



# COMPETITIVE MARKETING S U M M I T

Denver Marriott West  
1717 Denver West  
Boulevard  
Golden, CO 80401



October 2019



[competitivemarketingsummit.com](http://competitivemarketingsummit.com)

## 2019 SPONSOR INVITATION

The Competitive Marketing Summit 2019 is a one-of-a-kind event that was created by product marketers for product marketers with the high-tech & product marketing roles in mind. This event will not only serve as a venue for the targeted attendees to learn, network and collaborate, but also to for them to apply concepts and frameworks provided to them in a "toolbox" which they can immediately apply to improving their job functions.

The sponsorship opportunities are unique. We carefully choose sponsors who have a track record of providing services and technologies to our attendee base and whose messages resonate with the themes and purposes of the conference.



### SPEAKERS

The 2019 Competitive Marketing Summit has a tremendous line-up of speakers representing product marketing, competitive teams & subject matter experts from Dell EMC, Forrester, VMware, Facebook and Oracle (just to name a few)\*



### AUDIENCE

The attendance goal is 225 marketing and sales professionals from high-tech firms in North America – initial demand / interest may push the number to 300.

### LAST YEAR'S ATTENDEES

Accenture	Informatica	OSI Soft
CA Technologies	Marketo	Red Hat
Dell EMC	McAfee	Return Path
Druva	Netsuite	Twilio
Docker	Nutanix	Western Digital
Facebook	Oracle	VMware
Hootsuite		Xcel Energy
HP Enterprise		Zuora



### QUESTIONS?

[sponsor@competitivemarketingsummit.com](mailto:sponsor@competitivemarketingsummit.com)

\* Note: Speakers and line-ups are subject to change



### SPONSORSHIP

#### PREMIER SPONSORSHIP:

**\$6,500**

- Logo place on all communications and on-site signage
- Logo on conference bag + collateral in bag
- Add-on opportunities (see below)
- Multiple call-outs during the conference
- Any other media (video) posted to sponsor page on our website
- Opportunity to sponsor a future webcast "brought to you by..."
- Residual carryover (beyond the conference) to promote future events
- Tabletop presence at the summit in high-traffic areas (6'x3' table, includes 20 amp electrical outlet)
- 3 full-conference passes / additional passes at 50% discount.



### ADD-ON À LA CARTE SPONSORSHIPS

#### Lanyards:

**SOLD \$1,300**

Includes company logo with Competitive Marketing Summit logo

#### Breakfast Sponsorship:

**SOLD \$1,500/meal**

Includes a 10 minute speaking slot along with additional signage for increased branding

#### Lunch Sponsorship:

**SOLD \$2,000/meal**

Includes a 10 minute speaking slot along with additional signage for increased branding

#### Networking Recep Sponsorship:

**SOLD \$2,500**

Includes a 10 minute speaking slot along with additional signage for increased branding

#### Hotel Key-Card Co-Branding

**SOLD \$950**

Your logo appears alongside the Competitive Marketing Summit logo for attendees staying at the conference hotel

#### Arrival Welcome Reception (10/7)

**\$1,500**

Includes a 10 minute speaking slot along with additional signage for increased branding



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## 2019 PRODUCTIVITY SPONSOR INVITATION

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The **productivity sponsorship** opportunities are unique. You must be a sponsor/vendor who does not primarily cater to competitive intelligence, or product marketing and product management end-user personas. It is at the discretion of the Competitive Marketing Summit to determine if your organization's product/service would qualify.



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### SPONSORSHIP

#### PRODUCTIVITY SPONSORSHIP:

**\$2,000**

- Logo place on all communications and on-site signage
- Logo on conference bag + collateral in bag
- Add-on opportunities (see below)
- Opportunity to offer "free licenses" for trials
- Multiple call outs during the conference
- Use of tool for conference production (where applicable)
- Any other media (video) posted to sponsor page on our website
- Sponsorship of a future webcasts "brought to you by..."
- One ticket to the event (as an attendee)



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