



**April 14-16, 2014 Ballantyne Resort, Charlotte, NC
 October 6-7, 2014, Dallas, TX
 SPONSORSHIP OPPORTUNITIES**

OVERVIEW:

EcSell Institute's Sales Coaching Summits provide a forum where sales leaders from across N. America gather to discuss critical management challenges and enhance their sales coaching and leadership skills. Each Summit features a powerful line up of industry leading instructors. Ample networking activities are available for sponsors including the opening networking event, an inviting cocktail party, a 1:1 networking area, breakfast and lunches. Our goal is to give our sponsors ample time with attendees.

The typical profile of a Summit attendee has both decision making power and budget authority for his/her department, thus, this should be viewed as a valuable sales opportunity for your company. In many cases, VP Sales bring their management team with them to the event. The number of new business relationships that have resulted from prior Summit sponsors is impressive. For spring and fall 2014, approx. 200 sales leaders will attend our Summits. Over 90% of attendees are in sale leadership positions.

Sponsorships for EcSell Institute events are extremely selective and only open to organizations that have a relationship with EcSell Institute and/or we can endorse based on fit and value for sales leaders. EcSell Institute hand selects who they approach for sponsorships.

AUDIENCE:

The Summit is exclusively for those in sales leadership positions. Titles represented at the Sales Coaching Summit will include:

- CSO
- Executive Vice President of Sales
- Vice President of Sales and Marketing
- VP Sales
- Sales Manager
- Sales Training and Operations
- VP Business Development

The majority of attendees are members of the EcSell Institute community, which means they rely on EcSell Institute's recommendations for best-in-class solutions.

90% of attendees from the spring and fall 2012 and spring 2013 Summit said they would *"definitely recommend the Sales Coaching Summit to a colleague"*

ATTENDEE COMPANY PROFILE:	
Total Company Revenue:	
9%	Less than \$25 M
11%	\$25M-\$50M
7%	\$50M-\$100M
73%	\$100M-\$500M
7%	\$500M-\$1B
16%	Over \$1B
Number of Sales Producers:	
9%	Less than 10
40%	10-50
33%	50-100
11%	100-250
7%	More than 250
Total number of associates in sales management roles:	
38%	1-5
23%	5-10
27%	10-25
5%	25-50
7%	50+

Universal Sponsor:

The Universal Sponsorship provides the highest level of visibility for your organization throughout the year and is exclusively for EcSell Institute partners whom we personally endorse. Universal Sponsors are for organizations who want to integrate deeply into the EcSell Institute community of sales leaders. *By invitation only.*

OVERALL Universal Sponsor Benefits

Be in the Spotlight

- 30 minute general session presentation at **both** Summit events. The Universal Sponsor offers a unique opportunity to allow a C-level executive (or VP level) from your company to present at the Summit. Session should focus on education, not be a commercial about your organization. Topic and speaker must be pre-approved. Bill Eckstrom, the President of EcSell Institute, will introduce you and personally endorse your organization.

Summit Promotion – Spring and Fall Events

- Recognized with top billing on pre-event publicity and all materials
- Recognized in the “Sponsor Highlights” section of the Coaching Insider, a weekly email that is sent to every EcSell Institute member. Sponsor to provide a one paragraph overview of your company plus contact information and links to your website.
- Recognized with signage in the general session room. Pop up banners work best. Banner or sign provided by Sponsor
- Company logo and speaker recognition on Summit websites
- Small booth or table outside general session room
- Two complimentary Summit registrations for each Summit (Excludes hotel, airfare, transportation, incidentals)
- Company collateral included in conference packets or by room/chair drops. Materials to be sent directly to the conference site three days prior to the beginning of the event.
- One chair drop during the Summit – materials provided by Sponsor. White Papers, Case Studies, Research are highly encouraged.
- Sponsors will be included in the afternoon breakouts and networking sessions at Spring Summits and hold “Optional Post Summit Sessions” at Fall Summit.
- Invitation to pre-event cocktail gathering with EcSell VIP members (Spring Summit only)
- Optional: One room drop during the Summit – materials/ premiums/gifts provided by Sponsor. Extra charges may apply.

1:1 Networking with EcSell Institute Members

- A table set up during lunch for attendees to meet one-on-one with your representatives. Signage provided by sponsor (Pop-up banners or trade show booth back drops work well. A banner hung on the front of the table is also an option). Table can remain open until the end of General Session if desired by the sponsor. EcSell Institute will provide table and an electrical outlet. Additional technical items, including internet connection, is provided by/paid for by sponsor.
- A complete attendee list. Includes all contact information including name/title/company/email/phone/address. Distributed one week prior to the Summit. Sponsor is encouraged to use the list for pre and post-Summit communication with attendees.

Webinar Session Leader

- Universal Sponsors will be invited to be the featured instructor during one of EcSell Institute’s monthly webinars. Topic and speaker must be pre-approved. Bill Eckstrom, the President of EcSell Institute, will introduce you and endorse you. This will be a 20 minute best practice session. Members as well as a list of 20,000+ senior level sales managers are invited to attend. Topics must be relevant to sales leaders.

Special Edition Sales Coaching Newsletter and EcSell Institute Resource Library Submissions

- *Universal Sponsors are invited to submit an article for the spring and fall special edition Sales Coaching Newsletters which focus on coaching and leadership. Newsletter is sent to 20,000+ senior level sales managers and the entire EcSell Institute community.*
- *Friday of each week EcSell distributes the Coaching Insider to all members, which encompasses coaching best practices, white papers, articles, etc. Universal Sponsors will be invited to contribute pieces for inclusion in the weekly Coaching Insider.*

Perk for your colleagues and clients

- *Additional colleagues from your company and/or your personal clients are invited to attend the Sales coaching Summit at EcSell Institute's member rate (\$1,395) Promo code provided if interested.*

SPONSORSHIP INVESTMENT Inclusive of Both Spring and Fall:	\$15,500
Spring Summit only sponsor:	\$10,500
Fall Summit only sponsor:	\$ 7,900

Special Events Sponsor:

EcSell Institute holds two very important events during the Summit. These are the premium networking events offered to attendee and are very well attended. The Special Events Sponsorship offers a memorable way to meet attendees. EcSell Institute staff will work with you to identify your "hot prospects list" and help foster those relationships by making the appropriate introductions before, during and after your event. Event selection is on a first come, first serve basis.

Opening evening speaker and kick off networking event

This is the official kick off to the Sales Coaching Summit. We bring in an entertaining speaker to present to attendees on a variety of issues. Popcorn and non-alcoholic beverages will be served prior to the presentation. Bill Eckstrom, president of EcSell Institute, will recognize and thank the sponsor. Sponsor will have five minutes of podium time to address the group. Following the speaker, the group will move into the hotel bar for the first networking event. Sponsor will serve as host with EcSell Institute staff assisting in introductions and helping to facilitate conversations. Cash bar or Sponsor has the option of providing each attendee a free drink ticket to use during the networking party. *(Additional cost added to sponsorship fee, based on # tickets used)*

Networking cocktail reception (Spring Summit Only)

Attendees are invited to attend a second networking event following the general session. A cocktail reception will be held in a private reception room. It includes appetizers, beer, wine, and a non-alcoholic beverage option. This is a well-attended event as attendees are eager to continue their conversations with the people they met earlier in the day. Sponsor will serve as host with EcSell Institute staff assisting in introductions and helping to facilitate conversations. Bill Eckstrom will recognize and thank sponsor at the reception. Sponsor will have five minutes of podium time, during the event or general session, to address the group.

OVERALL Event Sponsorship Benefits

Be in the Spotlight"

- *Five minute podium time during a general session day to introduce your company*
- *Bill Eckstrom, the President of EcSell Institute, will introduce you and endorse your company.*
- *Event Reception host. Sponsor will serve as host during the attendee networking event.*

Summit Promotion

- *Recognized in Summit booklet handed out at the Summit.*

- *Recognized with signage during event— banner, pop up, Gobo sign or poster provided by Sponsor. Decoration provided by sponsor.*
- *Recognized with table drops at the event. Material provided by sponsor.*
- *Recognized on the Summit website.*
- *Company collateral included in conference bags distributed to event participants during check in or by table/chair drop. Material provided by sponsor.*
- *One complimentary Summit registration. Includes General Sessions, Learning Tracks, Cocktail Party, all group meals (Excludes hotel, airfare, transportation, hotel, incidentals, hand outs/materials)*

1:1 Networking Area with EcSell Institute Members and Guests

- *A table or small booth set up for attendees to meet one-on-one with your representative. Table can remain until the end of General Session if desired by the sponsor. Sponsor will provide signage for the demo table (Pop-up banners or trade show booth pop ups work well. A banner hung on the front of the table is also an option) EcSell Institute will provide table and electrical outlet. Additional technical items, including internet connection, is provided by/paid for by sponsor.*
- *A complete attendee list. Includes all contact information including name/title/company/email/phone/address. Distributed on week prior to the Summit. Use the list for pre and post-Summit communication with attendees*

Perk for your colleagues and clients

- *Additional colleagues from your company and/or your personal clients are invited to attend the Summit at EcSell Institute’s member rate (\$1,395)*

INVESTMENT: **\$5,000 Spring Summit**
 \$3,000 Fall Summit
 \$7,500/Fall & Spring Summit

2 available

Networking Table Sponsor:

Highlights your company and gives you an opportunity to personally talk with people interested in your product/service.

Demonstration table set up at the Summit in the networking area. Table can remain open until the end of General Session if desired by the sponsor. Sponsor will provide signage for the demo area (Pop-up banners or pop up trade show booths work well. A banner hung on the front of the table is also an option) EcSell Institute will provide table and electrical outlet. Additional technical elements, including internet connection, and signage provided by/paid for by sponsor.

OVERALL Networking Table Sponsorship Benefits

Summit Promotion

- *Recognized in Summit booklet handed out at the Summit.*
- *Recognized on the Summit website*
- *Recognized by Bill Eckstrom during a general session*
- *One complimentary Summit registration. Includes General Sessions, Learning Tracks, Cocktail Party, all group meals (Excludes hotel, airfare, transportation, hotel, incidentals, hand outs/materials)*
- *A complete attendee list. Includes all contact information including name/title/company/email/phone/address. Distributed on week prior to the Summit. Use the list for pre and post-Summit communication with attendees*

Investment: **\$2,800**

CONTACTS:

Summit Sponsorships:

Sherri Daubert, VP Conference Services

sdaubert@ecsellinstitute.com

402-805-4238

Bill Eckstrom, President, EcSell Institute

beckstrom@ecsellinstitute.com

402-805-4238

General inquires:

Sherri Daubert

sdaubert@ecsellinstitute.com