

2022 EXHIBIT & SPONSORSHIPS

**EMS**

EXPERIENTIAL MARKETING SUMMIT

**2022**

**APRIL 27-29, 2022**  
**MGM GRAND LAS VEGAS**

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

celebrating

**20**  
years

Produced by  
**event**  
marketer



ORACLE

VISA



WELLS FARGO

Nintendo

ANHEUSER-BUSCH



XPRIZE



CIRQUE DU SOLEIL



APPLIED MATERIALS

IBM

macy's

ACTIVISION



Mercedes-Benz



asics



USA

# THE BIGGEST BRANDS IN THE WORLD



Windows Phone  
Put people first.



new balance



XBOX 360



CISCO

bmcsoftware

aetna

Microsoft

Walmart



DIAGEO



Symantec



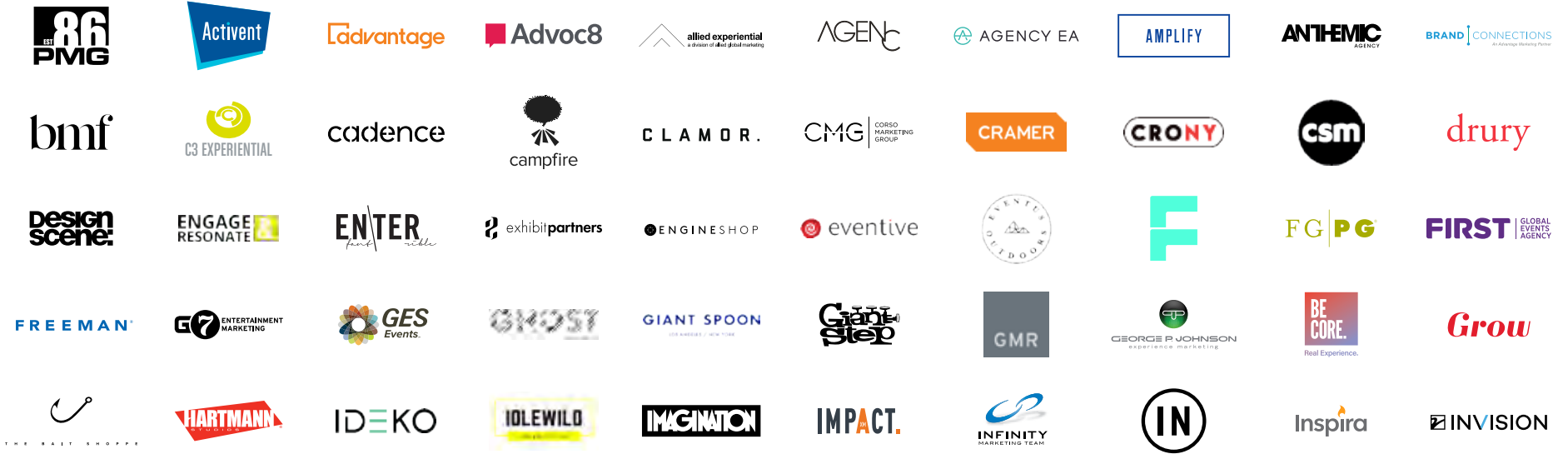
Coca-Cola

Kellogg's

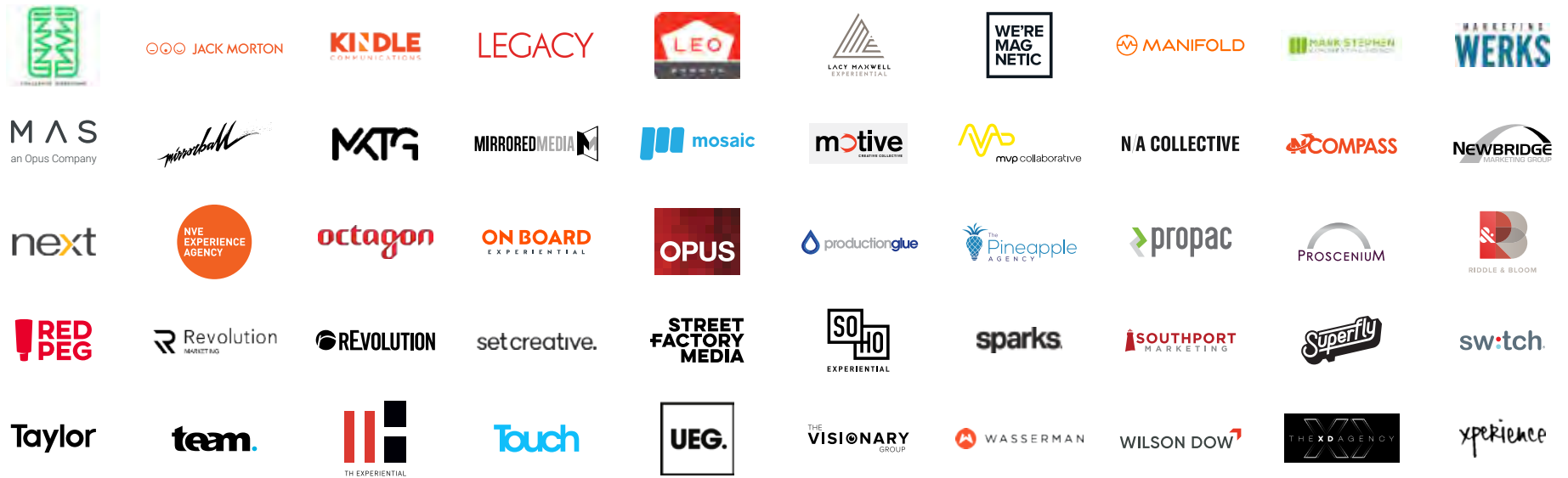
mbna

LinkedIn

\*Sample of past attendees



# THE BEST AGENCIES ON THE PLANET



\*Sample of past attendees



# EXPERIENTIAL MARKETING SUMMIT 2022

## CONNECTING YOU TO THE CUSTOMERS YOU WANT

Join us in Las Vegas, April 27-29, 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 2022 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 2022 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



# 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
OBJECTIVE	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
	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
	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
	ONLINE 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			✓ One post-event e-blast to the full EMS database	✓ One post-event e-blast to the full EMS database

## »OPTIONAL ADD-ON INCLUSION IN DAILY EXHIBIT HALL INNOVATION TOURS

Include your exhibit as one of the “stops” on our daily guided exhibit hall tours. Our team will lead small groups to your booth for a short, two-minute overview of your most innovative products or services on display. This is one of our most popular attendee engagements at EMS.

*Dates: One tour on April 28 and one tour on April 29 | Price to be included in both tours: \$1,000*



# 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:** (1) April 28 & (2) April 29

**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.

**Date:** April 29

**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, share, learn and celebrate one another. A great way to form meaningful connections with the top leaders of the industry.

**Date:** April 28 | **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. Place center stage as the presenting sponsor of this event. Your executive can take the stage to welcome attendees, followed by a screening of your company sizzle reel, among many other benefits.

**Date:** April 28 | **Price:** \$25,000

## EX AWARDS CELEBRATION KIT SPONSORSHIP

Include one item in the Ex Awards celebration kit, set on every seat at the gala dinner, and see your logo up on the screen during a shout-out to sponsors, along with a shout-out by our host and emcee.

**Date:** April 28 | **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 kits, 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

## 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, you design the agenda 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 at eventmarketer.com—featuring your brand and thought leaders. You walk away having made meaningful connections—and valuable contacts.

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

**Price:** \$27,500

## 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 one presentation on April 28, and one presentation on April 29

**Price:** \$10,000

SEE PG. 10 FOR A COMPLETE LIST OF SPONSOR BENEFITS

# CONTENT & THOUGHT LEADERSHIP SPONSORSHIP BENEFITS

		SOLUTION								
		KEYNOTE \$30,000 3 AVAILABLE	KEY PROSPECT THINKING \$17,500 2 AVAILABLE	EX AWARDS PRESENTING \$15,000 1 AVAILABLE	SPEAKING SESS ON \$7,500 2 AVAILABLE	SPONSOR WORKSHOP \$2,000 2 AVAILABLE	WOMEN IN EVENTS \$15,000 1 AVAILABLE	CLOSING SESSION \$10,000 1 AVAILABLE	EMS EXPERT STUDIO \$10,000	EX AWARDS TABLETOP \$5,000 5 AVAILABLE
OBJECTIVE	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 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 keynote intro by an executive on stage	✓ Two-minute keynote intro by an executive on stage		
	ON-SITE MEETINGS	✓ Ability to request & schedule meetings in the app	✓ Ability to request & schedule meetings in the app	✓ Ability to request & schedule meetings in the app	✓ Ability to request & schedule meetings in the app	✓ Ability to request & schedule meetings in the app	✓ Ability to request & schedule meetings in the app	✓ Ability to request & schedule meetings in the app	✓ Ability to request & schedule meetings in the app	✓ Ability to 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	✓ 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
	ONLINE 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	✓ 'Partner'-level logo inclusion on EMS website & in event app	✓ 'Partner'-level logo inclusion on EMS website & in event app	✓ 'Presenting'-level logo inclusion on EMS website & in event app	✓ 'Presenting'-level logo inclusion on EMS website & in event app	✓ 'Presenting'-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	✓ One post-event e-blast to the full EMS database	✓ One post-event e-blast to the full EMS database	✓ One pre-event congratulations email to all award finalists	✓ One post-event e-blast to the full EMS database	✓ One post-event e-blast to the full EMS database	✓ One post-event e-blast to the full EMS database	✓ One post-event e-blast to the full EMS database	✓ One post-event e-blast to the full EMS database	
	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.

**Dates:** April 27, 28, 29 | 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.

**Date:** April 27 and 28 | Price: \$15,000

## VIP RECEPTION

Our exclusive speaker faculty will be your guests as you play co-host to a 1st timer 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.

**Date:** April 28 | 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.

**Date:** April 29 | 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.

**Dates available:** April 28 and 29 | 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.

**Dates available:** April 28 and 29 | 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.

**Dates:** One refreshment break on April 28 and April 29

**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.

**Dates:** VIP Lounge open during show hours April 28-29

**Price:** \$15,000

## EVENT BUYER SPEED MEETINGS

Need qualified leads? We can help. This hosted-buyer-style opportunity is designed to get you face-to-face with event buyers in a low-stress, high-engagement context where lunch—and prospects—are served. Our team works with you to develop your target prospect profile and then brings buyers to you for a series of five short, scheduled meetings. Let EMS play matchmaker for you.

**Dates:** TBD

**Price:** \$20,000—includes lunch and participant incentives

SEE PG. 12 FOR A COMPLETE LIST OF SPONSOR BENEFITS

# NETWORKING & SPECIAL EVENT SPONSORSHIP BENEFITS

		SOLUTION								
		VIP RECEPTION \$25,000	FIRST TIMER'S \$20,000	EVENT BUYER SPEED MEETINGS \$20,000	DINNER SERIES \$15,000	VIP LOUNGE \$15,000	OPENING RECEPTION \$15,000	NETWORKING LUNCH \$10,000	COFFEE BREAK \$8,000	MORNING WELLNESS \$6,500
<b>OBJECTIVE</b>	<b>THOUGHT LEADERSHIP</b>	✓ 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	✓ 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
	<b>BRAND VISIBILITY</b>	✓ 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 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
	<b>ON-SITE MEETINGS</b>	✓ 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	✓ Ability to request and schedule meetings with attendees in the app
	<b>LEAD GENERATION</b>		✓ Ability to scan visitors / guests	✓ Ability to scan visitors / guests	✓ Ability to scan visitors / guests	✓ Ability to scan visitors / guests				
	<b>ATTENDEE DATA</b> <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 names, titles, companies and mailing addresses				
	<b>ON-SITE PRESENCE</b>	✓ (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 + (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
	<b>ONLINE PRESENCE</b>	✓ 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	✓ Virtual booth in the event app pre-, during- and postevent
	<b>RELATIONSHIP-BUILDING</b>	✓ 55 Discounted VIP guest invitations	✓ 50 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		
	<b>EMS PARTNER RECOGNITION</b>	✓ 'Presenting'-level logo inclusion on EMS website and in event app	✓ Presenting'-level logo inclusion on EMS website and in event app	✓ Presenting'-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
	<b>EMAIL MARKETING</b>	✓ One post-event e-blast to the full EMS database	✓ One pre-event congratulations email to all award finalists	✓ One pre-event congratulations email to all award finalists						
	<b>SOCIAL MEDIA MARKETING</b>	✓ 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						
	<b>PROMOTIONAL ITEMS</b>	✓ 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 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 to each attendee 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.

## HEALTH & WELLNESS KIT

Reach every single attendee at the show with something they'll use every day. Arm attendees with essentials including hand sanitizer, hand wipes and face masks they can use throughout the show—and brand it all with your company logo. Include a personal message and a piece of collateral in the kit.

**Dates:** April 27, 28 and 29

**Price:** \$12,000

## PRINT AND DIGITAL AGENDA-AT-A-GLANCE

Probably the most used piece of paper at EMS can have your name on it. 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:** \$3,000

## 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.

## »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

## EXHIBIT HALL MAP SPONSOR

Be a part of helping attendees make the most of their exhibit hall visits by sponsoring the Exhibit Hall map. The map will be used for engaging activities including scavenger hunts and other onsite challenges designed to get attendees to your booth. 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:** \$2,500

## PRIVACY ZONES

For attendees that want an “oasis” between sessions and activities where they can work away from others and feel safe, we offer EMS Privacy Zones—small, socially-distanced spaces designed for a maximum of two people. Sponsorship includes your logo and branding on each Privacy Zone and the ability to include collateral or branded items inside.

**Dates:** April 28 and 29 | **Price:** \$12,000

## 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.

**Dates:** April 28 and 29

**Price:** \$7,500

## 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!

**Badge Sponsorship Price:** \$8,000

**Lanyard Sponsorship Price:** \$8,250

*(does not include production)*

SEE PG. 14 FOR A COMPLETE LIST OF SPONSOR BENEFITS.

# BRAND VISIBILITY OPPORTUNITY BENEFITS

		SOLUTION							
		PRIVACY ZONES \$12,000	HEALTH & WELLNESS KITS \$12,000	LANYARD \$1,750 <b>SOLD</b>	BADGE \$1,000 <b>SOLD</b>	AGENDA-AT-A-GLANCE \$3,000	EXHIBIT HALL MAP \$2,500	ROOM DROPS \$7,500	ON-SITE BRANDING CUSTOM PRICING
OBJECTIVE	BRAND VISIBILITY	✓ Logo and branding on privacy zone signage + option to distribute collateral	✓ Your logo printed on each kit and/or on kit components	✓ Logo and branding on lanyard and badge	✓ Logo and branding on lanyard and badge	✓ Your logo, 50-word company description and RFID code on 1,000+ agendas	✓ Your logo, 50-word company description and RFID code on 1,000+ maps	✓ Logo and branding on room drop items	✓ Logo and branding on room drop items
	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	✓ 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
	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	✓ 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						
	ONLINE 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	✓ 20 Discounted VIP guest invitations	✓ 15 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

# CONTACT US

**GIVE US A RING AND LET'S BUILD  
A BRIDGE TO THE INDUSTRY'S  
RECOVERY—TOGETHER.**



**JON MCKLOUGHLIN**

Director, Event Sales

646-988-8387

[jmcloughlin@accessintel.com](mailto:jmcloughlin@accessintel.com)

**eventmarketer**