

MARCH 6-8, 2023 | THE LANGHAM, HUNTINGTON | PASADENA, CALIFORNIA



Sponsorship Prospectus

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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 2023 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.

SampleCon By the Numbers.



Reach Out Today to be a Part of SampleCon's 10th Anniversary Event.

2023 Opportunities.



Below please find the SampleCon 2023 sponsorships:

<i>Sponsorship Opportunity</i>	<i>2023 Price</i>	<i># Available</i>
SAMPLECON TITLE SPONSOR	CUSTOMIZED	1
SAMPLECON LIVE OPENING DINNER	\$40,000	1
SAMPLECON LIVE AFTER PARTY	\$30,000	1
SAMPLECON LIVE GIVES BACK	\$24,000	1
SAMPLECON LIVE MEDIA	\$20,000	1
SAMPLECON LIVE INTERACTIVE	\$16,000	1
SAMPLECON LIVE GOURMET COFFEE BAR	\$16,000	1
SAMPLECON LIVE KEYNOTE SPEAKER	\$15,000	1
SAMPLECON LIVE HEADSHOT STATION	\$12,000	1
SAMPLECON LIVE ICE CREAM CART	\$10,000	1
SAMPLECON LIVE CONFERENCE BAG	\$9,500	1
SAMPLECON LIVE HOTEL ROOM KEY	\$7,500	1
SAMPLECON LIVE BADGES/LANYARDS	\$7,500	1
SAMPLECON LIVE ROOM DROP	\$6,000	2
SAMPLECON LIVE PARTNER	\$4,500	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.

Title Sponsor.



Customized.



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 2023.

- » 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 2023 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 Sponsorship will be completely customized to meet the goals of our partner.

Opening Dinner.



Kick-off SampleCon Live with our highly attended Opening Networking Dinner.

\$40,000

- ›› 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 2023 venue.
- ›› Sponsor logo on the SampleCon website.
- ›› Sponsor logo and 100-word company description in the conference app.
- ›› Recognition as a sponsor during the 2023 general sessions.
- ›› Inclusion in social media promotion and event emails leading up to SampleCon Live 2023.

After Party.



***Host SampleCon Live's fun, and always memorable,
Networking After Party.***



\$30,000

- ›› 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.
- ›› 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.
- ›› Placement of sponsor logo on all conference materials and sponsor recognition signage at the 2023 venue.
- ›› Sponsor logo on the SampleCon website.
- ›› Sponsor logo and 100-word company description in the conference app.
- ›› Recognition as a sponsor during the 2023 general sessions.
- ›› Inclusion in social media promotion and event emails leading up to SampleCon Live 2023.

Gives Back.



Increase your visibility while helping conference attendees make a positive impact through a healthy competitive Community Service Networking Event.



\$24,000

- » 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 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 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 2023 venue.
- » Sponsor logo on the SampleCon website.
- » Sponsor logo and 100-word company description in the conference app.
- » Recognition as a sponsor during the 2023 general sessions.
- » Inclusion in social media promotion and event emails leading up to SampleCon Live 2023.

Media.



Gain visibility during and following the event with inclusion of your company logo on all SampleCon Live 2023 content videos.



\$20,000

- ›› Three (3) complimentary conference registrations; additional registrations can be purchased at the lowest published rate of \$1,300.
- ›› Permanent brand exposure on all 2023 videos on the SampleCon Website and YouTube channel.
- ›› Sponsor logo prominently included on general session screen before each 2023 session.
- ›› One-time, branded electronic email sent to all conference attendees announcing the release of the 2023 session recordings with sponsor logo prominently placed.
- ›› 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 2023 venue.
- ›› Sponsor logo on the SampleCon website.
- ›› Sponsor logo and 100-word company description in the conference app.
- ›› Recognition as a sponsor during the 2023 general sessions.
- ›› Inclusion in social media promotion and event emails leading up to SampleCon Live 2023.

Interactive.



Every attendee will know your name through prominent branding of the 2023 conference app and naming rights of the event Wi-Fi password.

\$16,000

- » Three (3) complimentary conference registrations; additional registrations can be purchased at the lowest published rate of \$1,300.
- » Sponsor logo prominently displayed on the home screen of the 2023 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 2023 venue.
- » Sponsor logo on the SampleCon website.
- » Sponsor logo and 100-word company description in the conference app.
- » Recognition as a sponsor during the 2023 general sessions.
- » Inclusion in social media promotion and event emails leading up to SampleCon Live 2023.

Gourmet Coffee Bar.



\$16,000



The Gourmet Coffee Bar is sure to make you the talk of SampleCon Live, providing attendees with unlimited customized gourmet coffee beverages during the conference.

- ›› Three (3) complimentary conference registrations; additional registrations can be purchased at the lowest published rate of \$1,300.
- ›› 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 the Tuesday and Wednesday of SampleCon 2023.
- ›› 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 2023 venue.
- ›› Sponsor logo on the SampleCon website.
- ›› Sponsor logo and 100-word company description in the conference app.
- ›› Recognition as a sponsor during the 2023 general sessions.
- ›› Inclusion in social media promotion and event emails leading up to SampleCon Live 2023.

Keynote Speaker.



Sponsor a professional keynote speaker who is sure to inspire and entertain.

\$15,000

- ›› Three (3) complimentary conference registrations; additional registrations can be purchased at the lowest published rate of \$1,300.
- ›› Keynote speaker promotion to include your company name in all mentions.
- ›› Opportunity to introduce the keynote speaker at SampleCon 2023.
- ›› One-time, branded electronic email sent to all conference attendees announcing the keynote speaker.
- ›› Inclusion of your company logo on video released of the keynote speaker following the conference.
- ›› One branded push notification through the conference app about the Keynote session.
- ›› 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 2023 venue.
- ›› Sponsor logo on the SampleCon website.
- ›› Sponsor logo and 100-word company description in the conference app.
- ›› Recognition as a sponsor during the 2023 general sessions.
- ›› Inclusion in social media promotion and event emails leading up to SampleCon Live 2023.

Headshot Station.



Make sure everyone is camera ready at the SampleCon Live 2023 Headshot Station, giving attendees access to a complimentary headshot on the Tuesday of the conference.

\$12,000

- ›› Two (2) complimentary conference registrations; additional registrations can be purchased at the lowest published rate of \$1,300.
- ›› 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 2023 venue.
- ›› Sponsor logo on the SampleCon website.
- ›› Sponsor logo and 100-word company description in the conference app.
- ›› Recognition as a sponsor during the 2023 general sessions.
- ›› Inclusion in social media promotion and event emails leading up to SampleCon Live 2023.

Ice Cream Cart.



\$10,000



Provide the perfect sweet note to start SampleCon Live 2023 with our popular ice cream cart on the Monday of the conference.

- » Two (2) complimentary conference registrations; additional registrations can be purchased at the lowest published rate of \$1,300.
- » One-time, branded electronic email sent to all conference attendees announcing the ice cream cart.
- » Sponsor branding/name prominently displayed within the ice cream cart area with a branded photo op 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 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 2023 venue.
- » Sponsor logo on the SampleCon website.
- » Sponsor logo and 100-word company description in the conference app.
- » Recognition as a sponsor during the 2023 general sessions.
- » Inclusion in social media promotion and event emails leading up to SampleCon Live 2023.

Conference Bag.



Your logo prominently displayed on the SampleCon Live 2023 Conference Bag.

\$9,500

- ›› One (1) complimentary conference registration; additional registrations can be purchased at the lowest published rate of \$1,300.
- ›› Sponsor logo featured on the SampleCon Live 2023 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 2023 venue.
- ›› Sponsor logo on the SampleCon website.
- ›› Sponsor logo and 100-word company description in the conference app.
- ›› Recognition as a sponsor during the 2023 general sessions.
- ›› Inclusion in social media promotion and event emails leading up to SampleCon Live 2023.

Hotel Room Key.



Ensure every SampleCon Live 2023 attendee gets your messaging with the branded Hotel Room Keys.

\$7,500

- » One (1) complimentary conference registration; additional registrations can be purchased at the lowest published rate of \$1,300.
- » Sponsor logo/artwork prominently featured on the SampleCon Live 2023 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 2023 venue.
- » Sponsor logo on the SampleCon website.
- » Sponsor logo and 100-word company description in the conference app.
- » Recognition as a sponsor during the 2023 general sessions.
- » Inclusion in social media promotion and event emails leading up to SampleCon Live 2023.

Badge & Lanyard.



Prominently promote your brand on every SampleCon Live Name Badge/Lanyard.

\$7,500

- » One (1) complimentary conference registration; additional registrations can be purchased at the lowest published rate of \$1,300.
- » 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 2023 venue.
- » Sponsor logo on the SampleCon website.
- » Sponsor logo and 100-word company description in the conference app.
- » Recognition as a sponsor during the 2023 general sessions.
- » Inclusion in social media promotion and event emails leading up to SampleCon Live 2023.

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 2023 attendee's hotel room.

\$6,000

- ›› One (1) complimentary conference registration; additional registrations can be purchased at the lowest published rate of \$1,300.
- ›› 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 2023 venue.
- ›› Sponsor logo on the SampleCon website.
- ›› Sponsor logo and 100-word company description in the conference app.
- ›› Recognition as a sponsor during the 2023 general sessions.
- ›› Inclusion in social media promotion and event emails leading up to SampleCon Live 2023.

Partner.



***Promote your brand by being a Partner of
SampleCon Live 2023.***

\$4,500

- » One (1) complimentary conference registration; additional registrations can be purchased at the lowest published rate of \$1,300.
- » One piece of sponsor collateral and/or a promotional item included in the conference bag; item provided by sponsor.
- » Placement of sponsor logo on conference materials and sponsor recognition signage at the 2023 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 2023.

Terms & Conditions.



Refunds.

No refunds on sponsorship purchases for events will be made unless the events are canceled by SampleCon due to the Covid-19 pandemic. If SampleCon must cancel any of its 2023 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 2024 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 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.



Celebrating

10

SAMPLECON

Years