



**EXHIBITIONS AND  
SPONSORSHIP**

## **Presence**

Dedicated exhibit space included within the expo, the epicenter of each event, designed to create a platform for strategic conversations and solution demonstrations

## **Access**

Enabling you to maximize your engagement with the audience through full conference and booth staff passes

## **Meetings**

Dedicated and shared meeting environments to foster conversation and attendee engagements

## **Content**

Share your insight and knowledge with attendees through strategically designed content opportunities

## **Digital**

Highlight your brand and messaging in interactive ways throughout the attendee experience

## **Dedicated space to engage attendees**

Understanding the uniqueness of your business, your expo experience is designed to provide a strategic platform for interaction with attendees. Whether your priority is networking, meetings, product demos or technical talks, there are multiple ways to configure your space. Across events throughout the year you can create a totally custom experience of your specific business objectives.

## **Access**

Full conference passes enable holders to fully immerse themselves in the attendee experience, participating first-hand in the rich content of the expo. These passes include access to keynotes, breakout sessions, expo, attendee meals and various networking places. Booth staff passes ensure you can build the onsite team to effectively support your overall conference presence. Holders of booth staff passes have access to keynote viewing area(s) expo, exhibitor meals and selected networking functions. Full conference passes for your representatives are also offered at select event.

## **Face to face connections**

Personal connections are more important today, in a digitally crowded world, than ever before. We've oriented business audience experiences around meetings, networking and deal-making, ensuring you are able to prioritize and connect with the speakers, delegates, partners and influencers you value most. For technical audiences, we provide opportunities to not just talk about but opportunities that allow shoulder-to-shoulder learning and hard-core capability development. Whatever outcome you're trying to drive, Coalesce Research Group delivers the audience to help you drive results.

## **Tell your story**

As part of the conference, carefully designed content inclusions create an environment for peer to peer knowledge sharing. Attendees curate their own learning path by selecting themes, content and session types aligned to their learning needs and you can help shape this experience. Multiple session formats span event agendas, all designed to provide valuable insights and learning opportunities. There are multiple opportunities across business and technical events to contribute to the attendee connection and learning experience with Coalesce Research Group. Create a specific message for attendees and design a connected journey, integrating your story throughout the experience. You can target attendees when they first arrive onsite or select opportunities that provide visibility as they navigate the event space each day. There are digital and print solutions, as well as one-day and multi-day options. You can tailor the opportunity to create the right solution for you.

## **Extending your brand and highlighting your partnership**

Beyond an engaging expo experience, we understand the importance of sharing your message, highlighting your brand and keeping you in the forefront of attendees' hearts and minds throughout their event journey. Across business and technical audiences, and built into each sponsorship package, are multiple digital platforms for you to leverage. From celebrating your event participation through social media shout-outs, to sharing your expertise and onsite focus with attendees through website there are a variety of digital opportunities to be activated within each package, as well as additional custom opportunities you can add to your experience.

## Make your mark

These enhancements are designed to create maximum brand exposure and prominently feature your logo. They include a variety of traditional and experimental branding opportunities, providing you with logo call outs and brand amplification opportunities across the event. Create a series of touch points across the venue with multiple opportunities, or make one large statement with a singular opportunity, the choice is yours.

## Engage through Networking

In-booth opportunities bring a dimension of fun and engagement with attendees. Off-booth networking and receptions can provide an extended VIP environment, which help foster deeper interactions and extended networking. Available throughout the day and into receptions, there are a variety of hospitality and networking opportunities available. Select a theme to create an experience across the event, partner with us to develop your own custom option, or simply pick your favourite route.

## Share your knowledge

Imbed yourself in the attendee learning experience by aligning your messaging with key themes and creating targeted content. Create a session to share deep technical and scientific knowledge, to showcase your case study, or to test your products or planning. These opportunities enable you to not only provide thought leadership learning opportunities to attendees, but also to hear valuable feedback which can help shape the course of your business. Develop your insights, understand the audience you are interacting with and create the content opportunity for you.

Your success is our goal. And we're here to help you achieve it.

Thank you for your interest! We look forward to partnering with you to scale your technical and business connections and advance your priorities and commercial outcomes. To sign up for any of these opportunities, or to talk with us in detail about your objectives across email, please contact us at [sponsors@coalesceresearchgroup.com](mailto:sponsors@coalesceresearchgroup.com)



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