



business best practices
& emerging technologies

CONFERENCE

**SPONSORSHIP
INVITATION**

OCTOBER 1, 2024

Contact: Beth de Garcia | 608-265-0645 | beth.degarcia@uwebc.wisc.edu
uwebc.org/conference



A MESSAGE FROM OUR EXECUTIVE DIRECTOR

I would like to personally invite your company to be a part of our legacy by sponsoring the 26th annual Business Best Practices & Emerging Technologies Conference.

Our conference is revered as the premier knowledge-sharing and networking event for business leaders from well-known companies throughout the midwest and beyond. Hosted by the University of Wisconsin E-Business Consortium (UW EBC), a unique partnership of industry-leading companies and Wisconsin's flagship university, our conference attracts a wide variety of influential decision-makers across several industries. This year, our conference will again be held in person at the beautiful Monona Terrace, with a virtual option available to allow a comfortable and convenient way for everyone to participate.

This event features five incredible tracks in Customer Service, Human Resources, Information Technology, Marketing, and Supply Chain. All tracks are dedicated to innovative strategies and emerging technologies and draw a diverse audience.

The **Diamond Sponsor** level offers the unparalleled opportunity to promote your company to a wide audience of prominent business professionals. The UW EBC partners with Diamond Sponsors to provide inspiring speakers to address all conference attendees in an Opening or Closing session.

Platinum Sponsors receive an exceptional opportunity to connect and converse with a targeted audience by sponsoring a specific conference track of their choice.

All sponsors at the **Gold level** and above can present a 25-minute strategic briefing to showcase thought leadership on the latest trends while you share your company's innovations.

Additionally, we will showcase our sponsors in several significant ways on the conference website, on our social media channels, and in the popular conference mobile app!

A sponsorship at any level will give your company many ways to connect with leading companies. Don't miss this exceptional opportunity to promote your brand at Wisconsin's leading conference for business professionals!

Sincerely,



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

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. Five parallel tracks in Customer Service, Human Resources, Information Technology, Marketing, and Supply Chain draw attendees from across the enterprise.



For sponsorship inquiries, contact: Beth de Garcia, beth.degarcia@uwebc.wisc.edu, 608-265-0645

DIAMOND SPONSOR

As a Diamond Sponsor, your brand touches **every one of our conference attendees**.

Leading up to the conference, your company is featured prominently in our email, online and social media campaigns. On the day of the event, your logo is front and center on stage during live programming, on the main timeline and session in the virtual space, in our mobile app, and at your premium virtual booth.

The Diamond Sponsor has an active role in each part of the agenda. At the Opening or Closing Keynote, your company introduces an exciting, engaging speaker or panel, providing you a valuable forum to speak to every conference participant. Past Keynote speakers or panels have included international futurists and well-known trend analysts, as well as inspiring leaders.

During the conference, you can demonstrate your thought leadership by hosting a Strategic Briefing and demonstrations in your onsite and/or virtual booths. You can capture high-value leads at your Strategic Briefing. Our system tracks your briefing's attendees as they enter, so you can directly target the right contacts.

Additionally, you will have the opportunity to meet 1:1 with conference attendees, which they will sign up for at the time of registration. Get excited to make meaningful connections!

This sponsorship provides maximum exposure to all conference attendees.

“If you are in business or IT leadership or management in Wisconsin, you should have some representation at this conference. The value for the cost is hard to match.”



AT A GLANCE

- \$24,000
- Two available - Act now!
- Sponsor Keynote speaker or closing panel
- 25-minute Strategic Briefing
- Pre-recorded 30-60 second video message
- 1: Meeting scheduling with attendees
- Logo on online and presentation materials
- Information about your company in our conference mobile app
- Prominent branding in all digital items, including conference emails
- Promotion on UWEBC social media channels and website
- Receive full attendee list, including contact information
- Physical and virtual booth
- Host your own table during lunch
- Banner on display during opening or closing keynotes
- Connect with attendees in person and online
- Use our dedicated Annual Conference EventStream social media platform
- 10 complimentary conference tickets (\$6,950 value!) plus an additional 2 virtual booth staff tickets
- Additional tickets at 50% discount

PLATINUM SPONSOR

As a Platinum Sponsor, you select the track you focus on: Customer Service, Human Resources, Information Technology, Marketing or Supply Chain.

By sponsoring a track, you get to be a part of the day's official agenda and showcase your thought leadership to your desired audience. The UWEBC works with Platinum Sponsors to choose sponsorship of one of the presenters our track directors have already selected for the program.

You can continue to demonstrate your expertise by leading a 25-minute Strategic Briefing, as well as providing additional content, such as a white paper, for inclusion in the conference website and virtual platform. Additionally, you can capture high-value leads at your Strategic Briefing. Our system tracks your briefing's attendees as they enter, so you can directly target the right contacts.

Platinum Sponsors enjoy promotion online, via social media and email. During the conference, your contribution is recognized both in the track and during plenary sessions. Your company also receives enhanced promotion in the conference mobile app.

Platinum Sponsorships provide twin benefits: credibility and a targeted audience.



"I once again found the annual UWEBC conference insightful, relevant and a great learning opportunity to share ideas and practical business applications with my team."



AT A GLANCE

- \$18,000
- Up to six available: two for the IT track and one for each other track
- Sponsor a track speaker
- 25-minute Strategic Briefing
- Logo on online and presentation materials
- Information about your company in our conference mobile app
- Promotion on UWEBC social media channels and website
- Linked logo in track-specific conference emails and materials
- Receive attendee list and contact information for all your strategic briefing attendees
- Physical and virtual booth
- Host your own table during lunch
- Banner on display in track room
- Connect with attendees in person and online
- Use our dedicated Annual Conference EventStream social media platform
- 8 complimentary conference tickets (\$5,560 value!) plus an additional 2 virtual booth staff tickets
- Additional tickets at 50% discount

GOLD SPONSOR

Gold Sponsorships position your company as a subject-matter expert for an affordable price.

As the leader of a 25-minute Strategic Briefing, you reach numerous attendees in your 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 system tracks your briefing's attendees as they enter, so you can directly target the right contacts.

During the conference, your brand is featured throughout the programming and via our social media campaigns. You can also look forward to seeing your company profile and logo on the conference website, emails and app.

Your sponsorship also includes six complimentary passes to the conference, which you can use to staff your virtual booth, provide to sales staff or give to prospective clients. Additional conference tickets can be purchased at 50 percent off.

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



AT A GLANCE

- \$12,000
- Up to 6 available
- 25-minute Strategic Briefing
- Logo on online and presentation materials
- Promotion on UWEBC social media channels and website
- Receive attendee list and contact information for all your strategic briefing attendees
- Physical and virtual booth
- Host your own table during lunch
- Logo in conference mobile app
- Connect with attendees in person and online
- Use our dedicated Annual Conference EventStream social media platform
- 6 complimentary conference tickets (\$4,170 value!) plus an additional 2 virtual booth staff tickets
- Additional tickets at 50% discount

SILVER SPONSOR

A Silver Sponsorship is the perfect way to stay top-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 and plan which contacts to meet at your booth. Meanwhile, your company will be promoted on the conference website, app and social media.

Your sponsorship includes six passes to the conference, which you can use to staff your virtual exhibit, provide to sales staff or give to prospective clients. Additional conference tickets can be purchased at 50 percent off.

During the event, the exhibitor area is integrated into the programming, so it's the hub of conference breaks. Interested in emerging trends and technologies? Your passes to the conference include admittance to any session.



“This sort of real world, hands-on, practical experience is invaluable.”

**– Sally A. Smith
Johnson Financial Group**



AT A GLANCE

- \$7,000
- Up to 4 available
- Logo on online and presentation materials
- Promotion on UWEBC social media channels and website
- Receive attendee list
- Physical and virtual booth
- Host your own table during lunch
- Logo in conference mobile app
- Connect with attendees in person and online
- Use our dedicated Annual Conference EventStream social media platform
- 4 complimentary conference tickets (\$2,780 value!) plus an additional 2 virtual booth staff tickets
- Additional tickets at 50% discount

OPTIONAL OR ADD-ON SPONSORSHIPS

Enhance the attendee experience and get your name in front of attendees with customized branded conference swag. Each of these items will be limited to one sponsor unless noted, so act fast!

\$600



Conference pens

Your logo will be printed along with the name of the conference on a pen that every attendee will receive when they check in.

\$2,000



Conference water bottles

Your logo and company name will be printed along with the name of the conference on a water bottle handed to each attendee when they check in.



Conference lanyards

Your logo and company name will be printed along with the name of the conference on a lanyard that every attendee will receive with their name badge at check-in.

\$2,500 - 3 sponsorships available at this level!



Conference tote bag*

Your logo and company name will be printed along with the name of the conference on a custom tote bag that will be handed to each attendee when they check in. Totes will be used for attendees to collect swag items from sponsor booths throughout the day, and saved for future personal use.

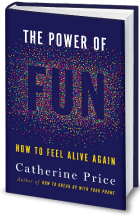
*Available for 2 sponsors, in 2 different colors, red and black!



Conference notebook

Your logo and company name will be printed along with the name of the conference on a customized notebook that attendees can use throughout the day to take notes in their favorite sessions.

\$5,000



Speaker or keynote books

Book give-aways of a track or keynote speaker (speaker to be determined). You can include a bookmark, sticker, or wrap with your logo and company information on it with each book. Books will be given to attendees.

Example image here from the 2022 conference keynote speaker Catherine Price.

\$2,500



Cookie break

Sponsor a snack or cookie break during the day. Your company name and logo will be on notecards alongside delicious snacks.

\$1,000



Entertainment

Your company could sponsor the entertainment at the conference after-party. In 2023, we had David Hecht, who played acoustic guitar and sang fan favorites.

Additional sponsorship opportunities and add-ons will be added in the coming months. Check back with Beth for more details!

SPONSORSHIP BENEFITS	DIAMOND	PLATINUM	GOLD	SILVER
Price	\$24,000	\$18,000	\$12,000	\$7,000
Maximum quantity available	2	up to 6	up to 6	up to 4
Receive attendee list pre- and post-conference (with name, title, company name)	✓	✓	✓	✓
SPEAKING OPPORTUNITIES				
Sponsor and introduce Keynote Speaker	✓			
Sponsor featured in one conference track speaker introduction (<i>Sponsor logo will appear on the main timeline next to that session, as well as in the session description</i>)	✓	✓		
Lead a Strategic Briefing session (25 minutes)	✓	✓	✓	
PRE-CONFERENCE PROMOTION				
Linked logo on general conference emails	✓	✓	✓	✓
Linked logo on track-specific emails		✓		
Promotion via UWEBC social media channels leading up to and during conference	✓	✓	✓	✓
Company profile, logo and social media links on conference website	✓	✓	✓	✓
Sponsor banner on main timeline	✓	✓		
Featured linked logo in conference website header	✓			
Additional linked logo on conference track webpage		✓		
Session and speaker profile on Strategic Briefings page	✓	✓	✓	
DAY OF: ON-SITE				
Booth in exhibit and refreshment area with wireless internet access	10'x15'	10'x15'	10'x10'	10'x10'
Meet 1:1 with conference attendees in pre-scheduled meeting around specific topic	✓			
Sponsor-provided retractable banner on-stage during opening or closing keynote	✓			
Sponsor-provided retractable banner on display in track room		✓		
Logo on keynote session title slide	✓			
Logo on track session title slide		✓		
Logo on opening or closing keynote signage	✓			
Logo on track session signage		✓		
Logo on Strategic Briefing signage	✓	✓	✓	
Host a table during lunch	✓	✓	✓	✓
Recognition during lunch	✓	✓	✓	✓
Logo on signage in registration area	✓	✓	✓	✓
DAY OF: IN THE VIRTUAL PLATFORM AND MOBILE APP				
Booth in virtual exhibition	✓	✓	✓	✓
Peer Connect Feature: Connect with attendees through the Peer Connect feature to set up personal meetings or share contact info	✓	✓	✓	✓
Display a 30-60 second video or promotional message to all attendees (pre-recorded)	✓			
Strategic Briefing recording available to attendees post-conference	✓	✓	✓	
EventStream: Using private social media stream (EventStream), sponsors can post information or prize draws to attendees on virtual platform and mobile app	✓	✓	✓	✓
Logo and company information included in the conference mobile app	✓	✓	✓	✓
CONFERENCE TICKETS				
Complimentary admissions (may be used for staff, speakers or clients)	10 (+2 virtual)	8 (+2 virtual)	6 (+2 virtual)	4 (+2 virtual)
Opportunity to purchase additional tickets at 50 percent discount (unlimited)	✓	✓	✓	✓

SPONSORSHIP BENEFITS

Definitions

- **Sponsored Keynote speaker** – Diamond Sponsors introduce the keynote at the Opening or Closing session, attended by all conference participants.
- **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. If proposing a speaker, the topic and speaker are subject to UWEBC approval and due by April 1.
- **Strategic Briefing** – This 25-minute break-out session is available to sponsors at Gold level and higher. It is not a sales presentation, but instead a chance to highlight strategic opportunities and implications of cutting-edge technologies and emerging trends. Strategic Briefing speaker and topic are subject to UWEBC approval.
- **Pre-recorded message** – In-between sessions, Diamond Sponsors have the opportunity to provide a 30-60 second pre-recorded message to be played to all conference attendees. These messages are recorded by the sponsor and subject to UWEBC approval.
- **Virtual Booth** – All sponsors receive a booth in the virtual booth exhibit area. Diamond Sponsors receive premium placement. You can provide PDFs, videos and web links that attendees can view whether the booth is actively staffed or not.
- **Logo and company information in mobile app** – Sponsor logos and company information will be available via the conference mobile app for attendees to access and view throughout the day and leading up to the conference. Sponsors may also use the EventStream social media platform that's built into the app to post graphic advertisements and/or encourage attendees to visit their booth.
- **Conference tickets** – Every sponsorship level includes free conference passes, as well as the opportunity to purchase unlimited additional conference tickets at 50% off for clients, prospects and staff, which they can make available with a discount code.
- **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 includes first name, last name, title and company name (but no contact information) on pre- or post-conference lists. However, you do receive the lists from your Strategic Briefings, which also include emails.

“UWEBC provides relevant, current, actionable and inspirational content that every business who wants to succeed and stay ahead of emerging trends should be taking advantage of. On top of this, it is simply one of the best organized conferences I’ve ever been to in over 20 years.”

BY THE NUMBERS

Attending Companies:

- 2023 = 132 unique companies
- 2022 = 147 unique companies
- 2021 = 111 unique companies

Registrants and attendees:

- 2023 = 774 registrants and 602 attendees
- 2022 = 918 registrants and 753 attendees
- 2021 = 847 registrants and 634 attendees

Strategic Briefings:

- 2023 = 9 strategic briefings with an average of 81 attendees
- 2022 = 12 strategic briefings with an average of 97 attendees
- 2021 = 7 strategic briefings with an average of 134 attendees

