

HUG18 SPONSORSHIP DETAILS

April 12, 2018 NTC Liberty Station 2875 Dewey, San Diego, CA 92106

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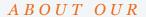
EVENT:

HUG18 CONFERENCE

DATE: 4.12.2018

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

CONTACT: info@sdinboundmarketing.com



CONFERENCE





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:

































PAST ATTENDEES:















































SD INBOUND, INC MEMBERSHIP

DEMOGRAPHICS

ATTENDEE PERSO	%		
Marketer at Small-to-Mid Size Business			40%
Marketing Agency Owners and Employees			es 30%
Small Business Owners	5	• • • • • • • • • • • • • • • • • • • •	30%
JOB SENIORITY	То	tal	%
C-Level	347		27%
	33	2	
	381		30%
Coordinator		2	16%
*227 contacts not counter	d due 1	to unstructure	d job titles
HUBSPOT CUSTOM	IER	Total	%
Yes		261	48%
No		286	
Total		547	
*Only counted contacts tl			ire you a

# 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

HubSpot customer?"



OUR EVENT IN 2017











SPONSORSHIP

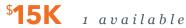
DETAILS

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 L*SD Inbound, Inc. is a 501(C)(3).	-Workshop OR [Dedicated Email			\$750) w/o or Table	1	•••••

SPONSORSHIP

OPPORTUNITIES

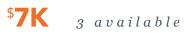
PRESENTING SPONSORSHIP



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

- 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

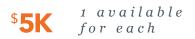
$\overline{TRACK\ SPONSOR}$



Receive all day visibility in one of our breakout rooms.

- 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

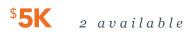
LUNCHBREAK SPONSOR



Receive all day visibility in one of our breakout rooms.

- 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

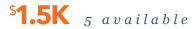
HAPPY HOUR SPONSOR



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.

- 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



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.

- 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



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

- 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

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

HUG 2018: DISRUPTIVE MARKETING / Thursday April 12, 2018

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		

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SPONSORSHIP

ORDER FORM

HUG/18

SEL	ECT YOUR SPONSORSHIP OPTION:	
	TITLE SPONSOR - \$15,000 1 available	☐ MESSENGER SPONSOR - \$1,500 5 available
	TRACK SPONSOR - \$7,000 3 available	$ \Box LANYARD SPONSOR - $1,500 $ 2 available
	LUNCHBREAK SPONSOR - \$5,000 1 available for each	$ \Box EXHIBITOR TABLE - $750 $ $each table$
	HAPPY HOUR SPONSOR - \$5,000 2 available	□ SWAG INSERT- \$250 20 available
	Company Name:	Website:
	Contact Person:	Title:
	Email:	Phone #:
	Address:	
	Please invoice me at the email listed	
	Please charge my card:	MasterCard SOFIESS
	Card #	Exp. Date: CVV #:
	Print Cardholder's Name:	
	Signature:	
	Send completed form to info@sdinboundmarketing	g.com.
	If you need assistance please email or call Nicole Po	ereira 610-201-1570