

FUSE **DIGITAL MARKETING**

THE CONVERGENCE OF TECHNOLOGY & MARKETING STRATEGY

SPONSORSHIP OPPORTUNITIES

NOVEMBER 27-28, 2018
PHILADELPHIA PA

marketing.fusesummit.com

PRESENTED BY

Target
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MEDIA

WHY SPONSOR?

FUSE's Value Proposition is Simple...

As a Sponsor, you'll have guaranteed one-on-one time with executive decision makers. These Attendees are responsible for evaluating, purchasing, implementing and managing major technology platforms, tools and solutions at their companies. Our "1:1 Meeting-Boardroom-Case Study" approach creates results at a fraction of the cost compared to attending a large industry trade event or traditional conference.

- ➔ **Pre-scheduled 1:1 meetings** with attending senior executives are the ideal way to drive sales and solidify partnerships. Sponsors schedule meetings with Attendees beginning 3-4 weeks before the event through our online scheduling system, as well as on site.
- ➔ **Private Case Study Presentations** with rotating groups of 10-15 senior executives in the process of reviewing technology tools and solutions for implementation at their organizations.
- ➔ **Additional networking opportunities including:** receptions, breakfasts, luncheons, dinners, casino night, and awards reception where attending executives vote on the best Sponsor products and presentations.
- ➔ **Keynote presentations and panels:** in-depth presentations and panel discussions featuring sponsors whose solutions are driving "marketers' branded content to new heights.

FUSE is an exclusive forum where buyers and sellers come together, in an environment facilitated by experts, to share their experiences, needs, products and services. The entire event experience – from meals and entertainment to the venue and conference program – provides Attendees and Sponsors with first-class networking and unique business development opportunities.

All qualified attendees receive a full participation package that includes travel, hotel accommodations, meals and networking activities. This ensures a cost-effective and quality peer-to-peer experience for Attendees and a 100% qualified audience for participating Sponsors.

What makes FUSE Digital Marketing different from other events?

FUSE DIGITAL MARKETING
is an invitation-only,
hosted-buyer summit

to help marketers quickly identify and adopt the most relevant digital technologies. FUSE will dissect the modern martech stack and explore in-depth how the right technologies can enable marketers to achieve real business objectives. Rather than just another trade show or exhibition, FUSE is focused on building relationships so all stakeholders in these complex ecosystems can better understand and advance their needs.



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SPONSORSHIP OPPORTUNITIES

Diamond Package: \$30,000

- ➔ Speaking opportunity on Keynote Panel
- ➔ Three (3) Case Study Presentations (25-minute sessions in Boardroom setting with up to 15 Attendees per session)
- ➔ Two (2) designated meeting tables in the Attendee Meeting Lounge for 1:1 meetings
- ➔ Ability to conduct thirty (30) 1:1 meetings with Attendees
- ➔ Access to 1:1 self-scheduling systems
- ➔ Complete Attendee contact details
- ➔ Inclusion in pre-show and post-show press releases
- ➔ Pre- and Post-event inclusion on event collateral
- ➔ On-site Signage
- ➔ Three (3) All-Access supplier passes included (up to 3 additional All-Access passes may be purchased for \$2,000 per pass)

Gold Package: \$17,500

- ➔ Two (2) Case Study Presentations (25 minute sessions in Boardroom setting with up to 15 Attendees per session)
- ➔ Two (2) designated meeting tables in the Attendee Meeting Lounge for 1:1 meetings
- ➔ Ability to conduct 20 1:1 meetings with Attendees
- ➔ Access to 1:1 self-scheduling systems
- ➔ Complete Attendee contact details
- ➔ Inclusion in pre-show and post-show press releases
- ➔ Pre- and Post-event inclusion on event collateral
- ➔ On-site Signage
- ➔ Two (2) All-Access passes included (up to 2 additional All-Access pass may be purchased for \$2,000 per pass)

For information on sponsoring and/or attending FUSE Digital Marketing, please contact Matt Steinmetz at msteinmetz@napco.com or Roger Baker at rbaker@napco.com.

QUALIFIED ATTENDEES

The Attendees we bring to our events are highly targeted. We recruit them and qualify them. We don't use traditional event marketing practices that deliver unknown results in terms of types of Attendees. We bring in high-level decision makers who have a budget and an intent to purchase, not numbers and numbers of unqualified Attendees.

When a Sponsor participates at FUSE, they don't have to "hope" to have meaningful meetings. Sponsors' Boardroom Case Study sessions and 1:1 meetings with Attendees are pre-scheduled so they know exactly what they are getting and how to prepare. The hosted-buyer model is a proven approach that delivers Sponsors and Attendees what they've been promised: new relationships and opportunities to enhance their businesses.



SPONSORSHIP OPPORTUNITIES

Silver Package: \$11,500

- ➔ One (1) Case Study Presentation (25 minute sessions in Boardroom setting with up to 15 Attendees per session)
- ➔ One (1) designated meeting table in the Attendee Meeting Lounge for 1:1 meetings
- ➔ Ability to conduct ten (10) 1:1 meetings with Attendees
- ➔ Access to 1:1 self-scheduling systems
- ➔ Complete Attendee contact details
- ➔ Inclusion in pre-show and post-show press releases
- ➔ Pre- and Post-event inclusion on event collateral
- ➔ On-site Signage
- ➔ One (1) All-Access pass included (up to 1 additional All-Access pass may be purchased for \$2,000)

Startup Package: \$3,500

Limited to companies 2 years old or younger.

- ➔ One (1) All-Access pass
- ➔ One (1) 15-minute speaking slot during Startup Derby in front of entire FUSE audience
- ➔ Five (5) 1-to-1, pre-scheduled, 20-minute meetings with Attendees of your choice
- ➔ Complete Attendee contact details
- ➔ Inclusion in pre-show and post-show press releases
- ➔ Pre- and Post-event inclusion on event collateral
- ➔ On-site Signage

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What FUSE sponsors had to say

"FUSE was the single best networking event we participated in throughout the entire year."

— SILVER SPONSOR
FUSE 2017

"It was a great experience participating in FUSE in 2017. The fact that you can have one-on-one conversations with marketing thought leaders and potential customers is what stands out from other events we participate in throughout the year. We look forward to an opportunity to engage with like-minded individuals next year at FUSE in 2018!"

— GOLD SPONSOR
FUSE 2017

"I thought FUSE was the best event/conference I've been to as a sponsor in my career. I've told my marketing team that we need to participate in more of your events. Really great stuff all around."

— GOLD SPONSOR
FUSE 2017