

Connect Marketplace

August 22-24, 2023 • Minneapolis



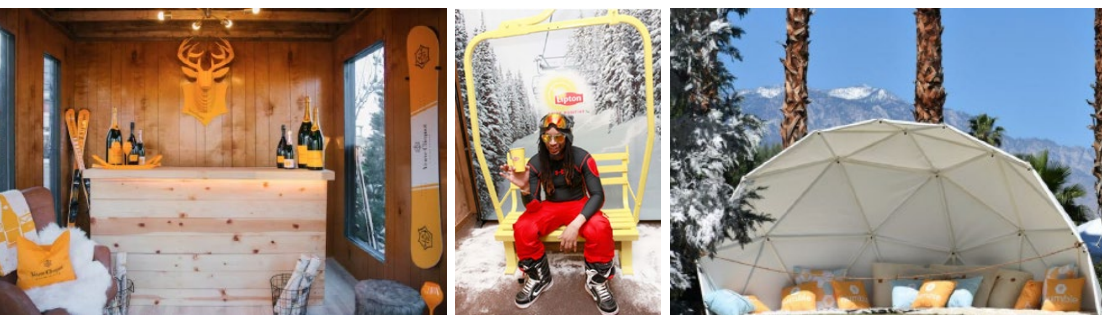
2023 **SPONSORSHIP** opportunities

imagine the POSSIBILITIES

▼ Hosted Buyer Lounge ▼

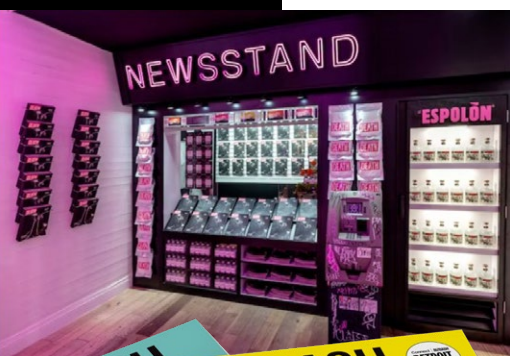


▲ Concession Stand



◀ “Ice Breaker” Lounge

▼ Newsstand



▲ Scent Lab ▲



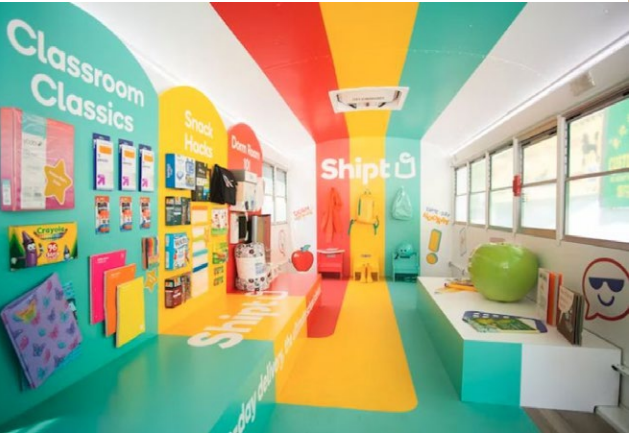
you **DREAM** it...



▼ Self Care Lounge ▼



◀ Bus Booth ▲



...we'll make it
HAPPEN

High Visibility

\$8.5k-\$50k

Trade Show Booth

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

\$35k-\$75k+

Custom On-Floor Activations, Including...

- Speaker Showcase: \$60k-75k **SOLD**
- Headshot Lounge: \$40k-\$50k
- Puppy Lounge: \$40k-\$50k **SOLD**
- Wellness Lounge: \$40k-\$50k
- Sports Bar: \$40-50k
- Music Lounge: \$40k-\$50k **SOLD**
- Pickleball Tournament: \$35-\$45k **SOLD**

+ More!

\$50k

Gifting Lounge

- Connect to coordinate and provide luxury gifts for one track of buyers
- Connect to provide build out the booth with sponsor's input and ideas

\$35k

Conference Wi-Fi

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

\$25k

Shirt Sponsorship

- Connect provides its staff with shirts branded with your logo to be worn one preselected day of the event
- One sponsor per day **2 AVAILABLE** **1 SOLD**

Conference Name Badges

- Sponsor logo on conference name badges
- Badges given out at check-in
- 1 available (includes all tracks)

Official Coffee Break Sponsor

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

Water Provider **SOLD**

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

\$20k

Lanyard Sponsorship **SOLD**

- Sponsor logo on lanyards distributed to attendees at registration

**BRAND
POSITIONING**
to reach the top minds
in the industry

High Visibility

BUSINESS OPPORTUNITIES
as a direct result of participation in the event

\$15k

Welcome Gift

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

Conference Swag

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

Schedule at a Glance **SOLD**

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

Marketplace Countdown Clock

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

Marketplace Aisle Signage

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

\$7.5k

Full Page Ad in Marketplace Guide

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

Planner Table Tents

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

Passport Title Sponsor

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

Conference Bags

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

\$3k

Passport Listing

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

6 SOLD

14 AVAILABLE



Direct to Buyers

\$30k

Hosted Lunch Focus Group

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

\$25k

Hosted Breakfast Focus Group

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

\$20k

Room Key Sponsorship

- Your logo or a “call to action” on room keys
- Sponsor provides artwork for Connect to produce
- Keys are distributed at check-in to planners only



**AUTHENTIC
RELATIONSHIPS**
with specific user groups
that value quality over quantity

Direct to Buyers

\$15k

FAM Sponsorship

- City nearby the Marketplace host city sponsors pre-qualified meeting for planners for a FAM in their city
- Number capped by hosts but normally ranges 10-15 persons
- Occurs day before or day after Connect event
- Sponsor responsible for airport transfers, meals and lodging while planners are in their city
- Connect to incur the cost of flying the planners to a nearby airport

\$7.5k

Planner Room Drops

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

Planner Room Drop Bags

- Sponsor logo on room drop bags given to be placed in meeting planner rooms
- Option to provide one gift item to be placed inside bags
- **SOLD: Association, Corporate, Specialty**
- **AVAILABLE: Sports, RTO**

\$10k

Planner Table Items

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

Planner Checkout Sponsorship

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

Coffee On Us

- Branded \$5 Starbucks gift cards to be handed to all meeting planners at registration
- Sponsor logo on website and signage
- **SOLD: Association, Sports**
- **AVAILABLE: Corporate, Specialty, RTO**

\$3k

Planner Bag Inserts

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

Social Media Package

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

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

Digital Sponsorships



\$25k

Appointment Portal Sponsorship

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

\$6k-\$12k

Event Targeting

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

\$5k-\$7.5k

Dedicated Trade Show Email Campaign

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

\$2.5k

Homepage Takeover

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



stay in the spotlight
when buyers go
ONLINE

Add-Ons

\$25k

Botox Bar for 10 VIP Attendees

- Connect to set up a botox lounge in your booth and will cover invites and promotions for botox for 10 buyers of sponsor's choice

Custom Sneakers

- Connect to work with sneaker artist and sponsor to provide 7 pairs of custom sneakers for sponsor staff to wear onsite at event
- Connect to bring sneaker artist onsite during show to have him create 15 pairs of custom sneakers in sponsor's booth for 15 buyers of the sponsors choice
- Sponsor will need to choose attendee ahead of time in order to have the right size
- Connect to provide sneaker options for sponsor to choose from

\$20k

Oxygen Bar

- Connect to provide an oxygen bar in your booth to be used throughout trade show hours

Embroidery Lounge

- Connect to provide embroiderer for your booth
- Attendees can bring items they want embroidered to the booth to be embroidered onsite



\$10k

Word Games Booth

- Connect to provide 2 clouddtouch screens in your booth with word games uploaded for attendees to play with inside of your booth
- Can have a leaderboard going on the screens as well
- Connect will cover electricity for the 2 screens

Psychic

- Connect to provide a psychic for sponsor's booth to be present during all trade show hours
- Psychic will have the ability to do crystal ball psychic readings, tarot card readings, fortune telling, palm readings, numerology, and astrology

First Timer Meet Up

- First timer meet up to be hosted in sponsor's booth for one hour
- First time meet up badge ribbons to be passed out in sponsor's booth
- Connect employees to assist with mingling in booth to provide info on how to navigate your first connect

\$7.5k

Arcade Games

- Connect to add an arcade game to sponsor's booth
- Connect will allow sponsor to choose from list of games
- Connect will provide electricity to power game if needed

\$5k

Hors d'Oeuvres

- Connect to have hors d'oeuvres passed out in your booth for 1 hour during trade show hours
- Connect to select hors d'oeuvres that will be passed

take it to the
**NEXT
LEVEL**

