

# Proqis

ENRICHED COMMERCIAL  
REALIZATION,  
CULTIVATING BRAND  
EQUITY



Building The World's Leading  
Progressive Operational  
Excellence & Business  
Transformation Community.





## Building The World's Leading Series of Progressive Operational Excellence Conferences & Business Transformation Experiences.

Our vision is for Operational Excellence to be viewed as a strategic weapon every CEO relishes.

We are fulfilling this by delivering large-scale cross-industry and sector focused events at which senior executives and leaders gather from across the entire Business Transformation & Operational Excellence ecosystem. Each event is uniquely designed to deliver exceptional content and become the most engaging event in that industry.

We operate at the highest standards across our business. One of our **key differentiators is our agendas, uniquely created over several months of painstaking primary research with business leaders across all industries.** No other events will cover in such depth the challenges and trends within operational excellence.

## Pedigree / History

A Natural Evolution of our Operational Excellence conferences that amassed over 8580+ attendees. The Business Transformation & Operational Excellence World Summit is the largest leadership-level event of its kind. These world-class events are driven by the huge industry demand for future-focused operational excellence events in our portfolio that are energizing, inspiring, and engaging. Each conference is an entirely fresh experience that will come to define its ecosystem, where the industry leaders will gather to create the future.

# Our Audience

The Proqis Business Transformation & Operational Excellence content portal, BTOES Insights, has made its mark on the Operational Excellence Community - and we're growing every day.



**250,000 Email Subscribers**



**50 Custom Email Groups**



**32,000 Vetted LinkedIn Members**



**1000 Site Visits a Day**



**500 Content Downloads a Day**



**Over 2500 Executive Twitter Followers.**



**800,000 Subscribers Through Partners & Joint Venture Channels**





## Access Real Dealmakers

**Our events will place you where the deals are.**

**Content aligned with challenges and future focus where there are strong pressures to get things done.**

When creating our Summits, it is our imperative to deliver the right and most relevant senior executives, in the right organizations, but most importantly, to find those that are highly receptive, with a high need to do business.

Hence, our extensive primary research process with senior business executives, and our advisory boards, is crafted to create an agenda that focuses on the senior-manager's most pressing challenges, where there are strong pressures to get things done, and where budgets are being allocated.

Our average \$2950 Attendee Price Point supports high intentionality to evaluate credible solution providers.

With this in mind, these senior business executives have allocated a minimum of 2 days of their time, to get answers to most pressing issues they're facing within their operational excellence deployments, and future focus.

They are looking to accelerate their buying cycles with consultants, and to evaluate credible solutions with providers – as well as networking and hearing the right exceptional content.

## Accelerate Your Sales...

Our events will give you the opportunity to identify and meet high intentionality senior buyers quickly and efficiently. You will achieve in just 2 days at one of our events what it would take you one year to generate in face-to-face prospect appointments, without the added cost of traveling to see them.

- Our content is designed to deliver the best attendees.
- Our format is designed to create more meaningful conversations.
- Our events will cut short your sales cycle, and will help save you costs.
- Our events will get you involved in the sales, where a number of people might not reach out to you.

## All Year Around Engagement.

- Our Event Networking Apps can provide all year around engagement. Identify and connect with the right people.
- Gain exposure through BTOES Insights our leading content portal.
- Gain access to the Dialogue Dinners in cities across the USA and ROW. If there is a group of ideal buyers you want to meet in a particular city, we will arrange a private dinner for you to host.
- Webinars directed at relevant attendees and community members.
- Our event sites stay live for an entire year and are presented through all of our channels, all year around.



Venues of distinction @ BTOES20 enjoy a slice of La Dolce Vita:

# The Loews Portofino Bay at Universal Orlando Resort<sup>TM</sup>

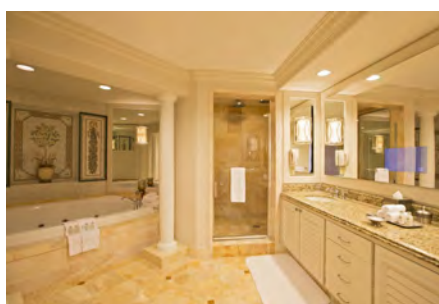
Nestled along a picturesque bay, this luxurious hotel recreates the charm and romance of the famed seaside village of Portofino, Italy, right down to the cobblestone streets and outdoor cafes. This AAA Four Diamond Award® winning hotel features 750 guest rooms, including 45 spacious suites. Each room offers the epitome of European luxury and elegance with custom designed furnishings and marble accents. And of course, each guest room is also equipped with all the latest amenities to combine the best of Old World hospitality with modern convenience.

Hotel guests enjoy impeccable and attentive service, an opulent spa, three themed swimming pools and exceptional dining... plus an exclusive package of theme park benefits, including:

**SKIP THE REGULAR LINES\* for FREE with Universal Express Unlimited<sup>TM</sup> ride access in both theme parks**



**Click here to Take A Virtual Tour**





# OVERVIEW OF THE EXCLUSIVE BTOES20 EVENT SPACE

## LOEWS PORTOFINO BAY HOTEL

### FLOOR PLAN

#### WHERE IT HAPPENS

**BTOES20:** VENETIAN

**TECHXLive:** BERNINI

**BTOESHEALTH:** DAVINCI

**WORKSHOPS:** LIGURIAN, VENETIAN

**EXHIBITS, F&B:** TUSCAN BALLROOM

**SESSION ROOMS:** LIGURIAN, VENETIAN, VICENZA

**ROUNDTABLES:** TUSCAN BALLROOM

**GLOBAL HEADS:** DONATELLO

**LUNCHEONS:** TUSCAN BALLROOM

**BTOES AWARDS:** VENETIAN BALLROOM

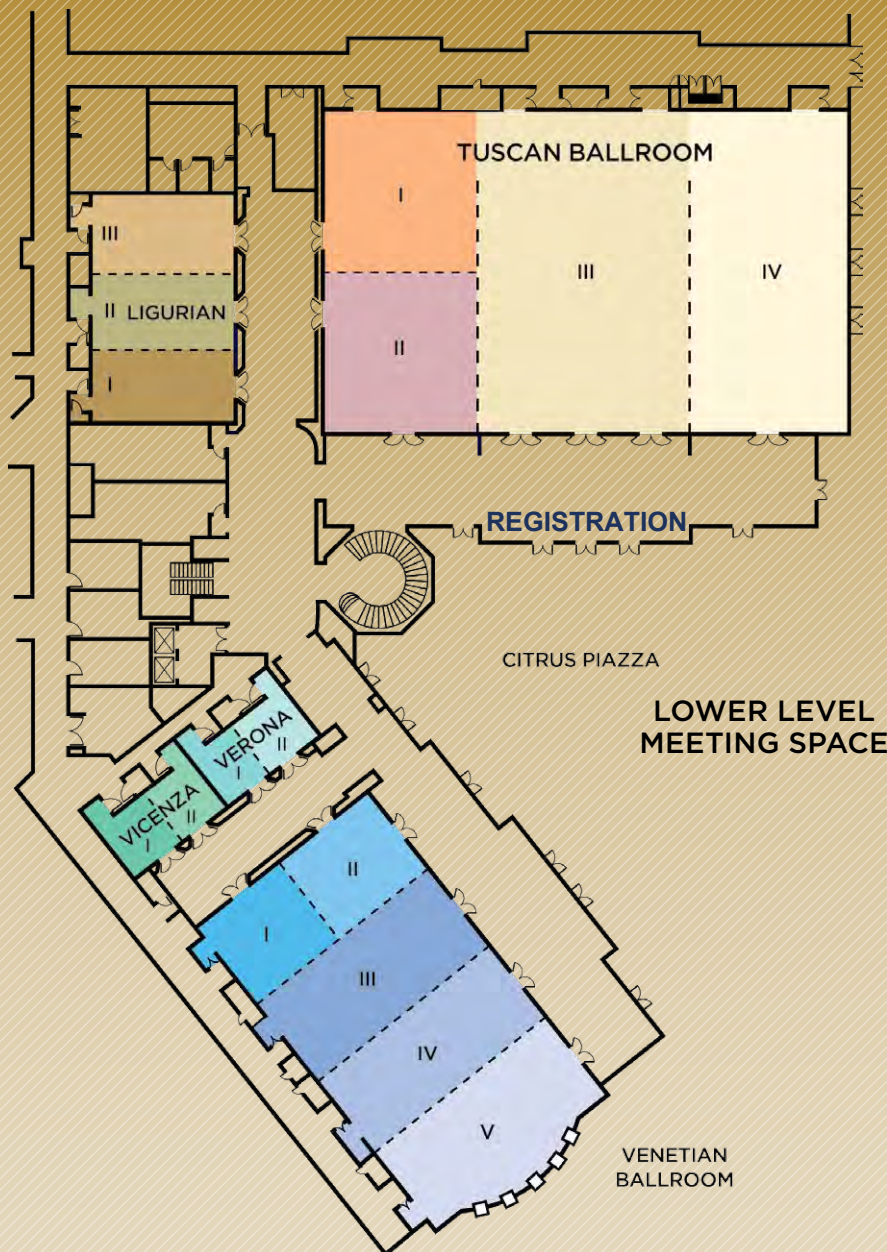
**GALA RECEPTIONS:** TUSCAN BALLROOM

**KEYNOTES:** VENETIAN BALLROOM

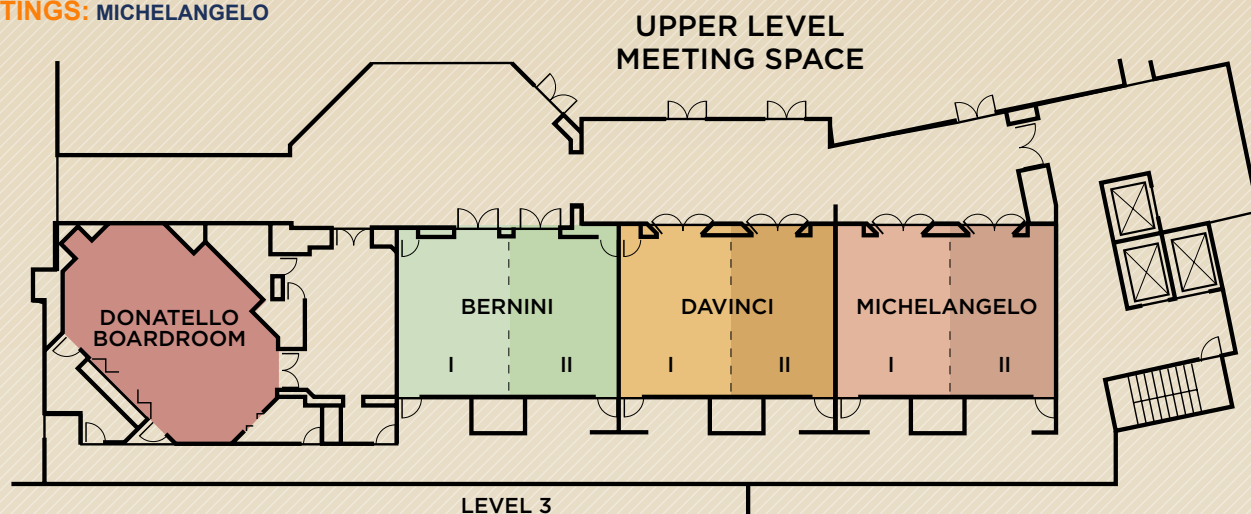
**TECH DEMOS:** TUSCAN BALLROOM

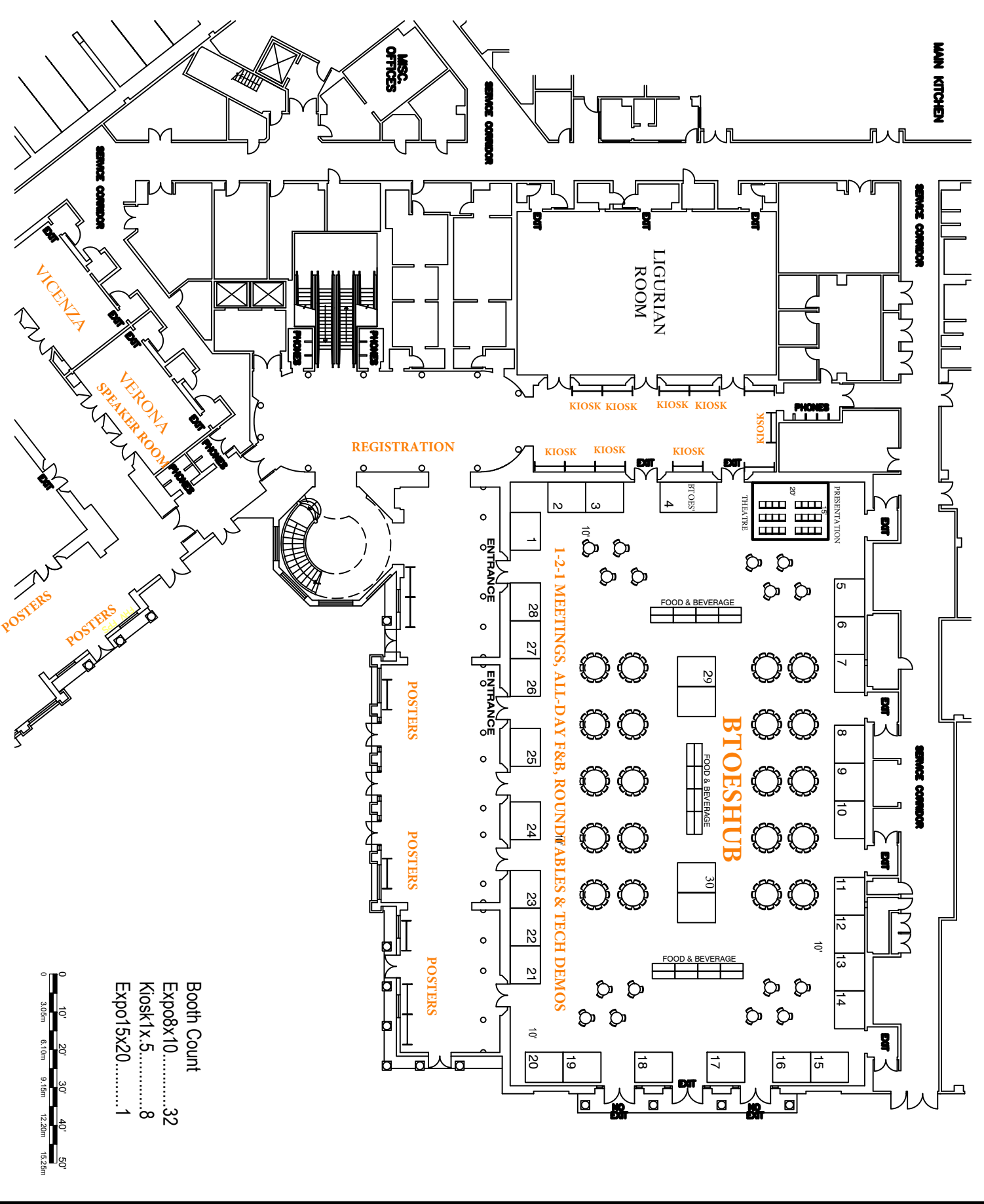
**TV/MEDIA INTERVIEWS:** TUSCAN BALLROOM

**PRIVATE MEETINGS:** MICHELANGELO



#### LOWER LEVEL MEETING SPACE

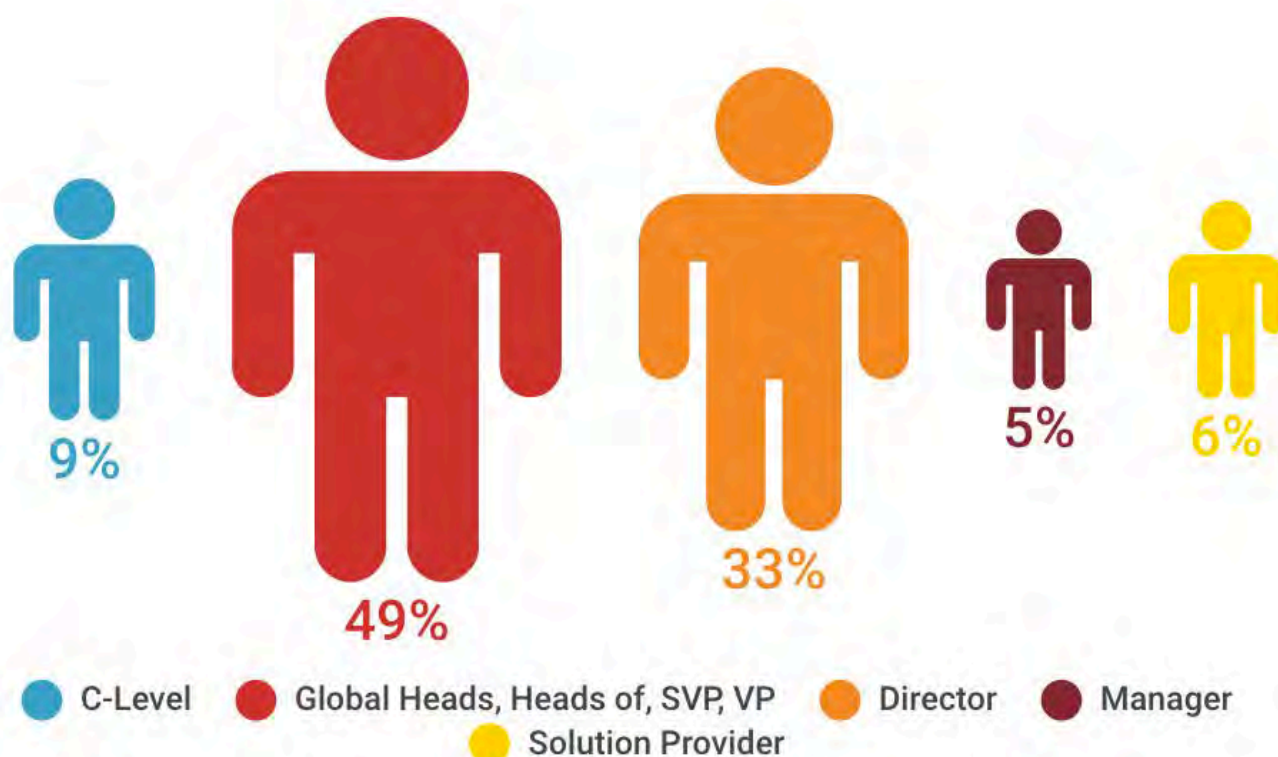




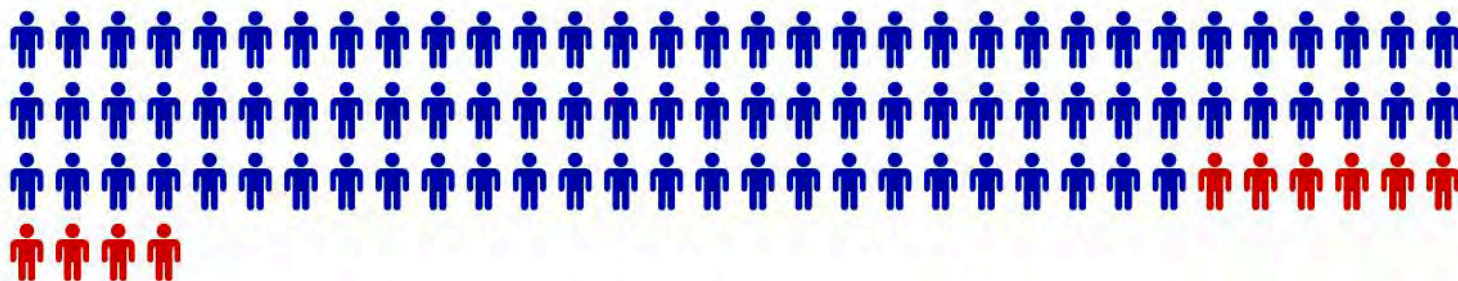
# Consistently Senior Audience

Designed to Get Business Done.

## Typical Audience Profile



## Minimum Attendee to Sponsor Ratio





# Engagement Statistics

Designed to Get Business Done.

## Attendees are coming to Accelerate their Buying Cycles



**97%**

have active involvement  
in Operational Excellence service  
and solution purchases.



**85%**

plan to evaluate new  
products and technology  
providers at the event.



**80%**

will have purchasing  
involvement for their  
organisation.



**96%**

Visit the Exhibit Hall



**97%**

Mobile App Usage\*

\*App use mandatory for session  
entry/competitions



**85%**

Attend Summit Sessions



## Select Your Package

Our packages are designed to deliver.

- A high number of meaningful conversations and commercial connections
- An exceptional thought leadership platform to Inspire, Energize and Educate the market.
- Help raise your brand awareness across the entire eco-system with senior decision-makers
- Develop new and existing partnerships
- Make major new announcements
- Launch new products and services
- Gain insightful industry knowledge
- Research face-to-face and test the market
- Fill your sales pipelines

### MEASUREMENT SUGGESTION

According to research by Exhibit Surveys, Inc., there is a direct link between achieving maximum return on investment/return on objective (ROI/ROO) and the level and quality of face-to-face contact. If staff interaction is one of your objectives, consider putting mechanisms in place to track the total number of contacts between your staff and your visitors.

### MEASUREMENT SUGGESTION

If one of your objectives is lead generation, here are some questions you may want to ask:

1. How many leads do you expect to generate?
2. What is your average sales lead time?
3. What is your average cost per qualified lead (CPL)?
4. What is your average cost per qualified lead (CPL)?
5. What is your average cost per acquisition (CPA)?
6. What is the lifetime value of a customer?

**Knowing the answers to the questions above will help you evaluate the leads you collect in relation to your projections.**





# STEPS TO SECURING YOUR INVOLVEMENT

## 1. Build your package.

**Select between**

**a) Exhibitor   b) Gold   c) Platinum   d) Diamond or   e) Call us for bespoke options**

The Platinum and Diamond Packages are for those organizations that want to demonstrate their thought leadership position in the industry and be seen as a key player with extensive branding, with the added benefits of maximizing lead generation and forming a large number of appropriate strong relationships.

Our packages are designed to deliver:

- A high number of meaningful conversations and commercial connections
- An exceptional thought leadership platform to inspire, energize and educate the market.
- Raise your brand awareness across the entire ecosystem with senior decision-makers
- Develop partnerships
- Make major announcements
- Launch new products and services
- Gain insightful industry knowledge
- Research face-to-face and test the market
- Fill your sales pipelines



## 2. Select any add-on packages.

Enhance your visibility, thought leadership and lead generation.



## 3. Complete the simple application form at the end of this prospectus.

<b>BRANDING ACROSS THE EVENT &amp; MARKETING CHANNELS</b>  There will only be a maximum of one Diamond Sponsor at this event. This sponsorship provides the highest level of exposure, thought leadership, visibility and prestige. Your company will be headlined as “Diamond Sponsor” on all event materials. This will strengthen your brand compared to your competitors, and you will be seen as a key player in the market. It will raise your profile among existing customers, strengthen existing relationships for bigger business deals, and create a real differentiation between you and your competitors				
	Exhibitor	Gold	Platinum	Diamond
<b>Opportunities Limited to:</b>	30	10	5	1
<b>PRE-EVENT</b>				
<b>BRANDING OPPORTUNITIES</b>				
Branding and High Visibility with Key Industry Influencers: <ul style="list-style-type: none"> <li>• Strengthens your brand compared to your competitors, and allows you to be seen as a key player.</li> <li>• Increases levels of awareness of your brand and your products/services among potential clients</li> <li>• Raises your profile among existing customers / strengthens existing relationships for bigger business deals.</li> </ul>				
<b>BROCHURE</b>				
The summit brochure is strategically distributed through our marketing channels to our global community of senior-level executives.				
Logo on Front Cover & Inside		Small	Medium	Large
Description		50 words	75 words	100 words
<b>Email Broadcasts</b>				
Your company logo, with a link to your website, will appear in select event email campaigns		Small	Medium	Large
<b>Event Website</b>				
Your company logo, with a link to your website will appear on our dedicated event website on the Home Page.		✓	✓	✓
Your company logo, with a link to your website will appear on our dedicated event website on the Sponsors Page	✓	✓	✓	✓
<b>SPECIAL INVITATION SERVICE</b>				



We will approach (on your behalf), any key clients and potential clients you would like to see represented at your event We will provide you with a list of attendees ahead of time.	add-on	✓	✓	✓
<b>ATTENDEE LIST</b>				
Attendee Contact Information: where permission has been given. Pre-event access is via the App only, full list provided post event.	add-on	✓	✓	✓
<b>Press Release mention</b>				✓
<b>ON-SITE</b>				
<b>EXHIBIT SPACE</b> The exhibit hall is the center of the action at the event. It is where all the attendees gather during a number of networking, food and beverage events. More intimate, more face time with leadership-level decision makers. Strictly Limited availability.	10' x 8'	10' x 8'	20' x 8'	20' x 8' Centre Site
<b>Branding in Exhibitor Hall</b>	<b>Exhibitor</b>	<b>Gold</b>	<b>Platinum</b>	<b>Diamond</b>
<b>TOTAL COMPLIMENTARY PASSES (INCLUDING SPEAKERS) WITH FULL ACCESS TO SUMMIT/NETWORK SESSIONS</b> All passes are <b>only</b> for the main 2-day summit, and any pre-event networking function. Pre/post summit workshop days (unless you are a workshop facilitator, are not included). Site Visits are not included. Passes are equivalent to a two-day vendor/consultant pass worth \$4999. Based on your requirements, passes can be allocated to staff, speakers and clients.NB: Any speakers in your package <b>are</b> included in the total number of passes.	2	3	5	10
<b>THOUGHT LEADERSHIP OPPORTUNITIES (SUBJECT TO APPROVAL)</b> Position yourself as an industry Thought Leader. <ul style="list-style-type: none"> <li>Gain industry recognition &amp; demonstrate capabilities</li> <li>Raise your profile; be seen as a market/thought leader in the industry.</li> <li>Create real differentiation between you and your competitors.</li> </ul>				
General Session Speaker Slot				✓
<b>1</b> Speaking Role within a track session of the summit, including post-track panel with other track speakers. OR Facilitate <b>1</b> Pre-Summit Interactive Workshop. <b>Diamond &amp; Platinum Sponsors are entitled to both.</b>	add-on	✓	✓	✓
Chair a Track Session	add-on	add-on	✓	✓

Facilitate a Topic Led Roundtable Discussion subject to availability due to limited numbers.	add-on	✓	✓	✓
<b>BRANDING OPPORTUNITIES</b> Branding & High Visibility with the Key Industry Decision Makers. Strengthen your brand compared to your competitors, and be seen as a key player. Experience a high profile presence in front of your existing & potential clients, and the industry's media. Create strong emotional bonds between your brand and your target prospects.				
Chairman announcements of your organizations involvement			✓	✓
Branding on Signage at the Registration Desk		Small	Medium	Large
Branding on Signage at the entrance to the Exhibit Hall	Small	Small	Medium	Large
Branding on Signage on General Session Stage			Platinum	Diamond
Branding on a slide on Front Screen in General Session during breaks			Platinum	Diamond
<b>NETWORKING</b>  Meet with Hard-to-Reach, Highly Receptive Leaders & senior decision makers with "Final Say" You will have access to best in class, easy to use, networking tools to arrange meetings depending on your package both prior, during and post event.  Generate a high number of meaningful conversations with executives who are coming to solve their challenges and are ready to buy.  Meet and network with prospects, clients, peers & potential partners. Develop strong relationships with relevant, highly receptive decision makers and buyers.				
<b>NETWORKING APP:</b>				
Access to Networking App – Pre-event	✓	✓	✓	✓
Access to Networking App – During Event	✓	✓	✓	✓
Access to Networking App – Post-event	✓	✓	✓	✓
Lead Retrieval	\$500	\$500	\$500	✓
Access Networking Breakfasts, Lunch and Refreshment Breaks	✓	✓	✓	✓
<b>MARKETING</b>				
Literature Chair Drop Please send your chair drop literature for approval 4 weeks prior to the show. Please drop off your	\$1500	\$1500	✓	✓



chair drop literature at the registration desk on the first morning of the summit. Chair drops are done during the first morning break in the general session.				
<b>Post-Event</b>				
<b>MARKETING</b>				
Attendee list - Contact details of summit participants will be provided, within one week of close of the event. Our attendees on average pay nearly \$2,500 to attend the summit and are allocating two to four days out of their busy schedules. You are receiving a list of very senior-level highly targeted attendees who are looking for solutions. Details & Email addresses are only provided where permission has been explicitly given to provide them.	✓	✓	✓	✓
<b>Evaluation Feedback Analysis Document</b> This document will detail all the attendee feedback from the summit, including the summit evaluation forms and such items as the burning issues delegates need addressing, and the value they derived from the summit.	✓	✓	✓	✓
<b>INVESTMENT:</b>	<b>\$12,500</b>	<b>\$22,500</b>	<b>\$37,500</b>	<b>\$75,000</b>
<b>CLICK HERE TO ACCESS BTOES MEDIA PACK WITH FORWARD SCHEDULE</b>				

## ADD-ONS

<b>SUPERIOR FACE TO FACE RELATIONSHIP BUILDING &amp; LEAD GENERATION OPPORTUNITIES</b>	
<p><b>Technology Test Drive</b></p> <p>Opportunity to demo your product to a group of delegates at a dedicated 'Technology Test Drive' session. <b>This is a general session of the main conference programme</b>, where you will have the opportunity to demonstrate your product and interact with groups of delegates, each on a 10-minute per group basis. This opportunity is strictly limited to a maximum of <b>6 participants</b>.</p> <p>Technology Test Drive to be promoted on the agenda - logo and short copy description to be included.</p> <p>An email promoting the Test Drives to be sent to a limited selection of participants from the delegate lists prior to the event.</p> <p>Chairman to make an announcement of Technology Test Drive prior to the session containing the testdrive.</p> <p>Technology Test Drive signage will be present during the session. We suggest that the companies bring their own corporate signage to add to this and a flyer promoting your test drive to be distributed at the event at registration. You will be responsible for the cost of AV equipment required for projection/plasmato demonstrate and high- speed internet access (if required). A Mic and separate Amp are provided.</p>	<b>\$5,000</b>

**Private Breakfast Meeting** (including pre-event invitation to selected attendees)

This is a fantastic opportunity to **run a private presentation meeting** during breakfast on the second morning of the two-day summit. You will have the undivided attention of the attendees, where you also have full control of the information you present and what format you choose.

A **private email invitation** is sent to attendees prior to the summit, and all email responses will be received by you directly. You can then hand-select the attendees you want present.

**The opening speech** of the summit will announce your Private Breakfast Meeting and direct attendees to your stand. **This opportunity is limited to only 2 Private Breakfasts.**

Food & Beverage, from a provided menu is included. Any additional Audio Visual requirements are not included in the package price.

**Custom Pricing**

**Pre-arranged and scheduled 1-2-1 Appointments**

BTOES19 offers a fully supported one-to-one meeting program and agenda where sponsors & delegates can schedule meetings ahead of the event.

As well as providing all event attendees with the opportunity to search and request meetings with any participant who has registered to attend BTOES19, it allows sponsor partners to select those delegates that they really want to meet with at the Summit.

Prior to the summit, you will receive a list of those participating in the event, we will also be contacting everyone with instructions and links on how to book meetings. Simply select those individuals you would like to meet and schedule a meeting with them.

Meetings will held in the BTOES19 Central Hub at your own branded table/s and/or at your exhibition stand.

How does it work? Typically each meeting will 20-30 minutes in duration. As an additional bonus, you can also send out meeting invitations yourself throughout the event.

**ONLY 10 SETS AVAILABLE**

**\$1,000.00 per meeting**

10 meeting minimum spend

**YOU ONLY PAY FOR MEETINGS THAT ARE BOOKED!**

**BOOK ONLY 8 MEETINGS? WE WILL RETURN \$2,000 BACK TO YOU!**

**BOOK MORE MEETINGS THAN YOU HAVE SIGNED UP FOR? PAY NOTHING MORE...**



<p>Social Activities – Dinners, Wine Tasting, Fun Tours, Golf Event, Showcase, VIP Events.</p> <p>There are many social activities sponsorship options designed for you to relax and unwind with industry friends, both customers and potential customers. Contact us to discuss further.</p>	<p><b>Custom Pricing</b></p>
<p><b>SUPERIOR BRANDING OPPORTUNITY</b></p>	
<p><b>Pre-Summit Welcome Reception Sponsor</b></p> <p><b>Pre-Summit Welcome Reception:</b> This is held after the pre-summit workshops on the day before the main two-day summit. This is a great opportunity to start building relationships from the outset of the summit by hosting a more informal Exclusive Welcome Reception. You are able to give a <b>5-minute welcoming address</b> before or during the reception Your logo will be displayed on <b>signage</b> in the registration area and reception.</p> <p>A <b>printed invitation</b> will be distributed to delegates on site inviting them to the reception.</p> <p><b>Printed tent cards</b> with your logo and company contact details. Full Bar Service, Food &amp; Beverage and waitress service and music is included.</p> <p><b>Display table</b> with your literature and promotional material at the reception.</p> <p>Please note: Any additional Audio Visual requirements are not included in the package price. This needs to be ordered directly with the event services management contractor, and as per your individual requirements. You will receive the same preferential discount rates Proqis receives.</p>	<p><b>Custom Pricing</b></p>
<p><b>Main Day Gala Reception</b></p> <p>This will take place on day one after the main summit in the main exhibitor hall where all attendees and speakers will have the opportunity to be present. This is an excellent opportunity to entertain and relax with delegates and speakers with high quality refreshments and live music.</p> <p>You are able to give a <b>5-minute speech</b> before or during the reception <b>Announcement</b> by the Chairman in his opening and closing speech.</p> <p>Your logo will be displayed on <b>signage</b> in the registration area and reception.</p> <p>A <b>printed invitation</b> will be distributed to delegate on site inviting them to the reception.</p> <p><b>Printed tent cards</b> with your logo and company contact details. Full Bar Service, Food and Beverage &amp; waitress service and music is included.</p> <p><b>Display table</b> with your literature and promotional material at the reception (RTWR n/a).</p> <p>Please note: Audio Visual requirements are <u>not</u> included in the package price. This needs to be ordered directly with the event services management contractor prior to the event, and as per your individual requirements. You will receive the same preferential discount rate as Proqis</p>	<p><b>Custom Pricing</b></p>



### Proqis Speaker Webinar Series.

Proqis has launched the series of Thought Leadership Webinars facilitated by leaders and innovators from the Proqis global business transformation and OpEx community.

The webinar series, benefits from strong visibility in front of a community of over 150,000+ senior-level leaders, including a dedicated email campaign. Based on data we expect up to 1000 executives to attend each webinar. Each webinar will last 30 minutes and will be facilitated by a group of 3 Thought Leaders within a key theme area.

The webinar is then available on-demand, featured on BTOES Insights and presented through social media and marketing channels and cross marketing activities within the Business Transformation and Operational Excellence World Series.

The webinar will also be a permanent content resource on BTOES Insights, where leads generated through registrations will be delivered to the sponsor of each event.

This is an exceptional opportunity to gain visibility, thought leadership positioning amongst a global community of senior executives who are attending the webinar to find solutions providers to help solve the challenges addressed by the Industry Thought Leaders.

**Custom Pricing**

### NETWORKING EVENT APP ADD-ONS:

#### Lead Retrieval

Exhibitors have the option to scan QR/barcodes on attendee badges to capture their lead information. We allow an unlimited number of users per exhibitor and dedicated lead forms per exhibitors are optionally available. Why not pre-plan questions that you want your team to ask on site? It's a feature of the App, as well as instant email.

**\$500**

<b>Splash Screen Logo</b>  Sponsor logo displayed on the start screen of the app. This is the first screen a user sees when opening the app and while the app is loading (full screen).	<b>\$500</b>
<b>Sponsored Post</b>  Add your own commercial messages to the Activity Feed Module.	<b>\$500 for a pack of 5</b>
<b>Sponsored Push Notifications</b>  Push notifications with your organization's message. Includes: 2 notifications pre-event; 2 during the event; 2 post event. Complimentary benefit to Diamond Sponsor	<b>\$2,500 for a pack of 6</b>



<p><b>SPECIAL INVITATION SERVICE</b></p> <p>We will approach (on your behalf), any key clients and potential clients you would like to see represented at your event We will provide you with a list of attendees ahead of time. Complimentary benefit to Platinum &amp; Diamond sponsor partners.</p>	<p><b>\$3,000</b></p>
<p><b>THOUGHT LEADERSHIP &amp; INNOVATION: ON-SITE OPPORTUNITIES</b></p>	
<p><b>Session Speaking Role – 30 Minutes</b></p> <p>Choose from one of the dedicated tracks and share your story amongst our audience of top-tier Operational Excellence Professionals. Content of Session to be approved prior to summit. Limited availability.</p>	<p><b>\$10,000</b></p>
<p><b>Facilitate an exclusive Pre-Summit Interactive Workshop 1 ½ Hours</b></p> <p>Workshop topic and focus to be approved prior to summit. Limited availability.</p>	<p><b>\$10,000</b></p>
<p><b>Chair a Track Session</b></p> <p>Moderate an entire track on Day 1 or Day 2 of the Main Summit.</p> <p>Limited availability.</p>	<p><b>\$3,500</b></p>
<p><b>Facilitate a Topic-Led Roundtable Discussion</b></p> <p>With this opportunity, play the role of Moderator in a key Topic-led Roundtable Discussion.</p>	<p><b>\$2,500</b></p>
<p>The Moderator raises in 5 minutes a key pressing issue, the discussion is turned over to table for 15 minutes of questions, after which all participants switch tables. Pick the table with the Pressing Issues or Future Trend most aligned to you!</p> <p><b>Strictly Limited Number of Tables Available</b></p>	

<p><b>Moderate an Industry-Focused Boardroom Meeting</b></p> <p>These are peer to peer engagements inviting 10 to 15 executives to gather and discuss their key challenges The exclusive sponsor will provide an expert industry perspective and discussions with start. These engagements are designed to be highly interactive, intimate engagements, allowing you to directly engage with relevant senior decision makers in an environment that is professional, but very relaxed, where attendees will open up, and strong rapports will be established. Job Functions invited will include: C-Level, Global Heads, Heads of, EVPs, SVPs and VPs.</p> <p>The industry focused meetings available include:</p> <p>Manufacturing Hospital Systems &amp; Healthcare Insurance Banking, Capital Markets &amp; Insurance Consumer Products &amp; Retail Pharmaceuticals &amp; Life Sciences Oil &amp; Gas Technology</p> <p>Sponsorship includes, audience invitation, logistics and venue management, Food &amp; Beverage and event facilitation. Detailed attendee profiles are delivered to the sponsor at the event for pre- boardroom engagement.</p>	<p><b>\$7,500</b></p>
<p><b>Moderate a Key Theme-Focused Boardroom Meeting</b></p> <p>Job Functions invited will include: C-Level, Global Heads, Heads of, EVPs, SVPs and VPs. The key theme focused meetings available include:</p> <p>Customer Experience Managing Innovation, Value Creation &amp; Strategy Execution Business Intelligence, Data Analytics &amp; Big Data Leadership, Cultural Transformation &amp; Change Management Process Automation &amp; BPM</p> <p>Sponsorship includes, audience invitation, logistics and venue management, Food &amp; Beverage and event facilitation. Detailed attendee profiles are delivered to the sponsor at the event for pre- boardroom engagement.</p>	<p><b>\$10,000</b></p>
<p><b>Site Visit Sponsor during the Summit or conference</b></p> <p>Logo on all promotional material featuring in any Site Visit, taking place during the summit or conference. Includes Summit Brochure, Agenda, Email Campaigns promoting the visit.</p>	<p><b>\$7,500</b></p>
<p><b>BRANDING OPPORTUNITIES</b></p>	

<p><b>Private Luncheon Sponsor</b></p> <p>This is a fantastic opportunity to run an exclusive networking meeting during lunch on either Day of the Main Summit. You will have the undivided attention of your selected attendees, where you have full control of the information you present, in any format you choose.</p> <p>A private email invitation is sent to attendees prior to the summit, and all email responses will be received by you directly. You then hand-select the attendees you want present. The Summit Chair will announce your Private Luncheon Meeting and direct attendees to your stand.</p> <p>This opportunity is limited to only 2 Private Lunches .</p> <p>A Chair drop of the invitation will be done on the first day of the summit.</p> <p><u>Please note</u></p> <p>Food &amp; Beverage from a provided menu <b>is included</b>. Audio Visual requirements are not included in the package price; this needs to be ordered directly with the event management services contractor, and as per your individual requirements. You will receive the same preferential discount rates Proqis receives as part of it negotiated event contract.</p>	<p><b>\$12,500</b></p>
<p><b>Branding on Signage - Registration Desk</b></p> <p>Banners placed on either side of main Registration Desk – be the first &amp; most prominent thing your audience sees upon arrival at the Summit or conference.</p>	<p><b>\$6,000</b></p>
<p><b>Branding on slide on Front Screen during breaks</b></p> <p>Have your logo appear on main background screen in General Sessions, during breaks.</p>	<p><b>\$2,000</b></p>
<p><b>Literature Chair Drop</b></p> <p>Please send your chair drop literature for approval 4 weeks prior to the show. Please drop off your chair drop literature at the registration desk on the first morning of the summit. Chair drops are done during the first morning break; they will be placed in the general session room and your track session room.</p>	<p><b>\$1,500</b></p>
<p><b>BTOES Insights TV Interview</b></p> <p>Have one of your most senior Execs interviewed on BTOES Insights TV.</p>	<p><b>\$1,500</b></p>
<p>Invaluable lead generation and promotional feature, accessible to over 225,000 BTOES Insights subscribers worldwide. Interview will also be featured on YouTube, and in the event promotions; a copy is provided to you. Complimentary benefit for Platinum &amp; Diamond Sponsors.</p>	





<p><b>Post-Event Video Channel</b></p> <p>Hosted on BTOES Insights. Custom Video Channel featuring your company content and videos from the Summit. Please contact Brian Reffell at <a href="mailto:brefell@proqis.com">brefell@proqis.com</a> for further information.</p>	<p><b>custom pricing</b></p>
<p><b>Post-Event Report Branding</b></p> <p>Logo on cover, and 100-word company description inside report.</p>	<p><b>\$5,000</b></p>
<p><b>Hotel Key Card Sponsor</b></p> <p>Sponsor has the opportunity to print corporate logo and a short message on the front of all electronic room keys used by attendees staying at the venue. It is the sponsor's responsibility to work with the hotel key vendor. All costs of production are responsibility of Sponsor.</p>	<p><b>\$2,500 + cost of custom cards</b></p>
<p><b>Notepads Sponsor</b></p> <p>Sponsor Logo featured prominently on cover of all notepads distributed to attendees at the summit. Sponsor is responsible for production and delivery of 1,000 notepads featuring custom design, subject to prior approval.</p>	<p><b>\$2,500 + cost of notepads</b></p>

<b>Pens Sponsor</b>  Sponsor is responsible for providing 1,000 pens to be delivered to the summit. Pen design to be approved in advance of production.	<b>\$2,500 + cost of pens</b>
<b>Branded T-Shirts for Staff at the Summit</b>  Sponsor will provide branded t-shirts for staff working at the summit. Designs must be approved, number of shirts needed to be provided in advance of the summit.	<b>\$5,000 + cost of t-shirts</b>
<b>Sponsored Webpage</b>  Featured Webpage on BTOES Insights, listed as partners of the portal and summit.	<b>\$7,500</b>
<b>Email Marketing Campaigns Sponsor</b>  Featured Sponsor logo on all email marketing campaigns 1 month prior and 1 month post-event.	<b>\$5,000</b>
<b>Gift Sponsor for Attendees – Add your Promotional Offer</b>  Make attendees aware of your latest offer with written offer dropped in all gift bags at the summit. Offer must be approved, as well as printed material, prior to being placed.	<b>\$3,000</b>



<b>Post-Summit Video Presentation Sponsor</b>  Sponsor logo featured on slide before and after all Video Presentations of speaking sessions, distributed after the summit or conference.	<b>\$5,000</b>

## PROMOTIONAL OPPORTUNITIES

<b>BTOES Insights – Pre-Event Promotional Article</b>  Subject to approval, BTOES Insight will publish a ‘partner article’ to the portal. Content to be provided in Microsoft Word format, including images, by the sponsor. Complimentary benefit for Diamond Sponsors.	<b>\$2,500</b>
<b>Pre-Event Video Sharing – Boost your Brand</b>  Your company videos will be circulated across social media channels, including Twitter, LinkedIn, Facebook and our LinkedIn Community group of 25,000 + Operational Excellence professionals. Complimentary benefit for Diamond Sponsors.	<b>\$1,500</b>
<b>BTOES Insights – Pre-Event Premium Content Share WITH 4 Week Lead Capture</b>  Leads to be provided in full after 4 week distribution campaign.	<b>\$10,000</b>



# SPONSOR/EXHIBIT SPACE APPLICATION

**Instructions: Print this application. Complete all sections. Sign and email back this application to [breffell@proqis.com](mailto:breffell@proqis.com).**

## 1. Key Contact Person

Contact:		Job Title:	
Company:			
Address:			
City:		State:	
Phone:		Fax:	
Direct:		Cell:	
		Email:	
		Date:	

## 2. Select your Engagement

**Please enter your package choice, add-ons and any further comments in the relevant boxes.**

**The Business Transformation & Operational Excellence World Summit - March 23-27, 2020, Orlando, FL**

Package Selected \_\_\_\_\_ \$ \_\_\_\_\_

Add-On Selected \_\_\_\_\_ \$ \_\_\_\_\_

Add-On Selected: \_\_\_\_\_ \$ \_\_\_\_\_

**Precise Program Involvement - Workshops and/or Presentations:**

**Total Complimentary Passes - including speakers:**

**Additional Comments:**

**Please click the link below to access the BTOES Insights Media Pack; including the 2019/2020, event schedule:**

**BTOES Insights Media Pack 2019/2020**

**Payment Terms: A 50% deposit is required with the application and the balance is due by 4th January, 2020. NB: 100% payment is required for all orders with a value less than USD \$9000,00**

### **3. Method of Payment**

Option 1 – Credit Card

Please charge \$\_\_\_\_\_ to the following credit card for immediate payment.

Please charge the balance of \$\_\_\_\_\_ on the day of \_\_\_\_\_

☐

**VISA**

☐☐

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Verification Code: \_\_\_\_\_ Name of Card Holder: \_\_\_\_\_

Billing Address of Card: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please fax a copy of the front and the back of your credit card with this form.**

### **Option 2. Bank Transfer.**

We elect to pay by bank transfer.

☐

Account Name: Global Media Research Ltd T/as Proqis. Bank: Barclays Bank Plc.  
Currency: USD. Sort Code: 203593. Account Number: 65218333. IBAN:  
GB78 BARC 2035 9365 2183 33. SWIFT BIC Code: BARCGB22.

### **4. Rules and Regulations.**

We agree to abide by all the rules and regulations governing this sponsorship & exhibition agreement. I have read and fully understand the package, pricing, payment terms and your terms and conditions and process details as documented below.

Date: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

Title: \_\_\_\_\_

ANY QUESTIONS: Please email [brefell@proqis.com](mailto:brefell@proqis.com).

# General Terms and Conditions

## Accommodation

Hotel accommodation is not included in your fee. Don't forget to make you hotel reservations in good time. See the summit website for accommodation details, group rates and cut-off dates.

## Space

Global Media Research provide exhibitors with a 10' x 8' exhibition space (Platinum, Diamond or Upgrades 20' x 8'), one 6ft table and two chairs; any additional items provided will be notified in writing. NB: Power, Internet access or A/V equipment is not included. It is your responsibility to provide your own stand. Further, there will be no installation labor present at the summit. You should be able to set up your display on your own in one hour or less. A telephone line, power and Internet connection can be arranged directly through the hotel/venue. Contact details will be sent to you nearer to the summit.

## Shipping

You need to make you own arrangements to ship your materials to and from the venue. Please also mark your boxes dearly with your company name, the summit title, and the number of pieces shipped. Please ensure that your shipped materials arrive at the venue not more than 3 days before the event. You will be sent full shipping details nearer to the summit.

## Cancellation Policy

Your organization agrees that it has no right to terminate or otherwise cancel its obligations under this Contract. Furthermore Global Media Research do not provide any guarantees on speaker or attendees' numbers or quality. In the event of withdrawal or no-show, you would still be responsible for the full fee.

## Changes to the Program

Global Media Research reserves the right to make changes to any aspect of the program, agenda, speakers and events dates.

## Event Cancellation

Global Media Research may cancel the summit if enrolment criteria are not met, or when conditions beyond our control prevail. If an event is not held for any reason, Global Media Research's liability is limited to the refund of original fee.

## Rules and Regulations

By signing the contract, the exhibitor/sponsor agrees to make no claim for any reason against the Hotel Venue or Global Media Research, or the agents of any of the aforementioned. The Hotel Venue and Global Media Research will not be liable for the fulfilment of this contract as to the delivery of space, and further will not be responsible for delays, damage, loss, increased costs, or any other unfavourable conditions due to the following: the building being destroyed by fire, act of God, public enemy, national emergency, strikes, the authority of the law, or any causes beyond their control. The exhibitor/sponsor agrees to indemnify the aforementioned groups against and hold them harmless from any claims arising from the acts or negligence of the sponsor, its agents, or employees.

## Exhibit Space Allocation

Exhibit space selection will be assigned on a first-come, first-served basis determined by Global Media Research's receipt of a signed contract and payment. Global Media Research will notify all exhibitors of their assigned table top location and ensure the best allocation is provided. Global Media Research reserves the right to modify the floor plan if, in its sole judgment, it is in the best overall interest of the summit.

## Use of Exhibit Space

Booths are not permitted, unless approved by Global Media Research. Custom designed tabletop displays, pop-up displays, and any equipment necessary for demonstration purposes is permitted as long as it does not exceed eight feet in height. Pipe and drape is not appropriate for this summit. Show management reserves the right to determine appropriate equipment.

## Security

Exhibitors must make provisions for safeguarding their goods, materials, equipment, and stations at all times. Global Media Research, the show manager, or the Hotel Venue will not be responsible for the loss or theft of property belonging to any exhibitor, its agents, employees, visitors, or guests.

## Payment Terms

Payment terms are as stated above. *Global Media Research reserves the right to withhold any of the above benefits until payment is received.* In the event of non-cleared payment in full prior for a respective event prior to the respective event start date, Global Media Research will have the right to withdraw all your benefits to the event, and still pursue you for full payment, plus interest at the prevailing bank rate, and any damages caused by your withdrawal.

## Benefits

Some of the benefits in your package require you to provide information to us in a timely manner. If you fail to do so you will be deemed to have decided you do not require that respective benefit. The deadlines will be detailed the set-up document, which is sent out after the contract has been received.

Date: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Title: \_\_\_\_\_