



**Node Summit 2018**  
Mission Bay Conference Center  
San Francisco, CA • July 23-25, 2018  
Day Zero - July 23, 2018



## **MAKING THE MOST OF YOUR EVENT SPONSORSHIP**

Thank you for joining us as a sponsor of Node Summit 2018! We look forward to welcoming you and your team to the event. Prior to the start of the conference please make note of the following to ensure you and your company get the most out of your sponsorship.

**Brand recognition.** Your sponsorship includes a number of opportunities to get your company logo in front of event attendees as well as the significantly larger audience that engages with our events online. The sooner you provide the materials necessary (logo, description, etc) the sooner we can include you in our promotional efforts and the greater exposure you will receive as a result of your sponsorship. Please try to take advantage of all of the opportunities your sponsorship provides to get your company in front of our audience. It benefits them to know more about your company and it makes your sponsorship more beneficial.

**Promote your involvement.** Make sure your community knows that you will be participating in the event and invite them to take part. Your sponsorship includes a customized discount code that can be shared with everyone in your network. We have included a few sample emails and tweets that you can customize to share with your audience to let them know you'll be at the event. To add to the benefit of this effort, for every five attendees who sign up using your discount code we'll provide you with one extra free pass which you can use for a member of your team, a customer, partner or use as a promotion for your company.

**Make a big announcement.** If you plan to make a major announcement ahead of or during the conference please reach out to our team to let us know. We'll help to spread the word and can help connect you with members of the press who follow the events and will be in attendance so you can maximize the exposure you receive from this announcement.

**Make the most of your booth/table.** The first goal with our events is to provide the most compelling content we possibly can for attendees. As a result of this, the vast majority of attendees will be in the main room when talks are taking place. You and your team should be there too! We recommend that you plan to have 1-2 people sitting at your table while there are sessions in process and that you then plan to have more team members present during breaks, lunches and receptions. And while it makes great sense to bring a couple of salespeople with you, we highly recommend that you also have team members who can discuss technical details as well as senior executives who can talk with "VIP's" who come to your table. Focus on the quality, not the quantity, of leads and contacts. Companies that measure the success of their sponsorship at our events by the sheer volume of leads they walk away with will almost never be happy and we try to make a point of warning people about this ahead of time. The format and content of our events draws a larger proportion of senior executives and decision makers than most events, and as a result you will experience a significantly higher "hit rate" of actual customer targets. Remember this and as outlined above, make sure you have people in your booth who are ready and able to engage at an in-depth level with prospects instead of just providing a spec sheet and scanning a badge.



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**Partnerships.** Make sure your team members visit other sponsors' tables and meet with other sponsors during the event. Because of the audience these events draw, there is a good probability that the people at other booths/tables will be at a level where they can engage in meaningful discussions around opportunities to partner. We know of a number of relationships that were formed during one of our events and are aware of several acquisitions where the seed was planted based on conversations during the conference.

**Schedule 1:1 meetings ahead of time.** Prior to the event you will receive a list of attendees that includes their name, title and company. We are sometimes asked for all of the emails as well but do not provide this information because while we know the vast majority of attendees are interested in meeting with our sponsors and learning about their offerings, we also know they do not want to receive dozens of emails from various companies and that this approach would be ineffective. Instead of trying to connect with ALL of the attendees ahead of time, we recommend working to connect with the attendees that are relevant to you based on where they work and their specific role. Once you have identified these individuals we are here to help! As part of your sponsorship we will help make a limited number of direct introductions to attendees on your behalf. In order to take advantage of this we ask that you provide us a list of attendees you would like to contact as well as a short (1-3 sentences is ideal) explanation that we can include in the email that explains why you think it would be in your mutual interest to meet this person. Please note that there are some attendees that we cannot make introductions to based on their preferences but we will do our best to get you connected to the people who matter most.

**Want to get Press? Plan ahead!** There will be a good number of people from the press at the event. They are attending because they want to write about the event; the content, the speakers, the attendees and the sponsors. You will receive a press list ahead of the event (name, title, company) and we would strongly encourage you to reach out prior to the event to specific members of the press you would like to meet with so you can schedule times to connect.

**And one final note...** Our entire team is here to help! We want this event to be a fantastic success for your company and will do what we can to make sure that happens. Please do not hesitate to reach out to us before or during the conference if there is anything we can do to help ensure your sponsorship is worth the time, energy and money you have committed to it.