



UWEBC
business best practices
& emerging technologies
CONFERENCE

Sponsorship Invitation

September 24, 2019 | Monona Terrace Community & Convention Center | Madison, Wisconsin

Contact: **Lori Wilson, Marketing & Communications Director**
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I would like to personally invite your company to sponsor the 21st annual Business Best Practices & Emerging Technologies Conference. Each year, this is the premier knowledge-sharing and networking event for business leaders from well-known companies in Wisconsin and the Midwest. We have grown year over year, with a total registration over 800.

The annual conference is hosted by the University of Wisconsin E-Business Consortium (UWIBC) – a unique partnership of industry-leading companies and Wisconsin’s flagship university. This event features parallel tracks in Customer Service, Information Technology, Marketing and Supply Chain Management, all dedicated to innovative strategies and emerging technologies.

The Diamond Sponsor level offers the unparalleled opportunity to network with senior executives, while promoting your company to a diverse audience of prominent business professionals. The UWIBC partners with Diamond Sponsors to provide inspiring speakers to address all conference attendees in an Opening or Closing session. Further, the Diamond level includes a high-visibility sponsorship of the private preconference Executive Reception and Dinner that will be attended by a select group of more than 100 senior executives and other invited dignitaries.

Platinum Sponsors receive an exceptional opportunity to home in on a targeted audience by sponsoring a speaker for a conference track. Platinum Sponsors also have access to the private preconference Executive Reception and Dinner.

Gold and higher sponsors can take advantage of Strategic Briefings, interactive break-out sessions to showcase your thought leadership on the latest trends while you share your company’s innovations. Due to their past success, we will also continue to offer Table Topics at lunch, a unique chance for your experts to interact with attendees in an intimate setting on the subjects of most concern to them.

This year, we’re continuing to make enhancements to our sponsorships. We’re expanding our app to include even more opportunities for sponsors to shine, including advertisements, inbox messages and content links. Due to last year’s resounding success, we will also keep our new schedule to encourage even more attendance to morning and afternoon Strategic Briefings.

A sponsorship at any level will give your company many ways to connect with more than 800 influential decision-makers from leading companies. Don’t miss this opportunity to interact with key executives and promote your brand at Wisconsin’s leading conference!

Raj Veeramani, PhD
Executive Director,
UW E-Business Consortium &
UW E-Business Institute

Professor, College of Engineering
& Wisconsin School of Business,
University of Wisconsin-Madison



Reach executives at leading companies

By partnering with the UWEBC, you are aligning your brand with a trusted organization and Wisconsin's flagship university. The Business Best Practices & Emerging Technologies Conference offers:

DECISION-MAKERS

The conference attracts an influential group of attendees (including C-level executives, vice presidents, directors and senior managers) who have strategic and budgetary responsibilities. They are passionate about learning innovative strategies and the latest trends in technology and business practices from nationally renowned experts.

LEADING COMPANIES

The audience represents leading B2C and B2B companies from a variety of industries: manufacturing, retail, energy, financial services, transportation, healthcare and telecommunications. Sponsors have several opportunities to share their expertise and have one-on-one dialogues with clients and decision-makers from top companies.

LARGEST GATHERING

The conference has experienced tremendous growth and regularly reaches more than 800 registrants. Four parallel tracks in Customer Service, Information Technology, Marketing and Supply Chain Management draw attendees from across the enterprise.

For sponsorship inquiries, contact:

Lori Wilson

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“If you are in business or IT leadership or management in Wisconsin, you should have some representation at this conference. The value for the cost is hard to match.”



As a Diamond Sponsor, your brand touches every one of our more than 800 conference attendees.

Leading up to the conference, your company is featured prominently in our email, online and social media campaigns. At the event, your logo is front and center, on-stage, in a full-page ad in the conference program and at your premium booth space.

The Diamond Sponsor is an active role in each part of the day’s agenda. At the Opening or Closing Keynote, your company introduces an exciting, engaging speaker, providing you a valuable forum to speak to every conference participant. Past Keynote speakers have included international futurists and well-known trend analysts, as well as inspiring leaders. Your sponsorship also includes sponsoring a speaker in your choice of the four tracks.

During the conference, you can demonstrate your thought leadership by leading a Strategic Briefing and a Table Topic. Your company is also featured heavily in the conference app and program.

The sponsorship includes passes to and special recognition at the Executive Dinner and Reception. You also have an exclusive opportunity to provide a sneak preview of your booth. This invitation-only event provides your company with visibility, while giving you valuable face time with executives in a comfortable, intimate setting. Before the event, we strategize with you to invite and foster connections with targeted member companies to make the evening as productive as possible.

This sponsorship is the best of both worlds: maximum exposure to all conference attendees combined with exceptional access to executives.

AT A GLANCE

- \$20,000
- Two available
- Sponsor and introduce Keynote speaker
- Sponsor track speaker
- Recognized Sponsor of Executive Dinner and Reception (and 3 passes)
- 25-minute Strategic Briefing
- Host a Table Topic
- Logo on print, online and presentation materials
- Prominent branding on conference signage and in digital items
- Company profile, logo, social media links and white paper in app
- 3 additional content spots in app
- 3 ads in app news feed
- 4 banner ads per cycle in app
- Full-page advertisement in conference program
- Attendee list
- 10’x15’ booth space
- 10 conference tickets (\$6,950 value)



As a Platinum Sponsor, you select the track you focus on: Customer Service, Information Technology, Marketing or Supply Chain Management.

By sponsoring a track speaker, you get to be a part of the day's official agenda and showcase your thought leadership to your desired audience. The UWECB works with Platinum Sponsors to choose from one of the executives our Track Directors have already selected for the program. Or, you can nominate a speaker (we suggest a vice president or higher from a client).

You can continue to demonstrate your expertise by leading a 25-minute Strategic Briefing and a lunchtime Table Topic, as well as providing a white paper for inclusion in the conference app.

Platinum Sponsors receive two passes to the preconference Executive Dinner and Reception. This exclusive event provides face-to-face time with executives in a low-key, social environment.

Platinum Sponsors enjoy promotion online and via social media and email, and at the conference, your contribution is recognized both in the track room and during plenary sessions. Your company also receives enhanced promotion in the conference app. Besides your listing, which includes your company profile, logo and links, you have three additional content spots, display ads in the news feed, and banner ads.

Platinum Sponsorships provide twin benefits: credibility and a targeted audience.



“I once again found the annual UWECB conference insightful, relevant and a great learning opportunity to share ideas and practical business applications with my team.”



AT A GLANCE

- \$15,000
- Up to seven; no more than two sponsors per track, based on availability
- Sponsor and introduce track speaker
- 25-minute Strategic Briefing
- Host a Table Topic
- Logo on online, print and presentation materials
- Prominent branding on conference signage
- Company profile, logo, social media links and white paper in app
- 2 additional content spots in app
- 3 ads in app news feed
- 3 banner ads per cycle in app
- 2 passes to Executive Dinner and Reception
- Attendee list
- 10'x15' booth space
- 8 conference tickets (\$5,560 value)



“The UWEBC annual conference is consistently the highest return on my time compared to similar conferences.”



Gold Sponsorships position your company as a subject-matter expert for an affordable price.

As the leader of a 25-minute Strategic Briefing, you engage with attendees in a highly interactive break-out session. These compact sessions are perfect for positioning your brand ambassadors as thought leaders. Our attendees look forward to Strategic Briefings to learn more from experts in their fields.

Additionally, you can capture high-value leads at your Strategic Briefing. Our staff scans the badges of your Briefing’s attendees as they enter, so you can directly target the right contacts.

During lunch, your company hosts a Table Topic, where you can have a sit-down conversation with executives who are most interested in your expertise.

At the conference, your brand is featured on signage and via our social media campaigns. You can also look forward to seeing your company profile and logo on the conference website, emails and app. Additionally, your sponsorship boasts an additional content spot, linked display ads in the news feed and a banner ad in the app.

Your sponsorship also includes six passes to the conference, which you can use to staff your exhibit space, provide to sales staff or give to prospective clients. Additional conference tickets can be purchased at 50 percent off.

AT A GLANCE

- \$10,000
- Up to 11
- Introduce track speaker
- 25-minute Strategic Briefing
- Host a Table Topic
- Logo on online, print and presentation materials
- Branding on conference signage
- Company profile, logo, social media links and white paper in app
- An additional content spot in app
- 2 ads in app news feed
- 2 banner ads per cycle in app
- Attendee list
- 10'x10' booth space
- 6 conference tickets (\$4,170 value)

SILVER SPONSOR



A Silver Sponsorship is the perfect way to stay front-of-mind with your clients, while initiating and strengthening relationships with key targets.

Before the conference, you can review the attendee list to map out your day and plan which contacts to meet. Meanwhile, your company will be promoted on the conference website, app and social media.

Your sponsorship includes four passes to the conference, which you can use to staff your exhibit space, provide to sales staff or give to prospective clients. Additional conference tickets can be purchased at 50 percent off.

Once you arrive at the event, the exhibitor area is integrated with the morning and afternoon's refreshment areas, so it's the hub of conference breaks. Interested in emerging trends and technologies? Your passes to the conference include admittance to any session.

In the conference app, you'll be featured in a company profile, banner ad and posting in the news feed. During and after the conference, attendees can review your white paper and look forward to catching up with you; to help you reflect on your contacts, we also provide a post-conference attendee list.



“High quality conference, great speakers and truly inspiring keynote speakers. A never-to-miss conference!”



AT A GLANCE

- \$5,000
- Limited quantity available
- Logo on online, print and presentation materials
- Branding on conference signage
- Company profile, logo, social media links and white paper in app
- An additional content spot in app
- An ad in app news feed
- 1 banner ad per cycle in app
- Attendee list
- 10'x10' booth space
- 4 conference tickets (\$2,780 value)

	DIAMOND	PLATINUM	GOLD	SILVER
Price	\$20,000	\$15,000	\$10,000	\$5,000
Maximum quantity available	2	up to 7	up to 11	Limited
Receive attendee list (with name, title, company name)	✓	✓	✓	✓
SPEAKING OPPORTUNITIES				
Sponsor and introduce Keynote Speaker	✓			
Sponsor and introduce speaker for conference track	✓	✓		
Introduce a speaker in conference track			✓	
Lead a Strategic Briefing session (25 minutes)	✓	✓	✓	
EMAIL & SOCIAL MEDIA				
Linked logo on general conference emails	✓			
Linked logo on track-specific emails		✓		
Linked logo on Strategic Briefing emails	✓	✓	✓	
Promotion via social media leading up to and during conference	✓	✓	✓	✓
CONFERENCE APP				
Company profile, logo and links on conference app	✓	✓	✓	✓
White paper included in company profile and in white papers section	✓	✓	✓	✓
Additional content spot (PDF or link to additional white paper, survey, etc.) in company profile	3	2	1	1
Inclusion in sponsors message via app inbox	✓	✓	✓	✓
Graphic, linked advertisement in app news feed	3	3	2	1
Number of times linked logo appears in menu banner ads (per cycle)	4	3	2	1
Promotion of Strategic Briefing session and speaker	✓	✓	✓	
ONLINE				
Company profile, logo and social media links on conference website	✓	✓	✓	✓
Featured linked logo in conference website header	✓			
Additional linked logo on conference track web page		✓		
Session and speaker profile on Strategic Briefings page	✓	✓	✓	
ON-SITE				
Booth in Exhibit and Refreshment Area with wireless internet access	10'x15'	10'x15'	10'x10'	10'x10'
Sponsor-provided retractable banner on-stage during Opening or Closing Keynote	✓			
Logo on Keynote session title slide	✓			
Logo on Opening or Closing Keynote signage	✓			
Recognition during Opening or Closing Keynote	✓			
Sponsor-provided retractable banner on display in track room		✓		
Logo on track session title slide		✓		
Logo on track session signage		✓		
Logo on Strategic Briefings signage	✓	✓	✓	
Host a Table Topic during lunch	✓	✓	✓	
Recognition during lunch	✓	✓	✓	✓
Logo on signage in Registration area	✓	✓	✓	✓
Full-page print advertisement in program	✓			
Logo on sponsors list in program	✓	✓	✓	✓
CONFERENCE TICKETS				
Complimentary admissions (may be used for sponsor staff or clients)	10 (\$6,950 value)	8 (\$5,560 value)	6 (\$4,170 value)	4 (\$2,780 value)
Opportunity to purchase additional tickets at 50 percent discount	✓	✓	✓	✓
PRECONFERENCE PRIVATE EXECUTIVE RECEPTION AND DINNER				
Recognition during Dinner as Sponsor	✓			
Booth Preview at Dinner and Reception	✓			
Passes to Dinner and Reception	3	2		
Logo on Reception signage	✓			

- **Executive Reception and Dinner** – Diamond and Platinum Sponsors receive limited passes to this private, preconference event. This is an excellent opportunity to meet C-level executives, speakers and advisory board members in an exclusive networking gathering. Additionally, Diamond Sponsors are recognized at the dinner as sponsors of this event.
- **Sponsored keynote speaker** – Diamond Sponsors introduce the keynote at the Opening or Closing session, attended by all conference participants.
- **Sponsored Platinum speaker** – The UWEBC will work with Platinum Sponsors to engage an industry-specific executive to speak to the sponsor's choice of track. The Sponsor may introduce the sponsored speaker or another presenter. If proposing a speaker, the topic and speaker are subject to UWEBC approval and due by March 29.
- **Strategic Briefing** – This 25-minute break-out session is available to Gold level or higher. It is not a sales presentation, but instead a chance to highlight strategic opportunities and implications of cutting-edge technologies and emerging trends. These sessions are conducted in a separate meeting room, with a projector and internet connection. Strategic Briefing speaker and topic are subject to UWEBC approval.
- **Table Topic** – At lunch, attendees can self-sort into topics, facilitated by industry leaders, sponsors and speakers. This gives Gold or higher sponsors an opportunity to interact with executives in a casual, small-group setting.
- **Booth space** – All sponsors receive a booth space in the refreshment area. Diamond and Platinum Sponsors receive larger spaces, while Diamond Sponsors enjoy premium placement.
- **White paper** – Each sponsor can provide a white paper, which is linked in the conference app.
- **Additional content spot in app** – Depending on sponsorship level, your company profile will include 1 to 3 spots to attach PDFs or link to a page of your choosing.
- **Graphic, linked ad in app news feed** – Sponsors may submit graphic advertisements to be featured in the social news feed of the conference app on the day of the conference. The number of ads is dependent on sponsorship package.
- **Linked banner add in app menu** – Your logo will rotate at the bottom of the app menu. The exposure per cycle varies, depending on sponsorship level.
- **Conference tickets** – Every sponsorship level includes free conference passes, as well as the opportunity to purchase unlimited additional conference tickets at 50 percent off for clients, prospects and staff.
- **Attendee list** – Every sponsor is provided with a list of registrants before the conference and attendees after the event. Due to privacy regulations, the UWEBC includes first name, last name, title and company name (but no contact information) on pre- or post-conference lists. However, Gold and higher sponsors do receive the scan lists from their Strategic Briefings, which also include email addresses. Any booth scans also include email addresses.
- **Booth scanners** – For an additional fee, sponsors can scan badges at their booth with the conference scanning app.

Sponsorships subject to change.



“UWEBC provides relevant, current, actionable and inspirational content that every business who wants to succeed and stay ahead of emerging trends should be taking advantage of. On top of this, it is simply one of the best organized conferences I’ve ever been to in over 20 years.”



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