

APPARATIX UNLEASHED '23

SPONSORSHIP PROPOSAL



Theme: Maximizing Yield through innovation, automation and opportunity

Date: October 24-26, 2023

Location: The Thompson Hotel, Atlanta, GA

ABOUT THE EVENT



Event Overview:

Set against the backdrop of the luxurious Thompson Hotel in Atlanta, GA, Unleashed '23 is primed to be a beacon event from October 24-26, 2023. Centered around the pivotal theme, "Maximizing Yield through Innovation, Automation, and Opportunity," this conference promises a transformative experience for all attendees.

Purpose:

In today's rapidly evolving market, operational excellence isn't just about keeping up — it's about soaring ahead. At the core of Unleashed '23 lies a vision: equipping operators with the tools, knowledge, and network they need to thrive in their businesses. We've distilled the essence of innovation and automation, merging it with actionable opportunities to empower operators. Our commitment? Ensuring each attendee leaves with an enriched understanding of their business, actionable insights, and a fortified network.

Anticipated Attendance:

While Unleashed '23 marks our inaugural user conference, the buzz and enthusiasm surrounding this event have been truly overwhelming. Drawing from our extensive user base and expansive network within the industry, we are anticipating a vibrant gathering of like-minded professionals eager to enhance their operational prowess. This event will serve as a melting pot of innovative operators, industry leaders, and pioneers, collectively shaping the future of operational excellence.

Your participation as a sponsor not only places your brand at the forefront of this transformative event but aligns you with a vision of fostering growth, innovation, and excellence within the industry. We cordially invite you to be part of this groundbreaking journey.

EVENT DEMOGRAPHICS



Unleashed '23 is positioned to be the premier convergence of out-of-home business leaders and professionals. As our inaugural event, we're proud to highlight a diverse range of attendees from across the industry, all united by their use of Apparitix software. Here's a snapshot of the vibrant demographic we anticipate:

Geographic Distribution

Our attendees represent the nation's vast and varied out-of-home landscape. From the bustling billboards of urban metropolises to the digital displays dotting interstate highways, our audience embodies the spirit of American entrepreneurship.

Business Profiles

- **Small Operators:** Many of our attendees run local, nimble operations. While smaller, these businesses play a crucial role in their local advertising ecosystems.
- **Large Operators:** We also have a strong presence of larger operators whose businesses span multiple states. Their scale and reach provide valuable insights into industry trends and challenges.
- **Independent Spirit:** It's essential to note that our attendees are predominantly independent operators with the flexibility to make rapid decisions.

Diverse Business Models

From businesses that run purely digital billboards to those balancing both static and digital, or even those venturing into programmatic — the diversity is immense. This multifaceted audience offers sponsors unique opportunities to tailor their messaging and offerings.

Roles and Responsibilities

Attendees play various roles in their respective organizations:

- **Owners/CEOs:** Decision-makers with the authority to forge new partnerships and collaborations.
- **Sales Managers & Account Managers:** The frontline forces driving revenue and managing client relationships.
- **Digital Schedulers:** The backbone ensuring smooth operations in an increasingly digital world.
- **Finance and Real Estate Professionals:** Ensuring the businesses' fiscal health and strategic growth.

AGENDA PREVIEW



While our detailed agenda is still being fine-tuned, we're excited to provide you with a glimpse into the core themes and experiences attendees can expect:

Empowering Keynote Sessions

Expect to delve deep into the evolution of out-of-home advertising, understanding the past, and forecasting the future.

Case Studies: Real-world Applications

Learn from real success stories. These sessions will highlight businesses that have leveraged innovation and automation to drive impressive outcomes. We aim to inspire and provide actionable insights by exploring these case studies of success.

Exclusive Product Previews

Stay a step ahead with sneak peeks into the upcoming software features and enhancements. These sessions will allow attendees to visualize the potential shifts in their operational strategies.

Networking: Building Tomorrow, Today

No conference is complete without the chance to meet and mingle. Attendees will have ample opportunities to form new alliances, rediscover old acquaintances, and participate in collaborative brainstorming. We believe in the power of community and the magic that can happen when bright minds come together.

Themed Breakout Sessions

Diverse in topics but united in their depth and relevance:

- The intersection of technology and out-of-home business strategies.
- Advanced yield management.
- Harnessing the full potential of automation in digital advertising
- Exploring innovative sales and audience targeting techniques.
- And many more!

Celebration and Leisure

All work and no play isn't the Unleashed way! Attendees will unwind, celebrate their successes, and gear up for future challenges with special evening events.

SPONSORSHIP

BENEFITS



BRONZE \$5,000

- Company name on registration website
- Pre and post conference attendee list for one time mailing
- Exhibit space location-tabletop with 6-foot skirted table
- Ability to share promo items and materials with attendees
- Verbal recognition of sponsorship during breakout sessions
- Company recognition on signage throughout conference area
- Sponsor recognition ribbons for all sponsoring company representative name badges
- 1 complimentary event pass
- Ability to purchase additional registration for Early-Bird price

SILVER \$10,000

Bronze Benefits – PLUS the following

- Enhanced Website Recognition – Logo with Hyper-link on registration website
- Enhanced attendee engagement - Pre and post conference attendee list for one time mailing
- Enhanced Onsite recognition – Verbal and Signage recognition of sponsorship

GOLD \$15,000

Silver Benefits – PLUS the following

- Enhanced Conference Access – total of 3 complimentary passes and ability to buy 3 passes at early bird rate.
- Enhanced attendee engagement - Dedicated email to attendees promoting your sponsorship
- Enhanced Onsite Presence - ability to share a Five-minute video about what service you provide or problem you solve in OOH.
- Enhanced Onsite recognition – Verbal and Signage recognition of sponsorship in General Sessions
- Ability to participate in seat drop during general session

PLATINUM \$25,000

Gold Benefits – PLUS the following

- Recognition and hosting of special event during conference
- Enhanced Conference Access – total of 4 complimentary passes and ability to buy unlimited passes at early bird rate.
- Enhanced attendee engagement - Dedicated email to attendees promoting your sponsorship
- Enhanced Exhibit Presence - Lounge Exhibitor (room shared with Apparitix)
- Enhanced Onsite Presence - ability to share a Ten-minute video about what service you provide or problem you solve in OOH.
- Enhanced Onsite Recognition – Verbal and Signage recognition of sponsorship in all sessions

Custom Sponsorship Packages

Understanding that every organization has unique objectives and needs, we also offer tailored sponsorship opportunities. Engage with us directly to craft a package that aligns perfectly with your brand's goals and vision.

HOW TO BECOME A SPONSOR



STEP-BY-STEP GUIDE

1. Review Sponsorship Options:

Examine your desired sponsorship options and determine which aligns best with your organization's objectives and budget.

2. Connect with Us:

Reach out to our Sponsorship Coordinator at cynthia@leveragedmind.com or call us at 608.469.2775 to discuss your interests or clarify any queries.

3. Customize:

Customize your sponsorship package with our Coordinator to co-create a tailored package that addresses your specific goals.

4. Confirmation:

Upon confirming your sponsorship package, you'll receive a Sponsorship Agreement form. Please review, sign, and return to formalize your participation.

5. Payment:

Following the agreement, an invoice will be dispatched with detailed payment instructions.

6. Collaboration & Execution:

Once confirmed, our team will work closely with you to ensure optimal brand exposure and benefits.

PAYMENT AND TERMS



Payment Methods:

We accept bank transfers, credit cards, and company checks. Detailed payment instructions will be provided on the invoice.

Terms:

The sponsorship balance will be invoiced and due upon receipt.

Sponsor Responsibilities

To ensure a seamless experience and maximum exposure, sponsors are responsible for:

- Providing high-resolution logos and any branding materials in a timely manner.
- Informing the event organizers of any specific requirements or needs well in advance.
- Adhering to the event's code of conduct and maintaining professional decorum.

APPARATIX UNLEASHED '23

THANK YOU

Contact Us

*For any queries, clarifications, or direct discussions,
please reach out:*

Sponsorship Coordinator:

Name: Cynthia Beiler

Email: cynthia@leveragedmind.com

Phone: 608.469.2775

We value our sponsors immensely and are dedicated to fostering a successful and symbiotic partnership. Together, let's make Unleashed '23 an unforgettable milestone in the journey of operational excellence.