



Cadmium



spark

July 23 - 24, 2024

WASHINGTON, D.C.

SPONSOR PROSPECTUS





At Cadmium Spark, we bring together leaders, professionals, and enthusiasts from the event management and continuing education sectors. Our goal is to explore the latest trends, innovations, best practices, and updates in event and learning technology.

Cadmium Spark's sponsor program is aimed at nurturing relationships and creating mutually beneficial experiences for the Cadmium community.

WHAT IS CADMIUM SPARK?

At Cadmium, we believe that learning experiences serve as the foundation for both individual and community advancement. This is why we position ourselves at the intersection of event, learning, and video technology, offering an integrated suite of applications that streamline every aspect of event management and continuing education.

During Spark, we gather our community to engage in meaningful discussions on the latest industry trends and best practices. Our aim is to showcase how the Cadmium suite of products can pave the way for exploring new revenue opportunities, expanding your business, and enhancing your communities.

Anticipating an attendance of over 300 participants, including event planners, continuing education professionals, technology providers, venue managers, and industry experts, Cadmium Spark provides a distinctive opportunity to connect with key decision-makers and influencers in the event and continuing education space.





WHY SPONSOR?



Unrivaled Exposure: As a sponsor, your brand will enjoy extensive exposure to a highly targeted audience of event managers and continuing education professionals. Maximize your visibility through prominent logo placement, signage, collateral, and multimedia displays throughout the event.



Networking Opportunities: Engage with industry leaders, decision-makers, and prospects during dedicated networking breaks, receptions, and social events. Showcase your products and services directly to your target market and build valuable connections.



Thought Leadership: Share your expertise and showcase your thought leadership by presenting at one of our sponsored sessions. Address the conference attendees, demonstrate your industry knowledge, and position your organization as a leader in the event management and continuing education space.



Lead Generation: Capture valuable leads by hosting an exhibit space in our bustling exhibit hall. Engage with attendees, provide hands-on demonstrations, and collect contact information to nurture prospects long after the conference ends.



Brand Association: Align your brand with innovation and cutting-edge technology in the event and learning management industries. By sponsoring this event, you will be seen as a champion of progress, showcasing your commitment to providing top-of-the-line solutions to event and continuing education professionals.





SPONSORSHIP PACKAGES

We offer a range of sponsorship packages designed to suit your organization's goals and budget. Each package includes various benefits and exposure opportunities. Some of the benefits and opportunities include:

Exhibitor Benefits	Bronze Sponsorship	Silver Sponsorship	Gold Sponsorship	Platinum Sponsorship
	\$2,500	\$5,000	\$10,000	\$25,000
Full access exhibitor registration passes	2	4	6	8
Onsite 6' tabletop exhibit display	✓	✓	✓	✓
Lead retrieval to scan and qualify leads via mobile app	✓	✓	✓	✓
Logo promotion on onsite signage	✓	✓	✓	✓
Logo promotion on screens in between sessions	✓	✓	✓	✓
Listing in the attendee app	✓	✓	✓	✓
Logo promotion on social media posts		✓	✓	✓
Access to list of attendees who opted in			✓	✓
Thought leadership session*				✓

*Session type and content subject to approval by Cadmium.

Optional Add-Ons: On-Site Event

Badge/Lanyard – \$5,000 (1 Available)

Place your logo on all lanyards given to each attendee (Cadmium logo will also appear). Mobilize your company's logo throughout the event. Attendees will be photographed during the meeting and as such, your company's logo will appear in future promotional and marketing material.

Coffee Break - \$3,500 (2 Available)

Sponsor a coffee break for attendees, including cups and napkins with your company's logo.

CAB Room Sponsor - \$7,500 (1 Available)

Exclusive sponsorship of the room dedicated to the Customer Advisory Board (CAB), Cadmium's dedicated customer committee. Sponsorship includes opportunity to address the CAB during their session taking place on July 22nd from 1pm to 5pm, invitation to attend the annual CAB dinner on July 22nd from 6:30pm to 8:30pm, and opportunity to place marketing materials in the session room and at the CAB dinner.

Breakout Room Sponsors - \$15,000 (3 Available)

Exclusive sponsorship of one breakout room for the entirety of Spark 2024. Sponsorship includes opportunity to address the attendees at the beginning of every session in that room, marquee slides, entrance logo, and opportunity to place collateral materials in the room.

Speaker Ready Room Sponsor - \$10,000 (1 Available)

Exclusive sponsorship of the speaker ready room for the entirety of Spark 2024. Sponsorship includes logo placement on room monitors, and opportunity to place collateral materials in the room.

General Session Sponsor - \$2,000 (3 Available)

Opportunity to address the general session attendees prior to the commencement of a session. Session will be assigned by the Cadmium staff. Introductions should be no longer than 3 minutes.

Happy Hour - \$3,000 (1 Available)

Sponsor a happy hour on Wednesday, July 24th from 5:30pm to 6:30pm. Featuring branded cocktail napkins, opportunity to address the event attendees, and company logo featured prominently in the room alongside the Cadmium logo.



Optional Add-Ons: On-Site Event

**Directional Signage – \$500
(1 Available)**

Advertise with company logo on one of the Cadmium Spark 2024 directional signs. The Cadmium logo will also appear.

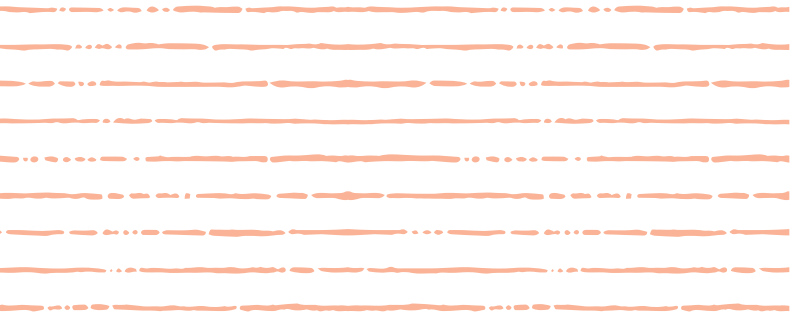
**North Skywalk Video Marquee \$1,800
(1 Available)**

Advertise with company logo on the Convention Center’s digital signage. The Cadmium logo will also appear.



**East & West Salon Flags \$3,300
(1 Available)**

Advertise with company logo on the Convention Center’s entryway flags. The Cadmium logo will also appear.





Optional Add-Ons: Hybrid

Mobile App Splash Screen – \$1,250 (1 Available)

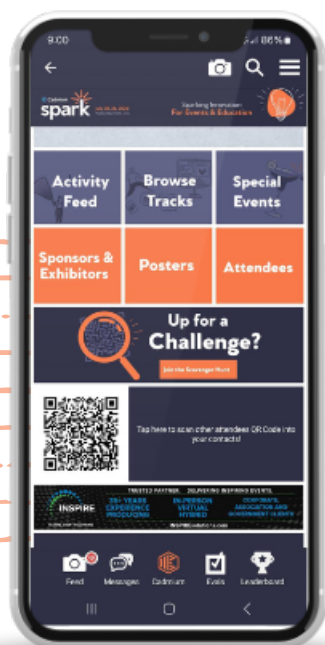
Your custom graphic will appear on the opening page of the mobile app every time each attendee opens the mobile app.

Mobile App Banner Ad – \$500 (3 Available)

Place your company banner ad at the top of the main screen of the mobile app. This is a rotating banner ad.

Mobile App Push Notification – \$100 Each (4 Available Per Day)

Send out a text alert through the Cadmium Spark 2024 app. With 100 characters, you can remind attendees to stop by your booth, attend your thought leadership session or view your advertisement.





Optional Add-Ons: Virtual

E-Blasts – \$750 (4 Available)

Deliver a custom message to all attendees with an e-blast. Your e-blast will be deployed 2 weeks prior the event.

Navigation Bar Ad – \$1,250 (1 Available)

Place a custom ad on the homepage of the virtual platform under the navigation buttons. The ad will follow attendees around the platform as they navigate their way around the meeting site. This branded ad can link to a webpage of your choosing.

Rotating Banner Ad – \$1,000 (3 Available)

Place a custom ad on the homepage of the platform. This ad will rotate on the homepage of the platform and be seen by all attendees as they navigate to sessions and the virtual exhibit hall. This branded ad can link to a webpage of your choosing.

Tile Ads – \$1,000 (4 Available)

Place a custom ad on the homepage of the platform. This ad will be seen by every attendee that logs onto the platform. This tile ad is placed among the home page tiles that direct attendees to sessions. This branded ad can link to a webpage of your choosing.

Sub-Page Header Banner – \$500 (3 Available)

Place a custom ad on one of several sub-pages of the platform. This ad will be seen by all attendees as they visit that specific page. This branded ad can link to a webpage of your choosing.

ADDITIONAL OPPORTUNITIES



Post-Event

Lunch & Learn - \$2,000 (2 Available)

The lunch and learn sponsorship opportunity allows the event sponsor to invite prospects or customers to the event. The sponsor will also have the opportunity to address the attendees, have access to the attendee list, branded napkins, and company logo featured prominently in the room alongside the Cadmium logo.

Happy Hour - \$2,000 (1 Available)

Sponsor a happy hour in conjunction with a tradeshow featuring branded cocktail napkins, and opportunity to invite prospects and customers. Event co-sponsor will also address the attendees, have access to the attendee list, and the company logo will be featured prominently in the room alongside the Cadmium logo.





CONTACT US

We would be thrilled to discuss how your organization can become a sponsor of Cadmium Spark and explore the opportunities that best suit your goals. Please reach out to spark@gocadmium.com for more information.

Join us in shaping the future of event and learning management by becoming a sponsor of this must-attend industry event. We look forward to partnering with you to make Cadmium Spark a resounding success.

Thank you for considering this sponsorship opportunity.

