

2023 EXHIBIT & SPONSORSHIPS

EMS 2023

MAY 9-11, 2023
CAESARS PALACE, LAS VEGAS

**THE #1 CONFERENCE FOR CREATORS
OF THE BRAND EXPERIENCE**

Produced by
**event
marketer**



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THE BIGGEST BRANDS IN THE WORLD



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DIAGEO



Symantec



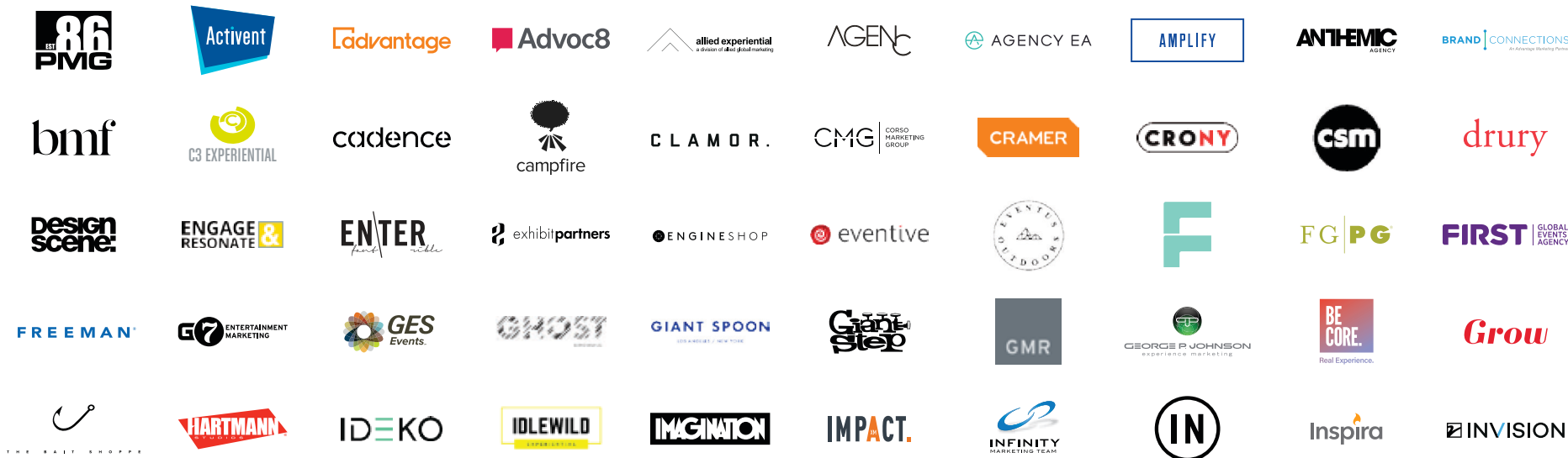
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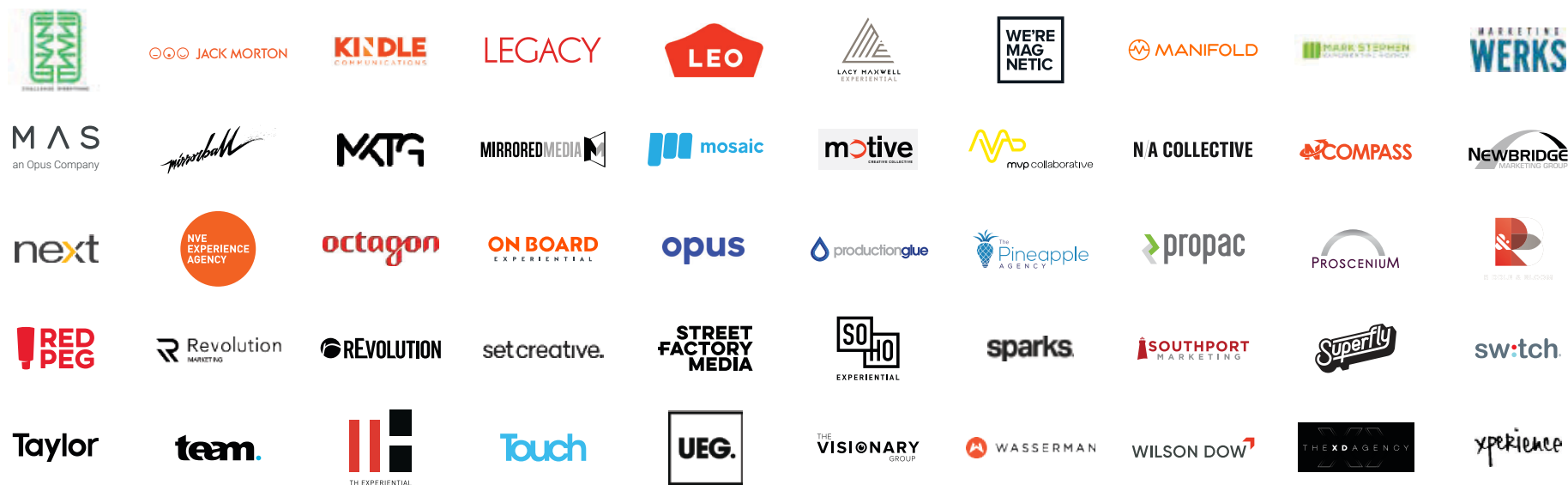
mbna

LinkedIn

*Sample of past attendees



THE BEST AGENCIES ON THE PLANET



*Sample of past attendees



EXPERIENTIAL MARKETING SUMMIT 2023

CONNECTING YOU TO THE CUSTOMERS YOU WANT

Join us in Las Vegas, May 9-11, for the world's largest conference and trade show on experiential marketing. Our audience is eager to discover bold new ways to bring their marketing to life in our post-COVID world.

At EMS you'll reach Event Marketer's highly engaged audience of the leading buying companies in the market. Our reach continues to grow—bringing a brand-new audience of buyers into the Event Marketer community. We would love to introduce you to them.

Remember, more than \$20 billion in event budgets are controlled by Event Marketer buyers. At the Experiential Marketing Summit you can expect to:

- » Generate leads with highly-engaged prospects
- » Fill your pipeline with brand-new buyers
- » Reinforce relationships with high-value clients, partners and prospects—and cultivate new ones
- » Defend your market position—and demonstrate your leadership

Act now to secure your exhibit space for 2023 at the lowest rates and ensure a prime location in the exhibit hall. Explore sponsorship options that go beyond the booth. Let us help you create a package that leaves our attendees talking about you—even on the plane ride home.

WHO ATTENDS?

EMS attendees execute the most events, control the biggest budgets and spend the most dollars on events and trade shows. All in, \$20 billion worth of event budgets are controlled by EMS attendees. And 96% of attendees classify themselves as decision-makers.

KEY JOB TITLES:

- » Event Marketers
- » Sponsorship Directors
- » Trade Show Managers
- » Corporate Event Managers
- » VP, Experiential Marketing
- » VP, Design and Brand Experience
- » VP, Marketing
- » Sports & Entertainment Marketers
- » Social Media and Technology Managers
- » Production Executives
- » Senior Brand Executives
- » Agency VPs
- » Agency Creative Directors and Designers
- » Exhibit House Senior Executives
- » Digital Managers
- » Demand-Generation Managers



WHO ATTENDS?

EMS empowers event marketers to rebuild, refocus and seek out the partners, intelligence and connections they need to survive and thrive in 2023 and beyond. There's never been a more critical time to be a part of the EMS community and we look forward to creating a vibrant exhibit experience where these vital conversations can take place, and where event marketers can experience—first-hand—the future of strong and safe live events.

"We've sponsored it all—and honestly, there's just nothing like EMS. We've generated year-after-year ROI for more than a decade and Event Marketer has been a wonderful partner to work with."

- Kristy Elisano, CMO, Sparks

"We have been a top sponsor at EMS for more than 15 years. We have not missed a show since they started. The conference provides valuable ROI each and every time. The staff at Event Marketer is extremely professional and they are amazing partners. "

- Larry Hess, CEO, Encore Nationwide

"For Opus, the Experiential Marketing Summit has been a key anchor of our client engagement and thought-leadership efforts—and we are thrilled to be coming back in-person at EMS this fall. We have always found EMS to be the industry's flagship event—it's the best place to cultivate relationships with new and existing clients. And I'd be remiss if I didn't add that the Event Marketer staff is an absolute pleasure to work with!"

**- Brent Turner, EVP-Strategy & Solutions,
Opus Agency**

"Highmark is a long-time, die-hard fan of EMS—not just because we love and find value in the people, content and experience but because it is our one marketing investment that truly yields concrete results and traceable ROI. EMS has been crucial to our major marketing initiatives around product launches, brand awareness and sales generation.

We can literally identify which sales were initiated and closed due to a connection we made at EMS. That is a rare and beautiful thing to be able to boast about in a marketing program!!"

- Debbie Parrott, President and CEO of Highmark TechSystems / Highmark Outdoor

PAST SPONSORS & EXHIBITORS

PARTNER



PRESENTING



ELITE



PREMIER



PATRON



SUPPORTING



NEW EMS SPONSORSHIPS FOR 2023

All new for 2023, these thought leadership, branding and lead generation opportunities immerse your company into the heart of the action at EMS.

NEW! HALL OF IDEAS CAFÉ

If you've ever seen the Starbucks line at a live event, you know—attendees need their coffee. New this year, we are activating a Hall of Ideas Café, a centrally-located coffee bar and lounge smack in the middle of all the EMS exhibit hall action. The 20x20 café will serve coffee drinks during all Hall hours and will give you the opportunity to brand the space, the drinks and engage with a steady flow of caffeine-addicted attendees every day of the show. This package includes the 20x20 space, house tables and chairs and \$5,000 in F&B credit.

One sponsorship available | Price: \$30,000

NEW! HALLWAY POP-UP ENGAGEMENTS

With this highly-engaging and lead-generating option, you can unleash up to five members of your team to “pop up” in the halls to create brief experiences with attendees as they travel from one session to the next. Package includes exclusive placement in one high-traffic area of your choosing and total ownership of the area during the duration of the show. Successful past pop-ups have included mobile photo activations, claw machines, tarot card readers, taste tests and immersive theater experiences. Got ideas? Need ideas? We'd love to brainstorm with you!

Two sponsorships available | Price: \$10,000

NEW! GENIUS BAR

This is the one attendees come to EMS for. At the Genius Bar, attendees will be able to bring their real-world event challenges to a rotating faculty of industry experts there to discuss, whiteboard and break down potential solutions—and YOU get to be one of those experts. This package includes sponsor branding of the 10x10 exhibit and one faculty “Genius” slot each day of the show. These lively “ask me anything” sessions will be attendee-driven—attendees can submit their challenges ahead of the show or bring them live.

One sponsorship available | Price: \$20,000

NEW! ENTRANCE UNIT

If you are a provider of beautiful exhibit structures and solutions, this one is for you. You can own the entrance experience into the Hall of Ideas with a branded entrance unit. Collaborate with the EMS team to create a vibrant and exciting entrance experience that showcases your products, people, and creativity. Make it a tunnel featuring immersive sound and projections. Bring a DJ and create a mini club to hype attendees up. Create something totally unique to showcase your team's thinking and abilities.

One sponsorship available | Price: \$20,000

NEW! OFF-SITE EXCURSIONS

The ultimate way to get more than two hours of face-time with attendees, this sponsorship option empowers you to whisk attendees away on a pre-conference excursion to a Las Vegas-area landmark or experience. Successful past excursions have included luxury bus trips to the Grand Canyon, behind-the-scenes tours of local stadiums and event venues, private tours of local headquarters (like Zappos), axe throwing experiences and more. You cover the transportation and experience and we invite the attendees on behalf of the Summit.

Two sponsorships available | Price: \$15,000

NEW! SPEAKING PANEL

Showcase your company's top thinkers as they take the stage with two other industry panelists to share their expertise and perspective on a trending industry topic. You choose which panel discussion you'd like to participate in (topics to be announced in November), and an Event Marketer editor will collaborate with panelists to craft a question pool that tackles attendees' most burning questions.

Four sponsored panel slots available. | Price: \$15,000

NEW! EMS THEATERS

Three educational content tracks will take place inside the Hall of Ideas this year, giving you a rare opportunity to generate brand awareness, leads and visibility among hundreds of attendees each day. Each [SIZE] theater will seat more than 100 attendees and includes house seats. You will get name-brand recognition on-site, a branded sticker with QR code on the back of every other seat in the theater, and in all digital promotion of the content track will point to the location: “[Your Name Here] Theater.”

Two sponsorships available | Price: \$15,000

NEW! KIOSK SPONSORSHIP

Got a great story to tell but looking for a non-booth option? Sign up to own a “kiosk” at one of 10 interactive digital kiosks placed in a high traffic area the EMS campus and get hundreds of eyeballs on your content. Imbed your sizzle videos, ads or showcase your activations/details about your products and services into the touchscreen kiosks that will also include the show agenda, map and other important details attendees need throughout every day of the show.

Ten sponsorships available | Price: \$5,000

SEE PG. 10 FOR A COMPLETE LIST OF SPONSOR BENEFITS

NEW EMS SPONSORSHIPS FOR 2023

		SOLUTION							
		HALL OF IDEAS CAFE \$30,000	GENIUS BAR \$20,000	ENTRANCE UNIT \$20,000	OFF-SITE EXCURSIONS \$15,000	SPEAKING PANEL \$15,000	EMS THEATRES \$15,000	HALLWAY POP-UPS \$10,000	KIOSK SPONSORSHIP \$5,000
MARKETING OBJECTIVES	THOUGHT LEADERSHIP		✓ Your thought leaders are experts at the Genius Bar—twice!		✓ Ability to welcome attendees and tie your message into the experience	✓ Your thought leaders take the stage for 30 minutes			
	BRAND VISIBILITY	✓ Marquee branding of café, powered by [your name here], and branded napkins	✓ Marquee branding of Genius Bar, powered by [your name here]	✓ Branding included in the entrance unit experience	✓ Excursion is promoted in the full content schedule	✓ Session is promoted in the full content schedule	✓ Marquee branding of Theater as the [your name here] theatre	✓ You control full branding of your pop-up space	✓ Your products and branding included in the official EMS digital kiosk
	ATTENDEE MESSAGING & ON-SITE MEETINGS	✓ Ability to message attendees and request/schedule meetings in the App	✓ Ability to message attendees and request/schedule meetings in the App	✓ Ability to message attendees and request/schedule meetings in the App	✓ Ability to message attendees and request/schedule meetings in the App	✓ Ability to message attendees and request/schedule meetings in the App	✓ Ability to message attendees and request/schedule meetings in the App	✓ Ability to message attendees and request/schedule meetings in the App	✓ Ability to message attendees and request/schedule meetings in the App
	LEAD GENERATION	✓ 7+ hours of dedicated exhibit hall time	✓ 7+ hours of dedicated exhibit hall time	✓ 7+ hours of dedicated exhibit hall time	✓ Option to scan and collect leads for all participants	✓ Option to scan and collect leads for all participants	✓ Option to scan and collect leads for all participants	✓ Option to scan and collect leads for all participants	
	ATTENDEE DATA <small>*Phone, fax and emails not included due to CAN-SPAM regulations.</small>	✓ Attendee names, titles, companies & mailing addresses	✓ Attendee names, titles, companies & mailing addresses	✓ Attendee names, titles, companies & mailing addresses	✓ Attendee names, titles, companies & mailing addresses	✓ Attendee names, titles, companies & mailing addresses	✓ Attendee names, titles, companies & mailing addresses	✓ Attendee names, titles, companies & mailing addresses	
	ON-SITE PRESENCE	✓ (4) full conference passes + 25% personnel discount on (6) additional passes	✓ (3) full conference passes + 25% personnel discount on (4) additional passes	✓ (3) full conference passes + 25% personnel discount on (4) additional passes	✓ (2) full conference passes + 25% personnel discount on (2) additional passes	✓ (2) full conference passes + 25% personnel discount on (2) additional passes	✓ (2) full conference passes + 25% personnel discount on (2) additional passes	✓ (2) full conference passes + 25% personnel discount on (2) additional passes	✓ (1) full conference passes + (1) show floor pass
	EVENT APP PRESENCE	✓ Virtual booth in the event app pre-, during- and post-event	✓ Virtual booth in the event app pre-, during- and post-event	✓ Virtual booth in the event app pre-, during and post-event	✓ Virtual booth in the event app pre-, during and post-event	✓ Virtual booth in the event app pre-, during and post-event	✓ Virtual booth in the event app pre-, during and post-event	✓ Virtual booth in the event app pre-, during and post-event	✓ Virtual booth in the event app pre-, during and post-event
	RELATIONSHIP-BUILDING	✓ 75 Discounted VIP guest invitations	✓ 55 Discounted VIP guest invitations	✓ 55 Discounted VIP guest invitations	✓ 50 Discounted VIP guest invitations	✓ 50 Discounted VIP guest invitations	✓ 50 Discounted VIP guest invitations	✓ 45 Discounted VIP guest invitations	
	EMS PARTNER RECOGNITION	✓ Logo inclusion on EMS website and in event app	✓ Logo inclusion on EMS website and in event app	✓ Logo inclusion on EMS website and in event app	✓ Logo inclusion on EMS website and in event app	✓ Logo inclusion on EMS website and in event app	✓ Logo inclusion on EMS website and in event app	✓ Logo inclusion on EMS website and in event app	✓ Logo inclusion on EMS website and in event app
	EMAIL MARKETING	✓ Inclusion in one post-EMS newsletter that is sent to all EMS attendees	✓ Inclusion in one post-EMS newsletter that is sent to all EMS attendees	✓ Inclusion in one post-EMS newsletter that is sent to all EMS attendees	✓ Inclusion in one post-EMS newsletter that is sent to all EMS attendees	✓ Inclusion in one post-EMS newsletter that is sent to all EMS attendees	✓ Inclusion in one post-EMS newsletter that is sent to all EMS attendees		
	SOCIAL MEDIA MARKETING	✓ One post-event Twitter post + One post-event Facebook post	✓ One post-event Twitter post + One post-event Facebook post	✓ One post-event Twitter post + One post-event Facebook post					
	PROMOTIONAL ITEMS	✓ Ability to give away promotional items in the cafe, at show organizer's discretion	✓ Ability to give away promotional items in the cafe, at show organizer's discretion	✓ Ability to give away promotional items in the cafe, at show organizer's discretion	✓ Ability to give away promotional items in the cafe, at show organizer's discretion		✓ Ability to give away promotional items in the cafe, at show organizer's discretion	✓ Ability to give away promotional items in the cafe, at show organizer's discretion	



EXHIBIT PACKAGES

The Experiential Marketing Summit attracts brand and agency marketing leaders looking to learn about emerging trends, try out new products, network, and learn from like-minded peers. Over 59% of our attendees are their organization's decision makers, allowing you to have meaningful conversations that lead to lasting relationships.

Every EMS exhibit package includes these benefits:

- Visibility and engagement on-site in our highly-trafficked exhibit hall
- Logo placement across all EMS digital channels and marketing
- More than seven hours of dedicated face-to-face time with event buyers
- Full conference passes and discounts for staff members
- VIP discounts for your clients and guests

		EXHIBITS			
		PATRON 10 X 10 \$5,995	PREMIER 10 X 10 \$11,495	ELITE 10 X 20 \$17,995	PLATINUM 20 X 20 \$25,995
MARKETING OBJECTIVES	LEAD GENERATION	✓ 7+ hours of dedicated exhibit hall time	✓ 7+ hours of dedicated exhibit hall time	✓ 7+ hours of dedicated exhibit hall time	✓ 7+ hours of dedicated exhibit hall time
	ATTENDEE DATA <small>*Phone, fax and emails not included due to CAN-SPAM regulations.</small>	✓ Attendee names, titles, companies and mailing addresses	✓ Attendee names, titles, companies and mailing addresses	✓ Attendee names, titles, companies and mailing addresses	✓ Attendee names, titles, companies and mailing addresses
	ATTENDEE MESSAGING & ON-SITE MEETINGS		✓ Ability to message attendees and request/schedule meetings in the App	✓ Ability to message attendees and request/schedule meetings in the App	✓ Ability to message attendees and request/schedule meetings in the App
	TEAM PRESENCE	✓ (1) full conference pass + (1) show floor pass	✓ (2) full conference passes + (2) show floor passes	✓ (3) full conference passes + (3) show floor passes	✓ (4) full conference passes + (4) show floor passes
	EVENT APP PRESENCE		✓ Virtual booth in the event app pre-, during and post-event	✓ Virtual booth in the event app pre-, during and post-event	✓ Virtual booth in the event app pre-, during and post-event
	RELATIONSHIP-BUILDING	✓ 30 Discounted VIP guest invitations	✓ 50 Discounted VIP guest invitations	✓ 60 Discounted VIP guest invitations	✓ 75 Discounted VIP guest invitations
	EMS PARTNER RECOGNITION	✓ Logo inclusion on EMS website and in event app	✓ Logo inclusion on EMS website and in event app	✓ Logo inclusion on EMS website and in event app	✓ Logo inclusion on EMS website and in event app
	EMAIL MARKETING			✓ Inclusion in one post-EMS newsletter that is sent to all EMS attendees	✓ Inclusion in one post-EMS newsletter that is sent to all EMS attendees

CONTENT & THOUGHT LEADERSHIP PACKAGES

With these lead-generating packages your company is front and center, getting valuable face time with attendees, showcasing your work and capabilities and establishing your expertise and people as industry experts.

OFFICIAL KEYNOTE SPONSORSHIP

Your executive will take the stage to welcome attendees to one of the most high-profile experiences at EMS. Your sizzle reel will play prior to the start of the keynote presentation. Brand visibility doesn't get much bigger than this, folks.

Three keynotes available

Price: \$30,000 *Upgrade to include a 10 X 10 booth for \$5,000

CLOSING SESSION SPONSORSHIP

Be a key part of an EMS tradition—the closing session—as attendees gather one more time to raise a glass and listen in to some of the industry's top marketing strategists. Your executive will take the stage to welcome attendees to one of the most highly-attended experiences at EMS.

One session available

Price: \$10,000 *Upgrade to include a 10 X 10 booth for \$5,000

SPONSORED SPEAKING SESSION

Establish your company as an industry thought leader with a 30-minute session starring—you. Your company owns the session. Our content experts help you craft a topic that showcases your skills and expertise. Your name, brand and people are promoted as a part of the EMS speaker program.

Dates: Only five sessions available on a first-come, first-served basis.

Price: \$23,500 *Upgrade to include a 10 X 10 booth for \$5,000

WOMEN IN EVENTS WORKSHOP

One of our most popular programs returns once again in 2022 as we invite the women of the industry to come together to share, learn and celebrate one another. A great way to make meaningful connections with the leading ladies of the industry.

One session available | Price: \$15,000

EX AWARDS PRESENTING SPONSORSHIP

The biggest celebration of the year's best experiential marketing campaigns is back as an evening gala event—and you don't want to miss the opportunity to get in front of this crowd. Take center stage as the presenting sponsor and your executive can take the stage to welcome attendees, followed by a screening of your company sizzle reel, among many other benefits.

Price: \$25,000

EX AWARDS CELEBRATION KIT SPONSORSHIP

Include one item in our Ex Awards celebration kit, set on every seat at the gala dinner, and see your logo up on the screen among a short list of sponsors, along with a shout out by our hosts and emcee.

Price: \$5,000

SPONSORED WORKSHOPS

Showcase your thought leaders with a two-hour workshop that gives attendees an intensive deep dive into one of the most important skillsets, trends or topics they need to know about. Your company owns the session. Our content experts help you craft a topic that showcases your skills and expertise. Your name, brand and people are promoted as a part of the EMS speaker program.

Dates: Only two workshops available on a first-come, first-served basis.

Price: \$35,000 *Upgrade to include a 10 X 10 booth for \$5,000

SOLD

SOLD

KEY PROSPECT THINK TANKS

Be the sole sponsor at the table in a private, invitation-only roundtable discussion with five to seven senior level event executives and buyers. With your company's input, we design the topic so it's compelling for participants while simultaneously showcasing your expertise in a highly-engaging, low stress environment. Our editorial team curates the attendee list with you, moderates the discussion and produces an editorial piece from the conversation for publication in print and a gated version at eventmarketer.com for lead capture purposes—featuring your brand and thought leaders. The piece will also be promoted via email to the full event marketer list of nearly 70,000 event professional. You walk away having made meaningful connections—and valuable contacts. Lead capture included.

Dates: Only two Think Tanks available, on a first-come, first served basis.

Price: \$35,000

EMS EXPERT STUDIO

Be a part of one of the most vibrant and sticky areas on the show floor by presenting your products and services—twice!—in our Expert Studio. Attendees will grab a coffee or a cocktail, grab a seat and watch as you take the stage for 10 minutes to showcase what you're all about during dedicated exhibit hall hours. Your name, brand and people are promoted as a part of the EMS speaker program. A low-cost way to give your thought leaders and products visibility.

Dates: Includes presentations on two show days

Price: \$10,000

SEE PG. 12 FOR A COMPLETE LIST OF SPONSOR BENEFITS

CONTENT & THOUGHT LEADERSHIP SPONSORSHIP BENEFITS

		SOLUTION								
		KEY PROSPECT THINK TANKS \$35,000 2 AVAILABLE	KEYNOTE \$30,000 3 AVAILABLE	EX AWARDS PRESENTING \$25,000 1 AVAILABLE	SPEAKING SESSION \$23,500 5 AVAILABLE	SPONSORED WORKSHOP \$22,000 2 AVAILABLE	WOMEN IN EVENTS WORKSHOP \$15,000 1 AVAILABLE	CLOSING SESSION \$10,000 1 AVAILABLE	EMS EXPERT STUDIO \$10,000	EX AWARDS TABLETOP \$5,000 5 AVAILABLE
MARKETING OBJECTIVES	THOUGHT LEADERSHIP	✓ 30-second sizzle reel plays before keynote	✓ 30-second sizzle reel plays before keynote	✓ 30-second sizzle reel plays before gala	✓ 30-minute session presented by you	✓ Two-hour session presented by you	✓ 30-minute sizzle reel plays before session		✓ 10-minute session presented by you	
	BRAND VISIBILITY		✓ Two-minute keynote intro by your executive on stage	✓ Two-minute welcome by your executive on stage	✓ Session is promoted in the full content schedule	✓ Session is promoted in the full content schedule		✓ Two-minute intro by an executive on stage		
	ATTENDEE MESSAGING & ON-SITE MEETINGS	✓ Ability to message attendees and request/schedule meetings in the App	✓ Ability to message attendees and request/schedule meetings in the App	✓ Ability to message attendees and request/schedule meetings in the App	✓ Ability to message attendees and request/schedule meetings in the App	✓ Ability to message attendees and request/schedule meetings in the App	✓ Ability to message attendees and request/schedule meetings in the App	✓ Ability to message attendees and request/schedule meetings in the App	✓ Ability to message attendees and request/schedule meetings in the App	✓ Ability to message attendees and request/schedule meetings in the App
	LEAD GENERATION	✓ 7+ hours of dedicated exhibit hall time (with \$5,000 booth upgrade)	✓ 7+ hours of dedicated exhibit hall time (with \$5,000 booth upgrade)		✓ 7+ hours of dedicated exhibit hall time (with \$5,000 booth upgrade)	✓ 7+ hours of dedicated exhibit hall time (with \$5,000 booth upgrade)	✓ 7+ hours of dedicated exhibit hall time (with \$5,000 booth upgrade)	✓ 7+ hours of dedicated exhibit hall time (with \$5,000 booth upgrade)	✓ 7+ hours of dedicated exhibit hall time (with \$5,000 booth upgrade)	✓ 7+ hours of dedicated exhibit hall time (with \$5,000 booth upgrade)
	ATTENDEE DATA <small>*Phone, fax and emails not included due to CAN-SPAM regulations.</small>	✓ Attendee names, titles, companies & mailing addresses	✓ Attendee names, titles, companies & mailing addresses	✓ Attendee names, titles, companies & mailing addresses	✓ Attendee names, titles, companies & mailing addresses	✓ Attendee names, titles, companies & mailing addresses	✓ Attendee names, titles, companies & mailing addresses	✓ Attendee names, titles, companies & mailing addresses	✓ Attendee names, titles, companies & mailing addresses	
	ON-SITE PRESENCE	✓ (4) full conference passes + 25% personnel discount on (6) additional passes	✓ (4) full conference passes + 25% personnel discount on (6) additional passes	✓ (3) full conference passes + 2 VIP tables of 10 to the Ex Awards luncheon	✓ (3) full conference passes + 25% personnel discount on (4) additional passes	✓ (3) full conference passes + 25% personnel discount on (4) additional passes	✓ (2) full conference passes + 25% personnel discount on (2) additional passes	✓ (2) full conference passes + 25% personnel discount on (2) additional passes	✓ (2) full conference passes + 25% personnel discount on (2) additional passes	✓ (1) full conference pass + (2) passes to the Ex Awards luncheon
	EVENT APP PRESENCE	✓ Virtual booth in the event app pre-, during- and post-event	✓ Virtual booth in the event app pre-, during- and post-event	✓ Virtual booth in the event app pre-, during and post-event	✓ Virtual booth in the event app pre-, during and post-event	✓ Virtual booth in the event app pre-, during and post-event	✓ Virtual booth in the event app pre-, during and post-event	✓ Virtual booth in the event app pre-, during and post-event	✓ Virtual booth in the event app pre-, during and post-event	✓ Virtual booth in the event app pre-, during and post-event
	RELATIONSHIP-BUILDING	✓ 75 Discounted VIP guest invitations	✓ 75 Discounted VIP guest invitations	✓ 60 Discounted VIP guest invitations	✓ 55 Discounted VIP guest invitations	✓ 55 Discounted VIP guest invitations	✓ 50 Discounted VIP guest invitations	✓ 50 Discounted VIP guest invitations	✓ 50 Discounted VIP guest invitations	✓
	EMS PARTNER RECOGNITION	✓ 'Platinum'-level logo inclusion on EMS website & in event app	✓ 'Platinum'-level logo inclusion on EMS website & in event app	✓ 'Platinum'-level logo inclusion on EMS website & in event app	✓ 'Platinum'-level logo inclusion on EMS website & in event app	✓ 'Platinum'-level logo inclusion on EMS website & in event app	✓ Logo inclusion on EMS website and in event app	✓ Logo inclusion on EMS website and in event app	✓ Logo inclusion on EMS website and in event app	✓ Logo inclusion on EMS website and in event app
	EMAIL MARKETING	✓ Inclusion in one post-EMS newsletter that is sent to all EMS attendees	✓ Inclusion in one post-EMS newsletter that is sent to all EMS attendees	✓ Inclusion in one post-EMS newsletter that is sent to all EMS attendees	✓ Inclusion in one post-EMS newsletter that is sent to all EMS attendees	✓ Inclusion in one post-EMS newsletter that is sent to all EMS attendees	✓ Inclusion in one post-EMS newsletter that is sent to all EMS attendees	✓ Inclusion in one post-EMS newsletter that is sent to all EMS attendees		
	SOCIAL MEDIA MARKETING	✓ One post-event Twitter post + One post-event Facebook post	✓ One post-event Twitter post + One post-event Facebook post	✓ Logo inclusion in social media promotion of awards program						
	PROMOTIONAL ITEMS	✓ Option to hand out a branded item to each attendee	✓ Option to hand out a branded item to each attendee	✓ Option to hand out a branded item to each attendee	✓ Option to hand out a branded item to each attendee	✓ Option to hand out a branded item to each attendee	✓ Option to hand out a branded item to each attendee	✓ Option to hand out a branded item to each attendee	✓ Option to hand out a branded item to each attendee	✓ Option to include a branded item in the gala celebration kit



NETWORKING & SPECIAL EVENT SPONSORSHIPS

Beyond education, our attendees are looking to network with their peers. Meet them where they're meeting with one of these key sponsorships.

FIRST TIMER'S SPONSORSHIP

Each year we host hundreds of first-time attendees. Get on their short list of "who's who in experiential" by co-hosting a program designed to ensure EMS newbies have the best EMS experience possible. This program will include two first-timer's orientations, a first-timer's tour of the exhibit hall, a first timer's happy hour and a first timer's networking dinner.

Price: \$20,000

OPENING RECEPTION & HAPPY HOUR

Be an important and highly visible part of the kickoff event of all kick-off events as we not only welcome attendees to EMS—we welcome the industry back to life. Sponsorship includes the Opening Reception (April 27) and the Happy Hour (April 28). Incorporate your logo and branding into our next-gen F&B service across custom napkins and placards, among other benefits.

Price: \$15,000

VIP RECEPTION

Our exclusive speaker faculty will be your guests as you play co-host to a 1.5-hour VIP reception. Includes a thank you to your company by name from the EMS team, an opportunity for your executive to say a brief welcome to attendees, your logo and branding across custom napkins and placards and the ability to invite 30 VIP guests of your choosing.

Price: \$20,000

NETWORKING LUNCH

Be a part of one of the most highly-attended experiences at EMS: the day-two networking lunch. Include one branded item on every seat at the April 29 luncheon event, see your logo up on the screen among a short list of sponsors, and receive a live shout out by our hosts and emcee.

Price: \$10,000

NETWORKING DINNER SERIES

Attendees looking for some extra networking and interaction outside of EMS will be able to purchase a seat at several of our small-group networking dinners—al fresco and right-sized for pandemic comfort levels. Come join them as the official sponsor of the dinners and toast to new partnerships.

Price: \$15,000

MORNING WELLNESS SPONSORSHIP

Align your brand with our daily wellness activities that get you engaging with attendees in a fun and upbeat context—as attendees engage with one another. This year's wellness activities will include a morning 5K run/walk and an in-room yoga and meditation session available on our EMS app.

Price: \$8,000

**Upgrade this package to include a room drop of one branded item for \$1,000. Sponsor pays for branded items.*

COFFEE AND REFRESHMENT BREAKS

Sponsor all of the coffee and refreshment breaks in the Exhibit Hall for the duration of EMS. Maximize your brand visibility and company awareness while networking with attendees on the show floor. Incorporate your logo and branding into our next-gen F&B service across custom napkins and placards.

Price: \$10,000

VIP LOUNGE

Own the room—literally—and be the sole host of the EMS VIP lounge, the exclusive domain of the EMS speaker faculty, plus a list of hand-picked VIP guests selected by you. Last year's VIP lounge was never empty. Don't miss out on an opportunity to immerse attendees in an experience designed by you, and give your team total access to some of the Summit's highest-profile attendees and event buyers.

Price: \$15,000

SEE PG. 14 FOR A COMPLETE LIST OF SPONSOR BENEFITS

NETWORKING & SPECIAL EVENT SPONSORSHIP BENEFITS

		SOLUTION							
		VIP RECEPTION \$25,000	FIRST TIMER'S \$20,000	DINNER SERIES \$15,000	VIP LOUNGE \$15,000	OPENING RECEPTION \$15,000	NETWORKING LUNCH \$10,000	COFFEE BREAK \$8,000	MORNING WELLNESS \$8,000
MARKETING OBJECTIVES	THOUGHT LEADERSHIP	✓ Two-minute welcome by your executive during kick-off to the reception	✓ Six opportunities to welcome first-time attendees: opening reception, (2) orientations, (2) exhibit hall tours and dinner	✓ Two-minute welcome by your executive during kick-off to each dinner	✓ Two days of face-to-face engagement with VIP attendees. Ability to run sizzle videos and share your work.		✓ Two-minute welcome by your executive during kick-off to the lunch		✓ One-minute welcome by your executive during warm-up for each wellness experience
	BRAND VISIBILITY	✓ Logo inclusion on private invitations for the VIP reception + branded napkins and placards on-site	✓ Logo inclusion on private invitations for the VIP reception + branded napkins and placards on-site	✓ Logo inclusion in all promotion of dinner series + branded napkins on-site	✓ Logo inclusion in all promotion of VIP lounge	✓ Logo inclusion in all promotion of Opening Reception + branded napkins on-site	✓ Logo inclusion in all promotion of Networking Lunch + branded napkins on-site	✓ Logo inclusion in all promotion of Coffee Break + branded napkins on-site	✓ Logo inclusion in all promotion of Wellness experiences
	ATTENDEE MESSAGING & ON-SITE MEETINGS	✓ Ability to request and schedule meetings with attendees in the app	✓ Ability to request and schedule meetings with attendees in the app	✓ Ability to request and schedule meetings with attendees in the app	✓ Ability to request and schedule meetings with attendees in the app	✓ Ability to request and schedule meetings with attendees in the app	✓ Ability to request and schedule meetings with attendees in the app	✓ Ability to request and schedule meetings with attendees in the app	✓ Ability to request and schedule meetings with attendees in the app
	LEAD GENERATION	✓ "Ability to Scan Visitors/Guests"	✓ "Ability to Scan Visitors/Guests"	✓ "Ability to Scan Visitors/Guests"	✓ "Ability to Scan Visitors/Guests"	✓ "Ability to Scan Visitors/Guests"	✓ "Ability to Scan Visitors/Guests"	✓ "Ability to Scan Visitors/Guests"	✓ "Ability to Scan Visitors/Guests"
	ATTENDEE DATA <small>*Phone, fax and email not included due to CAN-SPAM regulations.</small>	✓ Attendee names, titles, companies and mailing addresses	✓ Attendee names, titles, companies and mailing addresses	✓ Attendee names, titles, companies and mailing addresses	✓ Attendee names, titles, companies and mailing addresses				
	ON-SITE PRESENCE	✓ (2) full conference passes + 25% personnel discount on (2) additional passes	✓ (2) full conference passes + 25% personnel discount on (2) additional passes	✓ (1) full conference pass + (4) seats at the dinner series + 25% personnel discount on (2) additional passes	✓ (1) full conference pass + (4) staff passes for lounge only + 25% personnel discount on (2) additional passes	✓ (1) full conference pass + 25% personnel discount on (2) additional passes	✓ (1) full conference pass + 25% personnel discount on (2) additional passes	✓ (1) full conference pass + 25% personnel discount on (2) additional passes	✓ (1) full conference pass + 25% personnel discount on (2) additional passes
	EVENT APP PRESENCE	✓ Virtual booth in the event app pre-, during- and postevent	✓ Virtual booth in the event app pre-, during- and postevent	✓ Virtual booth in the event app pre-, during- and postevent	✓ Virtual booth in the event app pre-, during- and postevent	✓ Virtual booth in the event app pre-, during- and postevent	✓ Virtual booth in the event app pre-, during- and postevent	✓ Virtual booth in the event app pre-, during- and postevent	✓ Virtual booth in the event app pre-, during- and postevent
	RELATIONSHIP-BUILDING	✓ 55 Discounted VIP guest invitations	✓ 50 Discounted VIP guest invitations	✓ 30 Discounted VIP guest invitations	✓ 30 Discounted VIP guest invitations	✓ 10 Discounted VIP guest invitations	✓ 10 Discounted VIP guest invitations		
	EMS PARTNER RECOGNITION	✓ "Platinum"-level logo inclusion on EMS website and in event app	✓ "Platinum"-level logo inclusion on EMS website and in event app	✓ Logo inclusion on EMS website and in event app	✓ Logo inclusion on EMS website and in event app	✓ Logo inclusion on EMS website and in event app	✓ Logo inclusion on EMS website and in event app	✓ Logo inclusion on EMS website and in event app	✓ Logo inclusion on EMS website and in event app
	EMAIL MARKETING	✓ Inclusion in one post-EMS newsletter that is sent to all EMS attendees	✓ Inclusion in one post-EMS newsletter that is sent to all EMS attendees						
	SOCIAL MEDIA MARKETING		✓ One post-event Twitter post + One post-event Facebook post	✓ One post-event Twitter post + One post-event Facebook post		✓ One post-event Twitter post + One post-event Facebook post	✓ One post-event Twitter post + One post-event Facebook post		
	PROMOTIONAL ITEMS	✓ Option to distribute a branded item to each VIP attendee at the reception	✓ Option to distribute a branded item to each first-timer attendee	✓ Option to distribute a branded item at the dinner series	✓ Option to distribute collateral and a branded item inside the VIP lounge		✓ Option to distribute a branded item to each attendee	✓ Option to distribute a branded item as part of coffee service	



BRAND VISIBILITY OPPORTUNITIES

Looking to get your brand directly into the hands of attendees? Choose one of our brand visibility opportunities to be front and center every day of the event.

ROOM DROPS

If there's ever been a year for a great in-room kit, this is it! Target just some attendees or target all of them, and deliver a memorable surprise and delight moment directly to their room.

Price: \$10,000

WIFI SPONSORSHIP

Every single attendee engages with it at least once—and you can own it. The EMS wi-fi sponsor not only gets front-and-center branding on every attendee badge, priority placement in all high-traffic areas of the show and inclusion in all attendee push notifications and updates—attendees will have to type in your company name every time they log in.

Price: \$10,000

WATER BOTTLE SPONSORSHIP

Be a part of the EMS sustainability story and sponsor refillable and reusable water bottles that help take plastic water bottles out of circulation. The official EMS water bottle sponsorship gets your water bottle—and your brand—in all high-traffic and high-use areas of the conference, plus other sponsorship perks and benefits (see page 15).

Price: \$10,000

BADGE & LANYARD SPONSORSHIP

Stay with attendees at all times by sponsoring our badges and lanyards. Your company's logo will be printed on the lanyard. Your company name will go everywhere badge-wearing attendees go!

Price: \$8,250

(does not include production)

SOLD

CONFERENCE PEN SPONSORSHIP

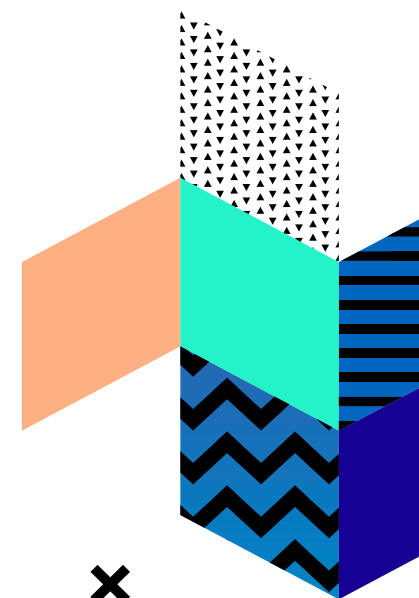
Did you know that the average promotional pen gets more than 3,233 impressions in its lifetime? Throw in a highly targeted audience of event buyers and you've got a pretty sound investment. The official EMS pen sponsorship gets your pen—and your brand—in all high-traffic and high-use areas of the conference, plus other sponsorship perks and benefits (see page 15).

Price: \$6,000

»OPTIONAL ADD-ON EMS OMNICHANNEL PRE-SHOW PROMOTION PACKAGE

Includes: One pre-show email to all registered EMS attendees
+ 1 pre-show social media post + 1 two-week banner run on eventmarketer.com

Price: \$3,500 *Upgrade to include a full-page ad in the June issue for \$1,000



SEE PG. 17 FOR A COMPLETE LIST OF SPONSOR BENEFITS.

BRAND VISIBILITY OPPORTUNITIES

PRINTED AGENDA-AT-A-GLANCE

Be a part of helping attendees make the most of their show experience by sponsoring the Agenda-at-a-Glance. The Agenda includes the full schedule, plus an exhibit hall map. Sponsorship includes logo placement and 50 words of copy or an RFID code you can use to drive attendees to your booth or website.

Price: \$5,000

ON-SITE BRANDING

Get your brand, logo, company name and message in front of hundreds of event buyers in the most highly-trafficked areas of the conference. Options include floor clings, door clings, window clings, entrance signage, pillar wraps, gobos, bathroom mirror clings and banners.

Price: Prices start at \$2,000. Call us for a custom quote.

SUSTAINABILITY PARTNER

Be recognized as the exclusive partner of the Summit's sustainability efforts to reduce waste and offset the impact of the show. Match our carbon offset commitment dollar for dollar. Implement an on-site recycling program that repurposes common event waste into unique or custom items. Educate attendees on the things they can do to reduce waste in their event portfolios. Be seen as a leader in sustainable thinking and event practices on the event industry's biggest stage

Price: Call for Pricing

BRING YOUR ACTIVATION OR EXPERIENCE

Every year, some of the most exciting activations show up at EMS to give attendees a first-hand look at how they worked—and to showcase the incredible work of the people that created them. It's the Experiential Marketing Summit, after all. Call us and let us help you find a way to immerse attendees into an actual activation. There's no better way to tell them what you can do than to show them what you can do.

Dates: May 10 and 11

Price: Call for pricing

MOBILE MARKETING VEHICLE

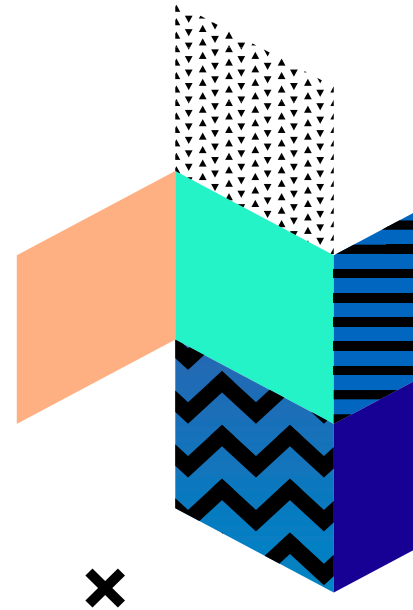
Create a custom program that brings your vehicle "face-to-face" with attendees at the industry's biggest comeback event. Showcase your mobile solutions and how hitting the road is a viable solution for many of 2023 and 2024's biggest challenges. Sometimes, you gotta see it to believe it. Bring your vehicle so they can see it!

Price: Call for pricing

FURNISHING AND DECOR

Transform a session room, a lounge, a space or one of our networking events at this year's Experiential Marketing Summit and create an "Experiential" space for attendees while showcasing your products and expertise. Each furnishing and décor activation is custom designed by us—and you!

Price: Call for pricing



SEE PG. 18 FOR A COMPLETE LIST OF SPONSOR BENEFITS.

		SOLUTION				
		ROOM DROPS \$10,000	WIFI \$10,000	WATER BOTTLE \$10,000	BADGE & LANYARD \$8,250	CONFERENCE PEN \$6,000
MARKETING OBJECTIVES	BRAND VISIBILITY	✓ Logo and branding on room drop items	✓ Logo and branding on room drop items	✓ Logo and branding on room drop items	✓ Logo and branding on lanyard and badge	✓ Logo and branding on lanyard and badge
	LEAD GENERATION	✓ Ability to target attendees + include an RFID code and call to action to generate leads	✓ Ability to target attendees + include an RFID code and call to action to generate leads	✓ Ability to target attendees + include an RFID code and call to action to generate leads	✓ Ability to include an RFID code and call to action to generate leads	✓ Ability to include an RFID code and call to action to generate leads
	ATTENDEE MESSAGING & ON-SITE MEETINGS	✓ Ability to request and schedule meetings in the app	✓ Ability to request and schedule meetings in the app	✓ Ability to request and schedule meetings in the app	✓ Ability to request and schedule meetings in the app	
	ON-SITE PRESENCE	✓ (1) full conference pass + 25% personnel discount on (2) additional passes	✓ (1) full conference pass + 25% personnel discount on (2) additional passes	✓ (1) full conference pass + 25% personnel discount on (2) additional passes		
	EVENT APP PRESENCE	✓ Virtual booth in the event app pre-, during- and post-event	✓ Virtual booth in the event app pre-, during- and post-event	✓ Virtual booth in the event app pre-, during- and post-event	✓ Virtual booth in the event app pre-, during- and post-event	
	RELATIONSHIP-BUILDING					
	EMS PARTNER RECOGNITION	✓ Logo inclusion on EMS website and in event app	✓ Logo inclusion on EMS website and in event app	✓ Logo inclusion on EMS website and in event app	✓ Logo inclusion on EMS website and in event app	✓ Logo inclusion on EMS website and in event app

BRAND VISIBILITY OPPORTUNITY BENEFITS

		SOLUTION					
		PRINTED AGENDA AT-A-GLANCE \$5,000	ON-SITE BRANDING (CUSTOM PRICING)	SUSTAINABILITY PARTNER (CUSTOM PRICING)	BRING YOUR ACTIVATION OR EXPERIENCE (CUSTOM PRICING)	MOBILE MARKETING VEHICLE (CUSTOM PRICING)	FURNISHING AND DECOR (CUSTOM PRICING)
MARKETING OBJECTIVES	BRAND VISIBILITY	✓ Your logo, 50-word company description and RFID code on 1,000+ agendas	✓ Logo and branding on room drop items	✓ Logo and branding on room drop items	✓ Logo and branding on accompanying signage	✓ Logo and branding on accompanying signage	✓ Logo and branding on accompanying signage
	LEAD GENERATION	✓ Ability to include an RFID code and call to action to generate leads	✓ Ability to include an RFID code and call to action to generate leads	✓ Ability to include an RFID code and call to action to generate leads	✓ Ability to include an RFID code and call to action to generate leads	✓ Ability to include an RFID code and call to action to generate leads	✓ Ability to include an RFID code and call to action to generate leads
	ATTENDEE MESSAGING & ON-SITE MEETINGS		✓ Ability to request and schedule meetings in the app	✓ Ability to request and schedule meetings in the app	✓ Ability to request and schedule meetings in the app	✓ Ability to request and schedule meetings in the app	✓ Ability to request and schedule meetings in the app
	ON-SITE PRESENCE				✓ (2) full conference pass + 25% personnel discount on (2) additional passes	✓ (2) full conference pass + 25% personnel discount on (2) additional passes	✓ (2) full conference pass + 25% personnel discount on (2) additional passes
	EVENT APP PRESENCE		✓ Virtual booth in the event app pre-, during- and post-event	✓ Virtual booth in the event app pre-, during- and post-event	✓ Virtual booth in the event app pre-, during- and post-event	✓ Virtual booth in the event app pre-, during- and post-event	✓ Virtual booth in the event app pre-, during- and post-event
	RELATIONSHIP- BUILDING				✓ 30 Discounted VIP guest invitations	✓ 30 Discounted VIP guest invitations	✓ 30 Discounted VIP guest invitations
	EMS PARTNER RECOGNITION	✓ Logo inclusion on EMS website and in event app	✓ Logo inclusion on EMS website and in event app	✓ Logo inclusion on EMS website and in event app	✓ Logo inclusion on EMS website and in event app	✓ Logo inclusion on EMS website and in event app	✓ Logo inclusion on EMS website and in event app



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