



**UW EBC**  
business best practices  
& emerging technologies  
**CONFERENCE**



**2018**  
**SPONSORSHIP**  
**INVITATION**



September 25, 2018 | Monona Terrace Community & Convention Center | Madison, Wisconsin

Contact: **Lori Wilson, Marketing & Communications Manager**  
608-890-2449 | [lori.wilson@wisc.edu](mailto:lori.wilson@wisc.edu) | [uwebc.org/conference](http://uwebc.org/conference)



# FROM THE DIRECTOR



I would like to personally invite your company to sponsor the **20th annual Business Best Practices & Emerging Technologies Conference**, September 25, 2018, at the Monona Terrace Community and Convention Center in Madison, Wisconsin. Each year, this is the premier knowledge-sharing and networking event for business leaders from well-known companies in Wisconsin and the Midwest. Last year, we had a record-breaking attendance with nearly 800 participants.

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 sponsorship of and attendance to 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 making even more enhancements to our sponsorships. In addition to improved badge scanning, we’ll be offering promotion of sponsors on our new conference app. We’ve also reconfigured the 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 over 700 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. Join us in making our 20th conference the best ever!

**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

*Raj Veeramani*



# SPONSORSHIP BENEFITS

## 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 700 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

UWEBC Marketing and Communications Manager

[lori.wilson@wisc.edu](mailto:lori.wilson@wisc.edu)

608-890-2449

[uwebc.org/conference](http://uwebc.org/conference)



# DIAMOND SPONSOR

**A**s a Diamond Sponsor, your brand touches every one of our more than 700 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 plays an active role in helping plan 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.

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 the 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.



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



## AT A GLANCE

- \$20,000
- Two available
- Sponsor and introduce Keynote speaker
- Sponsor track speaker
- Recognized Sponsor of Executive Dinner and Reception (includes three 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 and full-page advertisement in conference program
- White paper on USB drive
- Attendee list
- 10'x15' booth space
- 10 conference tickets (\$6,950 value)



# PLATINUM SPONSOR



“I found every portion to be very relevant, educational and motivational. The speakers were amazing and the entire day was very well organized and professionally run.”



**P**latinum Sponsorships provide twin benefits: credibility and a targeted audience.

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 shape the day’s official agenda and showcase your thought leadership to your desired audience. The UWEBC works with Platinum Sponsors to ensure your nominated speaker (we suggest a vice president or higher from a client) is a great fit for our attendees. Or, you can choose from one of the executives our Track Directors have already selected for the program.

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 the USB drive each attendee receives.

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 company is featured in a full-page program ad and signage, and your contribution is recognized both in the track room and during plenary sessions.

## 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 and full-page advertisement in conference program
- White paper on USB drive
- Receive 2 passes to Executive Dinner and Reception
- Attendee list
- 10'x15' booth space
- 8 conference tickets (\$5,560 value)



# GOLD SPONSOR



**“This was an inspiring conference to immerse yourself on key industry topics and network with top professionals. I’ll be attending again!”**



**G**old 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 in a program advertisement, on signage and via our social media campaigns. You can also look forward to seeing your company profile and logo on the conference website and emails.

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 and half-page advertisement in conference program
- White paper on USB drive
- Attendee list
- 10’x10’ booth space
- 6 conference tickets (\$4,170 value)



# SILVER SPONSOR



**“This is a world-class business forum that provides a unique value for Wisconsin businesses.”**



**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, email marketing 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.

After the conference, attendees can review your white paper on the conference USB drive and look forward to catching up with you; to help you reflect on your contacts, we also provide a post-conference attendee list.

## AT A GLANCE

- \$5,000
- Limited quantity available
- Logo on online, print and presentation materials
- Branding on conference signage
- Company profile and quarter-page advertisement in conference program
- White paper on USB drive
- Attendee list
- 10’x10’ booth space
- 4 conference tickets (\$2,780 value)

# SPONSORSHIP BENEFITS

at a glance

	DIAMOND	PLATINUM	GOLD	SILVER
<b>Price</b>	<b>\$20,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>
Maximum quantity available	2	up to 7	up to 11	Limited
Receive attendee list	✓	✓	✓	✓
<b>SPEAKING OPPORTUNITIES</b>				
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)	✓	✓	✓	
<b>DIGITAL PROMOTION</b>				
Linked logo on general conference emails	✓			
Linked logo in conference website header	✓			
Linked logo on conference track web page		✓		
Linked logo on track-specific emails		✓		
Linked logo on Strategic Briefing emails	✓	✓	✓	
200-word company profile, logo and links on conference website	✓	✓	✓	✓
Promotion via social media leading up to and during conference	✓	✓	✓	✓
<b>PRINT PROMOTION</b>				
Full-color advertisement in conference program	Full-page	Full-page	Half-page	Quarter-page
200-word company profile, logo, web and social media links in conference program	✓	✓	✓	✓
<b>ON-SITE PROMOTION</b>				
Booth in Exhibit and Refreshment Area with wireless internet access	10'x15'	10'x15'	10'x10'	10'x10'
Sponsor-provided retractable banner on plenary stage during Opening or Closing Keynote	✓			
Logo on Plenary 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	✓	✓	✓	✓
White paper on USB drive provided to all attendees	✓	✓	✓	✓
Promotion on conference app	✓	✓	✓	✓
<b>CONFERENCE TICKETS</b>				
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	✓	✓	✓	✓
<b>PRECONFERENCE PRIVATE EXECUTIVE RECEPTION AND DINNER</b>				
Recognition during Dinner as Sponsor	✓			
Booth Preview at Dinner and Reception	✓			
Passes to Dinner and Reception	3	2		
Logo on Reception signage	✓			

# SPONSORSHIP BENEFITS

## details & definitions

- **Booth Space** – All sponsors receive a booth space with wireless internet in the refreshment area. Diamond and Platinum Sponsors receive larger exhibit spaces, while Diamond Sponsors enjoy premium placement.
- **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 does not include contact information on pre- or post-conference lists. However, Gold and higher sponsors do receive the scan lists from their Strategic Briefings.
- **White Paper** – Each sponsor has the opportunity to provide a white paper on the conference USB drive. More than 700 attendees receive this drive.
- **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.
- **Sponsored Keynote Speaker** – The UWEBC will work with Diamond Sponsors to book a speaker with broad appeal that you will be proud to align with your brand. They will speak at the Opening or Closing session, attended by all conference participants. The Diamond Sponsor also has the opportunity to introduce their sponsored speaker. Speaker and topic subject to UWEBC approval.
- **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. Speaker and topic subject to UWEBC approval.
- **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.
- **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.



**For sponsorship inquiries, contact:**  
Lori Wilson  
lori.wilson@wisc.edu  
608-890-2449



**“The conference gave us a great chance to network with executives in the spaces we do work, build new relationships and rekindle old ones, and share our viewpoint on key industry trends.”**



Sponsorships subject to change.