



 Personify®
A2Z Events

Event Sponsorship Guide Book

Personify has compiled the top **revenue-generating sponsorships** across its entire event portfolio to take your event to the next level

Sponsorships are a critical revenue component for every event. As events continue to evolve in this post-pandemic world, so too have the companies (and marketing officers) expectations and demand on return on their investment (ROI).

Today's event organizers must not only provide unique opportunities that align with the goals of the company and their marketing departments. Starting with the prospective sponsors' goals is the first step. Many times, their objectives will help guide the creation of the perfect sponsorship.

The Value of Participation and Goals

For most companies, the value of participation and goals are driven by the following factors:

- Data and analytics provided from the event
- Leads generated and new business created
- Targeted (and meaningful) interactions with prospects and current clients
- Connections with other industry partners
- Social media impressions and engagement (shareable moments)
- Solving attendees needs or problems
- Event-related perks/benefits (early set-up/ breakdown, exclusive invites, etc.)
- Overall brand awareness created



85%
of organizers who offered
custom sponsorships found them
successful in generating revenue.

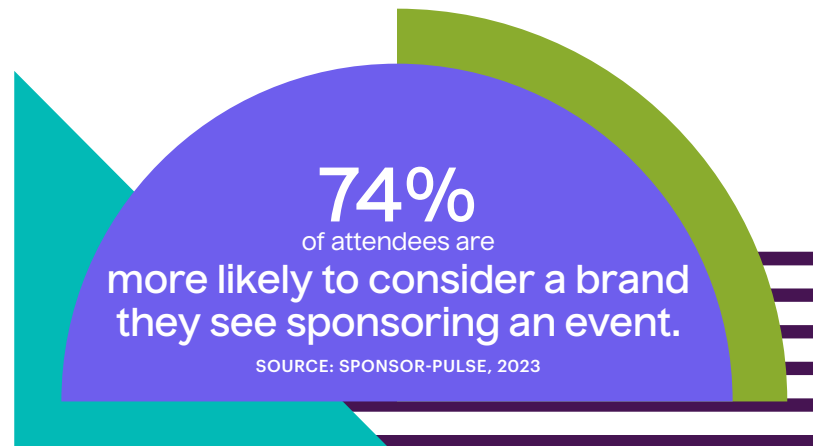
SOURCE: CEIR

BRAND AWARENESS

- Badges
- Centerpieces
- Floor clings
- Gobo/projection
- Lanyards
- Pillar/column wraps
- Product category pavilion
- Room signage
- Seating (benches, lounges, etc.)
- Shareable moments (large scale logos, photo-ops, etc.)
- Step-and-repeats
- Swag bag
- Table tops

DIGITAL

- Booth videos/show TV
- Content marketing
- Email marketing
- Facebook video cover
- Online floor plan ads/logos
- Social badges
- Social media geo-filters
- Upgraded online profiles
- X (formally Twitter) social media wall
- Tweet-ups
- Video commercials
- Website ads



EXPERIENCE

- Awards ceremony
- Community project
- Craft activity
- First-timer events
- Game lounge
- Graffiti walls
- Green activity (planting trees, recycling, etc.)
- Hack-a-thon
- Headshot lounge
- Meeting rooms
- Mini-sporting-events
- Networking sessions or meet-ups
- Pop-up stores/areas
- Puppy zone
- Staff (wearing branded shirts)
- Temporary tattoo/logo face painting
- Trade show tours/behind the scenes tours
- VIP areas (lounges, receptions, etc.)

65%

of B2B organizers offered custom deals in 2022, up from 56% in 2019, highlighting their growth and effectiveness.

SOURCE: CEIR

SIGNAGE

- Aisle signs
- Archways
- Banners
- Billboards (around convention center or city)
- Carpet clings
- Display cases
- Electronic signage
- Hanging aisles signs
- Meter boards
- Stair or elevator wraps
- Wayfinding

MOBILE APP

- Advertising (splash screens, banner ads, etc.)
- Gamification
- Mobile-only coupons/offers
- Push notifications

FOOD & BEVERAGE

- Bottled water
- Charity meal
- Cocktail receptions
- Coffee stations
- Culinary demonstration stations
- Craft beverage
- Dietary needs (Gluten-Free, Vegan sponsor, etc.)
- Espresso bars
- F&B supplies (branded napkins, coffee wraps, coasters, etc.)
- Food stations
- Food truck(s)
- Goodie bags
- Grab-and-go (meals, snack kits)
- Healthy snacks
- International cuisine
- Juice/smoothie bars
- Logo ice sculptures
- Meal meet-ups
- Mock-tail bars
- Private/VIP dining areas
- Pub crawl (off-site)
- Recovery kits (mints, Tums, Emergen-C, etc.)
- Session snacks (in-room)
- Show floor booth crawl
- Signature cocktails
- Sustainable food

HEALTH AND WELLNESS

- Exercise activities (yoga, fun runs, etc.)
- Hand sanitizer stations
- Health club or spa access
- Massage bars/lounges
- Nap pods/privacy capsules
- Oxygen bar
- Re-usable water bottles

HOUSING

- Hotel on-site signage
- In-room TV screen advertising
- Key cards
- Receptions
- Room drops
- Sponsored cabanas
- Welcome package or gift

MISC.

- Aerial photography/drone footage
- Attendee survey
- Hands-on training
- Hosted-buyer
- Market research activities
- Year-round sponsorships

IN-KIND

- Product or service (for example, AV or an event app)

TRAVEL

- Airport pick-ups and transfers
- Airport signage
- Event golf cart or Segway transportation
- Golf tournament
- Hotel pick-ups and drop-offs
- Lockers for attendee use
- Luggage holding
- Pedi-cabs
- Premium parking/valet
- Registration and housing confirmation messages
- Shoeshine
- Shuttle buses
- Souvenir printing
- Sponsored city tours
- Transportation to and from external events
- Uber/Lyft rides or discount codes

FACILITIES

- Mirror
- Recycling and trash containers
- Stall
- Toilet paper
- Urinal

TECHNOLOGY-RELATED

- AI activations
- Booth videos/show TV
- Charging stations
- Check-in kiosks
- Cyber security check-up/assessment
- Interactive projection
- IoT devices
- Live streaming
- Metaverse experiences
- Photo booth ops/props
- Podcasting
- Power-up stations
- Returnable power packs
- Social media displays/walls
- Smart device integration
- Sustainable tech
- Tweet-ups
- VR/AR activations
- Wi-fi
- Wi-fi free zone (for networking)

THOUGHT LEADERSHIP

- Advertorials/advertising in printed program
- Alumni meet-up/receptions
- Answers on the hour (Q&A forum)
- Book signing
- Career specific meet-up/receptions
- Career fair
- Continuing education
- Demonstrations
- Educational credit floor tours
- Floor tour inclusion
- Focus group/product testing sessions
- Industry solutions webinars
- Innovation awards
- Official <Insert Industry Here> Sponsor of Your Event
- Pitch contest
- Resume/LinkedIn reviews
- Scholarships
- Session/stage backdrop logo placement
- Think tanks/Shark tank competition
- Track, theatre sponsorship
- White papers or research

Speaking opportunities, networking events, and social media are ranked as the most effective sponsorship types for exhibitors.

SOURCE: HILL & PARTNERS BLOG, 2020

INDUSTRY COMMITMENT

- Sustainability Sponsor: Eco-friendly practices, branded reusable water bottles, waste reduction initiatives
- Social Impact Sponsor: Community outreach programs, charity partnerships, impact awards
- Diversity & Inclusion Sponsor: Diversity panels, scholarships, accessibility features



Ready to take your event and sponsorship management to the next level?

Let's start the conversation.

Visit mya2zevents.com today

