

# 2024 Excelerate Customer Conference

Partner Marketing & Sponsorship Opportunities



# 2024 Excelerate User Conference

## VEA Hotel

### Newport Beach, CA

March 12-14, 2024



Excelerate is the place to bring together business-driving, world-changing transformation with an agenda that is most important to our customers, partners and user community.



Advancements in MES, SQM and MRO that will drive significant and sustainable change. This is an opportunity to keep our customers on the leading edge of best practices, technology trends and connect you with industry colleagues, accelerate results and evangelize customer success.

# Benefits of Sponsoring Excelerate Customer Conference



**Expand your reach**



**Elevate your brand**



**Solutions Discussions**



**Showcase Your  
Thought Leadership to  
a Captive Audience**



**Build and grow  
connections**



**Ecosystem of  
Partners**

# A Look At The Audience

- VPs of Operations
- Manufacturing Engineers
- Systems Analysts
- CIOs & VPs of IT
- Compliance Managers
- Operations Directors
- Design Engineers
- Quality Managers
- Project Engineers

Excelerate is expected to welcome 200 + customers from Fortune 500 companies in Aerospace & Defense, Electronics, Industrial Equipment, Medical Devices, Nuclear and Ship Building.

## 2022 Attendees\*

**NORTHROP GRUMMAN**



**GO BEYOND**



**MOOG**



**LOCKHEED MARTIN**



**INGALLS**  
SHIPBUILDING  
A Division of HII



**Rolls-Royce**

**TEXTRON**  
Systems

**LEONARDO DRS**

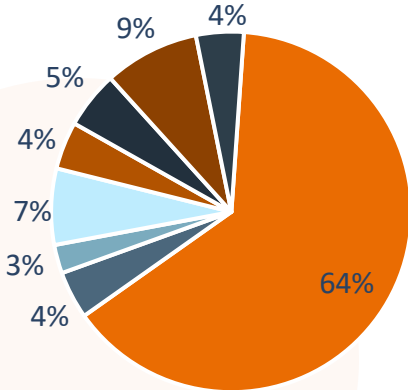
**Viasat**



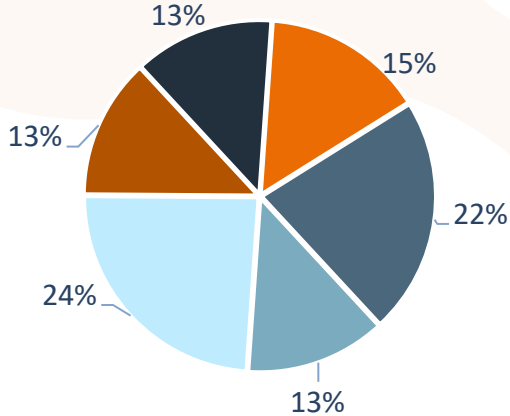
**Honeywell**  
Aerospace

**BWXT**  
BWXT Technologies, Inc.

# 2022 Attendees Demographics



- Aerospace and Defense
- Ship Building
- Medical Device
- Industrial Machinery
- Electronics and Battery
- Government
- Space and Satellite
- Nuclear



- C-level executives
- Operations and production managers
- Engineers and designers
- IT and technology specialists
- Supply chain and logistics experts
- Other

# DIAMOND

Investment \$50K | Availability 2

## PRE-EVENT MARKETING

- Branding and logo in footer of conference emails
- Email spotlight on your organization and event presence. We'll include your logo, link and 150-word message
- Logo and participation level on event website
- 150-Word Company Description, Links to Social Channel(s)
- Access to list of attending companies (Provided 30 days out)
- Digital booth in event platform

## CONFERENCE ACCESS

- 10 Conference Registrations
- 10 Customer Prospect Registrations
- Discounted Additional Conference Passes

## ON-SITE

- Promotional video in main conference - 2 min in length
- Tabletop Exhibit (including 6'ft draped table, 2 chairs, electrical)
- VIP table at conference social events
- Your choice of networking dinner sponsorship Day One or Two (choice of one - first come first served)

## THOUGHT LEADERSHIP

- 1 Main Stage Speaking Opportunity – 30 minutes in length

## RECOGNITION & BRANDING

- Mention on iBase-t social media channels
- Brand recognition on welcome screens in the main ballroom
- Exclusive sponsor of the Welcome Reception
- Logo displayed on-site signage Promoted push notification during conference
- Logo & URL in event app
- Insert in Conference Bag
- Meter Panel sign in the conference hallway



# PLATINUM

Investment \$35K | Availability 1

## PRE-EVENT MARKETING

- Branding and logo in footer of conference emails
- Email spotlight on your organization and event presence. We'll include your logo, link and 150-word message
- Logo and participation level on event website
- 150-Word Company Description, Links to Social Channel(s)
- Access to list of attending companies (Provided 30 days out)
- Digital booth in event platform

## CONFERENCE ACCESS

- 6 Conference Registrations
- 6 Customer Prospect Registrations
- Discounted Additional Conference Passes

## ON-SITE

- Promotional video in main conference - 2 min in length
- Tabletop Exhibit (including 6'ft draped table, 2 chairs, electrical)
- VIP table at conference social events
- Your choice of networking dinner sponsorship Day One or Two (choice of one - first come first served)

## THOUGHT LEADERSHIP

- 2 Breakout Sessions (30 Minutes - aligned to daily theme)

## RECOGNITION & BRANDING

- Mention on iBase-t social media channels
- Brand recognition on welcome screens in the main ballroom
- Brand recognition during networking Happy Hour on Day One (*one available - first come first served*)
- Brand recognition throughout opening night party
- Opportunity for a room drop to conference attendees
- Logo displayed on-site signage
- Logo & URL in event app
- Insert in Conference Bag

## PRE-EVENT MARKETING

- Logo and Investment Sponsor Listing on Promotional Emails
- Email spotlight on your organization and event presence. We'll include your logo, link and 150-word message.
- Logo and participation level on event website
- 100-Word Company Description, Links to Social Channel(s)
- Access to list of attending companies (Provided 30 days out)
- Digital booth in event platform

## CONFERENCE ACCESS

- 4 Conference Registrations
- 4 Customer Prospect Registrations
- Discounted Additional Conference Passes

## ON-SITE

- Tabletop Exhibit (including 6'ft draped table, 2 chairs, electrical)

## THOUGHT LEADERSHIP

- One (1) breakout track session, allowing your organization to present in-depth content and insights aligned with the conference's theme

## RECOGNITION & BRANDING

- Mention on iBase-t social media channels
- Brand recognition on welcome screens in the main ballroom
- Logo displayed on-site signage
- Promoted push notification during conference
- Opportunity to place collateral or swag pieces in show bag
- Logo & URL in event app



# SILVER

Investment \$15K | Availability 3

## PRE-EVENT MARKETING

- Logo and Enterprise Sponsor Listing on Promotional Emails
- Logo and participation level on event website
- Access to list of attending companies (Provided 30 days out)
- Digital booth in event platform

## CONFERENCE ACCESS

- 3 Conference Registrations
- 3 Customer Prospect Registrations

## ON-SITE

- Tabletop Exhibit (including 6'ft draped table, 2 chairs, electrical)

## RECOGNITION & BRANDING

- Mention on iBase-t social media channels
- Brand recognition on welcome screens in the main ballroom
- Logo displayed on-site signage
- Logo & URL in event app

# SUSTAINABILTY

Investment \$5K

Availability 1

This year we are excited to offer a sustainability exclusive sponsorship package.

## Description/inclusions:

- Sustainable swag item in bags
- Water Filling Station and Recycling Station Signage with logo
- Badge collection station
- Your logo will be highlighted wherever sustainability is highlighted throughout the conference
- Logo Sponsor Listing on Promotional Emails
- Logo on the event app



# Sponsorship add-ons

Sponsorship add-ons are supplementary opportunities to engage attendees beyond your sponsorship package. Each add-on delivers valuable promotion through brand awareness.

Sponsors must be fully contracted for a sponsorship package to be eligible to purchase add-ons. Add-ons are sold on a first-come, first-serve basis.



# Ask the Experts Lounge Sponsorship: \$10K

The Excelerate User Conference is excited to offer the exclusive sponsorship of our popular "Ask the Experts Lounge." This dedicated space serves as a hub for attendees to engage with iBase-t industry experts, gain valuable insights, and seek guidance on a wide range of topics.

- Quantity available:
  - 1
- Description/inclusions:
  - Prominent brand recognition during lounge hours, including logo placement on signage
  - Push notification in the event app
  - 2 full access registration



# Conference Bags Sponsorship: \$5,000

Your logo printed on bags offered to all attendees in the registration area – making it one of the most visible branding opportunities at the conference.

- **Quantity available:**
  - 1
- **Description/inclusions:**
  - Logo prominently displayed on the registration bags
  - Opportunity to provide promotional item in registration distributed to all attendees
  - 1 full access registration

**SOLD**





# Lanyard Sponsorship: \$4K

Your logo brands the lanyard holding each attendee's badge. This is a prominent advertising opportunity and is worn by all attendees for the duration of the event. This is an exclusive sponsorship.

- **Quantity available:**
  - 1
- **Description/inclusions:**
  - All event lanyards would be branded using the iBase-t logo branding but this sponsorship would include your logo on lanyards

**SOLD**



# Breakfast or Lunch Sponsorship: \$3K

Sponsor the mid-day meal that keeps the attendee networking going. Your logo is displayed prominently at buffet tables and throughout the room

- **Quantity available:**
  - 2
- **Description/inclusions:**
  - Logo placement on signage
  - Push notification in the event app mention



# Refreshment Break Sponsorship: \$1K

- **Quantity available:**
  - 4
- **Description/inclusions:**
  - Logo placement on signage
  - Push notification in the event app mention



# Hotel Keycards

## Sponsorship: \$3,500K

Your company's logo appears on key cards for all conference attendees staying at the host hotel. Reinforce your brand each time attendees access their room.

**SOLD**

- **Quantity available:**
  - 1
- **Description/inclusions:**
  - Logo/design on each hotel keycard given to conference guests



# Wi-Fi

## Sponsorship: \$3K

Connect with attendees as they get connected with the conference wi-fi sponsorship.

- **Quantity available:**
  - 1
- **Description/inclusions:**
  - Logo recognition on conference signage and event site





# Next steps

## 01



### **Contracting & Payment: Upon Event Commitment**

Once you commit, we will send you a contract and information on making your payment.

## 02



### **Planning & Deliverables: Upon Event Commitment**

We will send you additional planning details and any deliverables needed upon your event commitment, and as we continue our planning process

## 03



### **Payment Deadline: November 20th, 2023**

Your payment for the sponsorship fees will be due by November 20<sup>th</sup> to ensure your participation.

## 01



### **When does planning kick off?**

We are actively planning our Exceleerate Customer Conference now and will share additional planning details with you upon your commitment to the event.

## 02



### **How will you be promoting Exceleerate to End Users?**

Our promotional efforts for Exceleerate will involve a multi-channel marketing strategy, focusing on digital platforms like social media and targeted email campaigns. This approach aims to engage and reach our targeted audience of end users, maximizing our promotional reach and generating interest in the conference.

## 03



### **Are there any discounts available?**

There is a 10% discount if you commit to this event by October 5th.

## 04



### **What is your cancellation policy?**

Cancellation language for Early Bird Sponsors: If Sponsor takes advantage of the Early Bird 10% discounted sponsorship fee, then no refund is available in the event Sponsor cancels its registration. Please read the Terms and Conditions section 10 for complete cancelation.

## 05



### **I have more questions - how can I reach you?**

Please email us at [Daniel Flick](mailto:daniel.flick@ibaset.com) (email:daniel.flick@ibaset.com) and we will reply within 3 business days.

# Thank you

The iBase-t Partnership Team