conference registrations; additional registrations can be purchased at the lowest published rate of \$1,300.
  - ◆ Spreadsheet of attendee contact information following the Live Event.
  - ◆ Underwriting of community service project.
  - ◆ Sponsor branding/logo signage within the service project activity
  - ◆ Opportunity for company spokesperson to speak briefly and announce winners; all prizes to be provided by sponsor.
  - ◆ One-time, branded electronic invitation sent to all conference attendees announcing the event.
  - ◆ One dedicated push message during the conference to all attendees via the event app
  - ◆ One piece of sponsor collateral and/or a promotional item included in the conference bag or available at the Gives Back event; item provided by sponsor.
  - ◆ Up to a 10 second video clip prominently displayed in the registration area; video (with no audio) provided by sponsor.
  - ◆ Placement of sponsor logo on all conference materials and sponsor recognition signage at the 2022 venue.
  - ◆ Sponsor logo on the SampleCon website,
  - ◆ Sponsor logo and 100-word company description in the conference app.
  - ◆ Recognition as a sponsor during the 2022 general sessions.
  - ◆ Inclusion in social media promotion and event emails leading up to SampleCon Live 2022.



## SAMPLECON LIVE MEDIA

- ◇ Gain visibility during and following the event with inclusion of your company logo on all SampleCon Live 2022 content videos.
  - ◇ Three (3) complimentary conference registrations; additional registrations can be purchased at the lowest published rate of \$1,250.
  - ◇ Permanent exposure on the SampleCon Website and YouTube channel, where conference video content is hosted.
  - ◇ Sponsor logo prominently included on presentation screen before each SampleCon Live 2022 session and on all recorded conference content videos following the event.
  - ◇ One-time, branded electronic email sent to all conference attendees, post-conference announcing the release of 2022 session recordings with sponsor logo prominently placed.
  - ◇ One dedicated push message during the conference to all attendees via the event app remind attendees videos will be available post event.
  - ◇ One piece of sponsor collateral and/or a promotional item included in the conference bag; item provided by sponsor.
  - ◇ Up to a 10 second video clip prominently displayed in the registration area; video (with no audio) provided by sponsor.
  - ◇ Placement of sponsor logo on all conference materials and sponsor recognition signage at the 2022 venue.
  - ◇ Sponsor logo on the SampleCon website,
  - ◇ Sponsor logo and 100-word company description in the conference app.
  - ◇ Recognition as a sponsor during the 2022 general sessions.
  - ◇ Inclusion in social media promotion and event emails leading up to SampleCon Live 2022.





## SAMPLECON LIVE INTERACTIVE

- ◆ **Every attendee will know your name through prominent branding of the 2022 conference app and naming rights of the event Wi-Fi password.**
  - ◆ Three (3) complimentary conference registrations; additional registrations can be purchased at the lowest published rate of \$1,250.
  - ◆ Sponsor logo prominently displayed on the home screen of the 2022 conference app and naming rights to the event Wi-Fi password (note – this must be entered by every attendee for access).
  - ◆ Branded signage placed at registration and on screens in the general session with app and Wi-Fi details.
  - ◆ One-time, branded electronic email sent to all conference attendees announcing the SampleCon App with prominent logo placement.
  - ◆ Branded visibility in the conference app with Wi-Fi password details
  - ◆ One piece of sponsor collateral and/or a promotional item included in the conference bag; item provided by sponsor.
  - ◆ Up to a 10 second video clip prominently displayed in the registration area; video (with no audio) provided by sponsor.
  - ◆ Placement of sponsor logo on all conference materials and sponsor recognition signage at the 2022 venue.
  - ◆ Sponsor logo on the SampleCon website,
  - ◆ Sponsor logo and 100-word company description in the conference app.
  - ◆ Recognition as a sponsor during the 2022 general sessions.
  - ◆ Inclusion in social media promotion and event emails leading up to SampleCon Live 2022.



## SAMPLECON LIVE GOURMET COFFEE BAR

- ◆ **The Gourmet Coffee Bar is sure to make you the talk of SampleCon Live, providing attendees with unlimited customized gourmet coffee beverages on Tuesday, May 17<sup>th</sup>.**
  - ◆ Two (2) complimentary conference registrations; additional registrations can be purchased at the lowest published rate of \$1,250..
  - ◆ Creation of a branded gourmet coffee bar in the highly trafficked area outside the general session. Sponsorship includes table linens in brand color (or closest color available), branded disposable coffee cups or coffee cup sleeves, and signage with sponsor logo. The gourmet coffee bar would be open on Tuesday, May 17 from 9:30am – 3:30pm. *There is the option to extend to include on Wednesday, May 18th for additional budget.*
  - ◆ One-time, branded electronic email sent to all conference attendees announcing the gourmet coffee bar.
  - ◆ Sponsor branding/name prominently displayed within the gourmet coffee bar area
  - ◆ One piece of sponsor collateral and/or a promotional item included in the conference bag; item provided by sponsor.
  - ◆ Static ad displayed in the registration area; ad provided by sponsor.
  - ◆ Placement of sponsor logo on all conference materials and sponsor recognition signage at the 2022 venue.
  - ◆ Sponsor logo on the SampleCon website,
  - ◆ Sponsor logo and 100-word company description in the conference app.
  - ◆ Recognition as a sponsor during the 2022 general sessions.
  - ◆ Inclusion in social media promotion and event emails leading up to SampleCon Live 2022.





## SAMPLECON LIVE HEADSHOT STATION

- ◆ **Make sure everyone is camera ready at the SampleCon Live 2022 Headshot Station, giving attendees access to a complimentary headshot on Tuesday, May 17<sup>th</sup>.**
  - ◆ Two (2) complimentary conference registrations; additional registrations can be purchased at the lowest published rate of \$1,250.
  - ◆ One-time, branded electronic email sent to all conference attendees announcing headshots and sign-up for a headshot.
  - ◆ Sponsor branding/name prominently displayed within the headshot station area
  - ◆ Sponsor branding/name in reminder and follow-up email communication with headshots after the conference.
  - ◆ One piece of sponsor collateral and/or a promotional item included in the conference bag; item provided by sponsor.
  - ◆ Static ad displayed in the general session space during breaks and in the registration area; ad provided by sponsor.
  - ◆ Placement of sponsor logo on all conference materials and sponsor recognition signage at the 2022 venue.
  - ◆ Sponsor logo on the SampleCon website,
  - ◆ Sponsor logo and 100-word company description in the conference app.
  - ◆ Recognition as a sponsor during the 2022 general sessions.
  - ◆ Inclusion in social media promotion and event emails leading up to SampleCon Live 2022.





### SAMPLECON LIVE CONFERENCE BAG

- ◆ **Your logo prominently displayed on the SampleCon Live 2022 Conference Bag.**
  - ◆ One (1) complimentary conference registration; additional registrations can be purchased at the lowest published rate of \$1,250.
  - ◆ Sponsor logo featured on the SampleCon Live 2022 conference bag
  - ◆ One piece of sponsor collateral and/or a promotional item included in the conference bag; item provided by sponsor.
  - ◆ Static ad displayed in the registration area; ad provided by sponsor.
  - ◆ Placement of sponsor logo on all conference materials and sponsor recognition signage at the 2022 venue.
  - ◆ Sponsor logo on the SampleCon website,
  - ◆ Sponsor logo and 100-word company description in the conference app.
  - ◆ Recognition as a sponsor during the 2022 general sessions.
  - ◆ Inclusion in social media promotion and event emails leading up to SampleCon Live 2022.

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### SAMPLECON LIVE ROOM DROP

- ◆ **Delivery of a branded package/message of your choice on either the first or second night of the conference to every SampleCon Live 2022 attendee's hotel room.**
  - ◆ One (1) complimentary conference registration; additional registrations can be purchased at the lowest published rate of \$1,250.
  - ◆ Delivery of a package to each conference attendee at The Langham; item provided by sponsor
  - ◆ One piece of sponsor collateral and/or a promotional item included in the conference bag; item provided by sponsor.
  - ◆ Static ad displayed in the registration area; ad provided by sponsor.
  - ◆ Placement of sponsor logo on all conference materials and sponsor recognition signage at the 2022 venue.
  - ◆ Sponsor logo on the SampleCon website,
  - ◆ Sponsor logo and 100-word company description in the conference app.
  - ◆ Recognition as a sponsor during the 2022 general sessions.
  - ◆ Inclusion in social media promotion and event emails leading up to SampleCon Live 2022.



## SAMPLECON LIVE HOTEL ROOM KEY

- ◆ **Ensure every SampleCon Live 2022 attendee gets your messaging with the branded Hotel Room Keys.**
  - ◆ One (1) complimentary conference registration; additional registrations can be purchased at the lowest published rate of \$1,250.
  - ◆ Sponsor logo/artwork prominently featured on the SampleCon Live 2022 hotel room keys provided to every attendee by the conference hotel; artwork provided by sponsor
  - ◆ One piece of sponsor collateral and/or a promotional item included in the conference bag; item provided by sponsor.
  - ◆ Static ad displayed in the registration area; ad provided by sponsor.
  - ◆ Placement of sponsor logo on all conference materials and sponsor recognition signage at the 2022 venue.
  - ◆ Sponsor logo on the SampleCon website,
  - ◆ Sponsor logo and 100-word company description in the conference app.
  - ◆ Recognition as a sponsor during the 2022 general sessions.
  - ◆ Inclusion in social media promotion and event emails leading up to SampleCon Live 2022.

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## SAMPLECON LIVE NAME BADGE & LANYARDS

- ◆ **Prominently promote your brand on every SampleCon Live Name Badge/Lanyard.**
  - ◆ One (1) complimentary conference registration; additional registrations can be purchased at the lowest published rate of \$1,250.
  - ◆ Sponsor logo prominently placed on the conference lanyards given with every attendee name badge.
  - ◆ One piece of sponsor collateral and/or a promotional item included in the conference bag; item provided by sponsor.
  - ◆ Static ad displayed in the registration area; ad provided by sponsor.
  - ◆ Placement of sponsor logo on all conference materials and sponsor recognition signage at the 2022 venue.
  - ◆ Sponsor logo on the SampleCon website,
  - ◆ Sponsor logo and 100-word company description in the conference app.
  - ◆ Recognition as a sponsor during the 2022 general sessions.
  - ◆ Inclusion in social media promotion and event emails leading up to SampleCon Live 2022.

SPONSORSHIP



OPPORTUNITIES

### SAMPLECON LIVE PARTNER

- ◆ **Promote your brand by being a Partner of SampleCon Live 2022.**
  - ◆ One (1) complimentary conference registration; additional registrations can be purchased at the lowest published rate of \$1,250.
  - ◆ One piece of sponsor collateral and/or a promotional item included in the conference bag; item provided by sponsor.
  - ◆ Placement of sponsor logo on all conference materials and sponsor recognition signage at the 2022 venue.
  - ◆ Sponsor logo on the SampleCon website,
  - ◆ Sponsor logo and 100-word company description in the conference app.
  - ◆ Inclusion in social media promotion and event emails leading up to SampleCon Live 2022.





## Terms & Conditions

**Refunds** - No refunds on sponsorship purchases for events will be made unless the events are cancelled by SampleCon due to the Covid-19 pandemic. If SampleCon must cancel any of its 2022 events, sponsors will have the option of selecting a refund (based on any costs not already incurred related to the sponsorship by SampleCon or applying sponsorship payments toward the 2023 conference).

**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](mailto: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.

**First Right of Refusal** - As a sponsor, your company has first right of refusal for the following year's Live event for the current sponsorship. If another company is interested in your level sponsorship, you will be notified in writing and have the option to maintain or select a different sponsorship opportunity.