



HUG/18

HUG18 SPONSORSHIP DETAILS

April 12, 2018

NTC Liberty Station

2875 Dewey, San Diego, CA 92106

www.sdinboundmarketing.com/hug18

Brought to you by SD Inbound Inc.

EVENT:

HUG18 **CONFERENCE**

DATE: **4.12.2018**

LOCATION: **NTC Liberty Station**
2875 Dewey, San Diego, CA 92106

CONTACT: **info@sdinboundmarketing.com**

ABOUT OUR

CONFERENCE

With over 350 attendees in 2017, this year's conference promises to be bigger and better than ever. With a target of 500 local marketers and business owners, this is bound to be an event that no one should miss. With topics ranging the full gambit of marketing and on into sales and operations, this event is positioned to be the premier West Coast Inbound Marketing conference.

ABOUT

SD INBOUND MARKETING

We are a nonprofit providing top notch Inbound Marketing education and experiential learning to local marketing professionals. We help our attendees learn how to build authentic connections with their target audiences.



SPONSORS

Gain access to critical targets at companies large and small. Our sponsors last year left with fistfuls of leads and a ton of appreciation for our local business ecosystem. As a registered non-profit, your sponsorship is tax deductible and hugely appreciated.

PAST SPONSORS INCLUDE:



CAMPAIGN
CREATORS

HubSpot



SmartBug
MEDIA



PandaDoc

The DrawShop.com

WISTIA

THE
MANIFESTO
CO.

RICHTY
FINANCIAL STUDIO

THE
POINT

suja

SAN DIEGO
ama

GatherContent

KIND

Vulpine
Interactive



PAST ATTENDEES:



SD INBOUND, INC MEMBERSHIP DEMOGRAPHICS

ATTENDEE PERSONA	%
Marketer at Small-to-Mid Size Business	40%
Marketing Agency Owners and Employees	30%
Small Business Owners	30%

JOB SENIORITY	Total	%
C-Level	347	27%
Senior	332	26%
Manager	381	30%
Coordinator	202	16%

*227 contacts not counted due to unstructured job titles

HUBSPOT CUSTOMER	Total	%
Yes	261	48%
No	286	52%
Total	547	

*Only counted contacts that have answered "are you a HubSpot customer?"

# OF EMPLOYEES	Total	%
10,000	7	5%
5,000	9	6%
1,000	4	3%
500	8	5%
200	31	21%
50	36	24%
25	17	11%
10	37	25%
Total	149	

*Only counted contacts with known employee count in HubSpot database

OUR EVENT IN 2017



SPONSORSHIP DETAILS

SPONSORSHIP	PRESENT- ING (1 Available)	TRACK (3 Available)	LUNCH BREAK (1 Available)	HAPPY HOUR (2 Available)	MESSEN- GER (5 Available)	LAN- YARD (2 Available)	EXHIBITOR (20 Available)	SWAG INSERT (20 Available)
Recognized as Main Event Sponsor	✓							
Attendee List	✓							
Keynote Speaker (Pre approved by SDIM)	✓							
Workshop Speaker (Pre approved by SDIM)	✓	(Optional)						
Messenger Push Notification (1 Dedicated Message to our Messenger Audience. Pre approved by SDIM)	✓	✓	✓	✓	✓			
Digital Promotion (Social, Website, Email, Blog, Logo)	✓	✓	✓	✓	✓	✓	✓	✓
Branding in Collateral	✓	✓	✓	✓	✓			
Branding in Paid Promotions	✓	✓	✓	✓				
Passes to HUG18	5 VIP	3 General Admissions	3 General Admissions	3 General Admissions	1 General Admissions	1 General Admissions	2 General Admissions	
VIP Seating	✓	✓	✓	✓				
Dedicated Sponsored Email to Registrants	(Optional)	(Optional)						
Trade Show Exhibitor Table	✓	✓	✓	✓	✓	✓	✓	
Swag Bag Insert	✓	✓	✓	✓	✓	✓	✓	✓
Lanyard/Badge Branding (Lanyard or Badge, 2 Brands total)	✓					✓		
Costs	\$15,000	\$7,000	\$5,000	\$5,000	\$1,500	\$1,500	\$750	\$250
Optional	└ Workshop OR Dedicated Email ┐				└ \$750 w/o Exhibitor Table ┐			

*SD Inbound, Inc. is a 501(C)(3).
All cash sponsorships are eligible
for a tax write off

SPONSORSHIP **OPPORTUNITIES**

PRESENTING SPONSORSHIP

\$15K *1 available*

The title sponsor receives the most visibility and is positioned as a partner in this event.

BENEFITS:

- Video clip about your company may be shown during opening or closing remarks (subject to approval by SD Inbound Marketing)
- Opportunity to fill a keynote spot (must be a pre approved speaker)
- Recognized as the main event sponsor
- 1 push notification to all app users (pre approved by SDIM)
- Your company will be included on all collateral materials, email blasts, website, advertising and day of materials
- Your company will be featured within our paid ad promotions
- 15 passes to HUG 2018 with special sponsor badges for your attendees
- VIP seating during Keynotes and Opening/Closing Remarks
- Leave behinds at each main room seat (need to coordinate with SDIM in advance)
- Visual Recognition during opening and closing remarks
- Trade show demo corner (2 tables)
- Swag bag inserts
- Prominent Signage on site during the entire event
- Additional passes may be purchased at a discounted sponsor rate
- Copy of the attendee list

Receive all day visibility in one of our breakout rooms.

BENEFITS:

- Prominent placement on the event app with your logo seen on every view within the app.
- 1 push notification to all app users (pre approved by SDIM)
- Your company will be included on all collateral materials, email blasts, website, advertising and day of materials
- Your company will be featured within our paid ad promotions
- 5 passes to HUG 2018 with special sponsor badges for your attendees
- VIP seating during Keynotes and Opening/Closing Remarks
- Visual Recognition during opening and closing remarks
- Trade show exhibitor table
- Swag bag inserts
- Prominent Signage on site during the entire event
- Additional passes may be purchased at a discounted sponsor rate

LUNCHBREAK SPONSOR

\$5K *1 available
for each*

Receive all day visibility in one of our breakout rooms.

BENEFITS:

- Prominent placement on the event app with your logo seen on every view within the app.
- 1 push notification to all app users (pre approved by SDIM)
- Your company will be included on all collateral materials, email blasts, website, advertising and day of materials
- Your company will be featured within our paid ad promotions
- 5 passes to HUG 2018 with special sponsor badges for your attendees
- VIP seating during Keynotes and Opening/Closing Remarks
- Visual Recognition during opening and closing remarks
- Trade show exhibitor table
- Swag bag inserts
- Prominent Signage on site during the entire event
- Additional passes may be purchased at a discounted sponsor rate

HAPPY HOUR SPONSOR

\$5K 2 available

Network and connect with our attendees in a more casual setting. Our happy hour sponsors will be looked up to as the ones providing the drinks. Take both slots and claim all the recognition for just 10k.

BENEFITS:

- Signage and leave behinds in the happy hour area
- Your company will be featured within our paid ad promotions
- 3 passes to HUG 2018 with special sponsor badges for your attendees
- VIP seating during Keynotes and Opening/Closing Remarks
- Visual Recognition during opening and closing remarks
- Trade show exhibitor table
- Swag bag inserts
- Prominent Signage on site during the entire event
- Additional passes may be purchased at a discounted sponsor rate

MESSENGER SPONSOR

\$1.5K *5 available*

HUG18 will be using Facebook Messenger to directly communicate with registrants and people interested in attending. With this sponsorship, you can communicate directly through Messenger, the most effective way to get your message in the hands of our audience.

BENEFITS:

- Messenger push notification
- Digital promotion via social, website, email, blog and logo
- Branding in collateral
- One general admission pass to HUG
- Trade show exhibitor table
- Swag bag insert

LANYARD SPONSOR

\$1.5K *2 available*

Provide every attendee a lanyard with your logo on it to ensure event attendees are seeing your brand all day long.

BENEFITS:

- Digital promotion via social, website, email, blog and logo
- One general admission pass to HUG
- Trade show exhibitor table
- Swag bag insert
- Lanyard / Badge branding

EXHIBITOR SPONSOR

\$750 *each table*

Display your wares on our expo floor with your very own table.

BENEFITS:

- Trade show exhibitor table
- Table top Signage
- Ability to hand out swag and information at your table
- Your company will be featured within our paid ad promotions
- 2 passes to HUG 2018 with special sponsor badges for your attendees
- Signage on site during the entire event
- Additional passes may be purchased at a discounted sponsor rate

CUSTOM SPONSORSHIP OPPORTUNITIES

Interested in gaining visibility by donating product & services? Contact Nicole Pereira about your custom sponsorship idea.

info@sdinboundmarketing.com or 619-301-1570

TENTATIVE EVENT SCHEDULE

HUG 2018: DISRUPTIVE MARKETING / Thursday April 12, 2018

MORNING

8:00am Registration Begins + Networking + Coffee

9:00am Opening Remarks & Keynote 1

10:00am Session 1

11:00am Lunch & Food Trucks

12:30pm Session 2

1:30pm Session 3

2:30pm Break

3:00pm Keynote 2 & Closing Remarks

4:00pm Happy Hour, Music, Drinks, Food Trucks

6:00pm Locals Ran After Party

AFTERNOON

SPONSORSHIP ORDER FORM

HUG/18

SELECT YOUR SPONSORSHIP OPTION:

- | | |
|---|---|
| <input type="checkbox"/> TITLE SPONSOR – \$15,000
<i>1 available</i> | <input type="checkbox"/> MESSENGER SPONSOR – \$1,500
<i>5 available</i> |
| <input type="checkbox"/> TRACK SPONSOR – \$7,000
<i>3 available</i> | <input type="checkbox"/> LANYARD SPONSOR – \$ 1,500
<i>2 available</i> |
| <input type="checkbox"/> LUNCHBREAK SPONSOR – \$5,000
<i>1 available for each</i> | <input type="checkbox"/> EXHIBITOR TABLE – \$750
<i>each table</i> |
| <input type="checkbox"/> HAPPY HOUR SPONSOR – \$5,000
<i>2 available</i> | <input type="checkbox"/> SWAG INSERT – \$250
<i>20 available</i> |
-

Company Name: _____ Website: _____

Contact Person: _____ Title: _____

Email: _____ Phone #: _____

Address: _____

☐ Please invoice me at the email listed

☐ Please charge my card: ☐  ☐  ☐ 

Card # _____ Exp. Date: _____ CVV #: _____

Print Cardholder's Name: _____

Signature: _____ Date: _____

Send completed form to info@sdinboundmarketing.com.

If you need assistance please email or call Nicole Pereira 619-301-1570