



SPONSORSHIP
EXPERIENCES

INBOUND. 2016

FUEL THE MOVEMENT | NOVEMBER 8-11 | BOSTON, MA



ABOUT INBOUND

The world's most remarkable marketing and sales event.

Thousands of professionals from across the globe come together to share, get inspired, and learn how businesses today are transforming the way purchasing behaviors are evolving in a connected and digital world.

INBOUND is at the forefront of the movement that is inspiring business to become more successful, more lovable and to be remarkable. That's why so many make INBOUND their business event of the year.

INBOUND 2015 EVENT HIGHLIGHTS



REMARKABLE CONTENT

Learn what the latest strategies are in an inbound driven world.



EDUCATION & TRAINING

Master key business skills at pre-event trainings.



ENTERTAINMENT

Socialize at happy hours and party at INBOUND Rocks



NETWORKING OPPORTUNITIES

Enjoy facilitated meetups to drive business.

4 DAYS

14,000+
PASSIONATE ATTENDEES

6 KEYNOTES 4 SPOTLIGHTS

200+ EDUCATIONAL
SESSIONS

300+ SPEAKERS



SOCIAL PRESENCE & GROWTH



#INBOUND15

Trended internationally and nationally multiple times at event.



2014 83K TWEETS 2015 120K TWEETS



#INBOUND15

10K+ posts on Instagram



mattsunshine @mattsunshine · Sep 12

#INBOUND15 was inspiring. Big takeaway. Leads are great but turning leads into customers is the gold! #inboundsales @LeadG2 @CSSCenter



Kara Walker @KaraW_Cherish · Sep 11

#INBOUND15 was a rousing success! I had a blast and learned a ton. Can't wait to bring my knowledge back to @Team_Cherish! #OverAndOut



Hiromi Morita @hiromimrt · Sep 12

Thank you #inbound15! I am flying back to Japan today. I will be back next year!



Media Junction @mediajunction · Sep 11

So proud to be sponsors of #inbound15. Thank you everyone. We have already committed to be back next year. #inbound16



Shohei Toguri @ShoheiToguri · Sep 12

Thank you! #INBOUND15 Waiting for #INBOUND16 !!



INBOUND DEMOGRAPHICS

GENDER

Female - 55%

Male - 45%

AVERAGE AGE 35

JOB TITLE

Marketing - 64%

Other - 13%

Sales - 12%

Finance - 4%

Support/Customer Service - 3%

Engineering - 2%

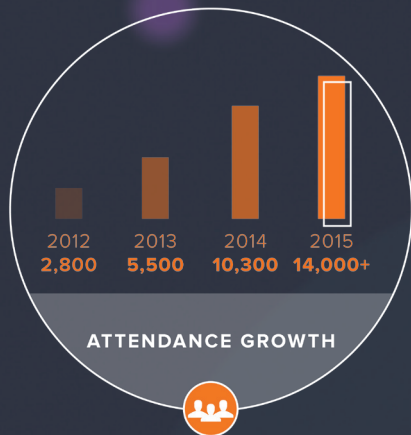
IT - 2%

ATTENDANCE (14,461)

General Attendees - 52%

HubSpot Customers - 32%

HubSpot Partners - 16%



COMPANY SIZE

*as of 2014

1 - 25 Employees - 44%

26 - 200 Employees - 33%

201+ Employees - 23%

INDUSTRY

Marketing - 31%

Technology - 21%

Other - 11%

Professional Services - 8%

Education - 6%

Manufacturing - 5.23%

Healthcare - 5%

Financial Services - 4%

Non-profit - 3%

Insurance - 2%

Ecommerce - 2%

Media - 1%

Retail - 1%

SOCIAL CONNECTIONS

120K+ Tweets



TESTIMONIALS



“Bedrock Data has had a fantastic experience sponsoring the INBOUND conference for the past 2 years. We’ve certainly achieved a positive ROI on the money we’ve spent on the event, and the months following the INBOUND conference have been some of the best months in the company’s history. We look forward to sponsoring the event again this year and in the years to come.”

Adrian Mott

Co-Founder, VP

Bedrock

“At Dunkin’ we’re always looking to expand our brand so being at INBOUND has really been amazing. Everyone here is just buzzing around. Whether it’s on their phones, on their computers, they’re super engaged on social and in person. And showing Dunkin’ and our DDPerks platform in that way has really helped us expand our brand, not only in the Boston area but around the world really. It’s a great global event.”

Nicole Shepard

Public Relation & Social Media Specialist

Dunkin’ Brands

“I really do believe that INBOUND does push our brand forward. I’m surprised not more agencies do it to be honest with you because an opportunity to garner new business has been excellent. We’re all loving INBOUND and loving the idea of moving this movement forward and I feel like being here and being a part of that as a business it allows our clients to really understand that we want to market in a different way.”

Kymerly Robinson

CEO

Status Interactive



Club INBOUND



Dunkin' Recharge Lounge



Lawn on D

Past Keynotes & Spotlights



Daniel Pink



Arianna Huffington



Rand Fishkin



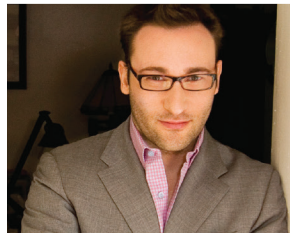
Martha Stewart



Aziz Ansari



Brian Halligan &
Dharmesh Shah



Simon Sinek



Brene Brown



Seth Godin



Malcom Gladwell



Shiza Shihad



Guy Kawasaki



Gary Vaynerchuk



Sophia Amoruso

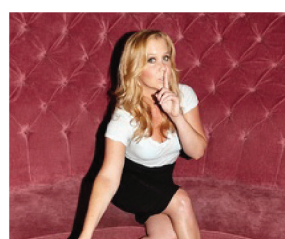


Jonah Peretti

Top Performers



Cyndi Lauper



Amy Schumer



Janelle Monae



One Republic

DEVELOP RELATIONSHIPS AND DRIVE BUSINESS

The sponsor showcase at Club INBOUND is part of our immersive 100,000 sq. ft. experience that brings to life all things inbound.

We've re-imagined the typical expo or trade show to create a unique experience where you engage in facilitated activities as well as multi-media offerings to connect with customers and prospects. INBOUND offers measurable solutions in a variety of assets to fit your existing objectives and provide quantifiable results.

Review the different sponsorship offerings, which include custom and turn-key packages.



THE VISIONARY

A custom sponsorship opportunity
(minimum of \$100,000).
Contact Doug Stone for further details.

doug@inbound.com | (857) 209-9336

OPTION 1



OPTION 2



THE REMARKABLE

\$78,750 - 2 Available (DOUBLE SIDED STRUCTURE)

Enable your brand to become a dominating force that will have attendees showing their love for you long after INBOUND.

THE SPACE

- Defined space in Club INBOUND with one branded kiosk structure including customizable seating
- Three monitors, internet and power included

THE EXPERIENCE

Marketing & Advertising Benefits:

- Pre-event e-mails featuring relevant content
- Custom signage (specs provided by INBOUND team)
- INBOUND.com featured sponsor listing (logo, link, 150 description)
- Presence in Club INBOUND during Happy Hour
- Listing in the INBOUND mobile app
- Logo featured on Club INBOUND screens and Keynote screen (post Keynote)

Event Access:

(Passes, Discounts, etc.)

- 4 Training Passes for Tuesday
- 2 VIP Passes
- 10 Complimentary All Access Passes
- 2 Complimentary rooms at Westin Boston Waterfront
- 25% Discount for additional passes*
- 15% Discount on a la carte items
- Can choose one a la carte item with value up to 10K (pending availability)

*The discount on additional conference passes may be applied only to the then current full rate for passes purchase prior to September 1, 2015 while supplies last and it cannot be combined with any other discount, promotion or offer. Discounts are not redeemable for cash. If you are eligible for a refund, the refund amount will be the amount actually paid. Registration is subject to the terms and conditions here <http://www.inbound.com/terms>

OPTION 1



OPTION 2



THE INSPIRATIONAL

\$52,500 - 4 Available (SINGLE SIDED STRUCTURE)

This high exposure option will enable your brand to become an established presence at INBOUND and well beyond.

THE SPACE

- Defined space in Club INBOUND with one branded kiosk structure including seating for four
- Two monitors, internet and power included
- Limited co-branding required with additional graphic options for greater exposure

THE EXPERIENCE

Marketing & Advertising Benefits:

- INBOUND.com featured sponsor listing (logo, link, 100 word description)
- Presence in Club INBOUND during Happy Hour
- Listing in the INBOUND mobile app
- Logo featured on Club INBOUND screens and Keynote screen

Event Access:

- 2 Training Passes for Tuesday
- 1 VIP Pass
- 6 Complimentary All Access Passes
- Westin Boston Waterfront room block (up to 2 rooms)
- 20% Discount for additional passes*
- 15% Discount on a la carte items
- 10% discount on a la carte sponsor experiences*

*The discount on additional conference passes may be applied only to the then current full rate for passes purchase prior to September 1, 2015 while supplies last and it cannot be combined with any other discount, promotion or offer. Discounts are not redeemable for cash. If you are eligible for a refund, the refund amount will be the amount actually paid. Registration is subject to the terms and conditions here <http://www.inbound.com/terms>

OPTION 1



OPTION 2



THE MEMORABLE

\$26,250 - 4 Available (SINGLE SIDED STRUCTURE)

Engage with attendees in a way that will leave your mark and create long-lasting, memorable experiences.

THE SPACE

- Defined space in Club INBOUND with one branded kiosk structure including choice between two types of seating for two
- Two monitors, internet and power included

THE EXPERIENCE

Marketing & Advertising Benefits:

- INBOUND.com featured sponsor listing (logo, link, 75 word description)
- Presence in Club INBOUND during Happy Hour
- Listing in the INBOUND mobile app
- Logo featured on Club INBOUND screens

Event Access:

- 4 Complimentary All Access passes
- 4 Complimentary Community Passes
- 15% Discount for additional passes*

*The discount on additional conference passes may be applied only to the then current full rate for passes purchase prior to September 1, 2015 while supplies last and it cannot be combined with any other discount, promotion or offer. Discounts are not redeemable for cash. If you are eligible for a refund, the refund amount will be the amount actually paid. Registration is subject to the terms and conditions here <http://www.inbound.com/terms>



THE STANDARD

\$18,900 - 3 Available (SINGLE SIDED STRUCTURE)

Become a part of the inbound movement and give your brand exposure to connect with attendees in a meaningful way.

THE SPACE

- Defined space in Club INBOUND with one branded kiosk structure including seating for two
- One monitor, internet and power included

THE EXPERIENCE

Marketing & Advertising Benefits:

- INBOUND.com sponsor listing (logo, link, 50 word description)
- Presence in Club INBOUND during Happy Hour
- Listing in the INBOUND mobile app
- Logo featured on Club INBOUND screens

Event Access:

- 2 Complimentary All Access passes
- 2 Complimentary Community Passes
- 10% Discount for additional passes*

*The discount on additional conference passes may be applied only to the then current full rate for passes purchase prior to November 1, 2016 while supplies last and it cannot be combined with any other discount, promotion or offer. Discounts are not redeemable for cash. If you are eligible for a refund, the refund amount will be the amount actually paid. Registration is subject to the terms and conditions here <http://www.inbound.com/terms>

SPONSORSHIP COMPARISON CHART

	The Remarkable (\$75K)	The Inspirational (\$50K)	The Memorable (\$25K)	The Standard (\$18K)
Presence in Club INBOUND Happt Hour	✓	✓	✓	✓
Exhibition Space Seating	✓ (Customizable)	✓ (Seating options for 4)	✓ (Seating options for 2)	✓ (Seating for 2)
Complimentary All Access Passes	✓ (10)	✓ (6)	✓ (4)	✓ (2)
Complimentary Community Passes	✓ (8)	✓ (6)	✓ (4)	✓ (2)
Discount for Additional Passes	✓ (25%)	✓ (20%)	✓ (15%)	✓ (10%)
Listing in the INBOUND Mobile App	✓	✓	✓	✓
Logo Featured on INBOUND Screens	✓ (Club INBOUND & Keynote)	✓ (Club INBOUND & Keynote)	✓ (Club INBOUND)	✓ (Club INBOUND)
INBOUND.com Featured Sponsor Listing	✓ (150 Word Description)	✓ (100 Word Description)	✓ (75 Word Description)	✓ (50 Word Description)
Opportunity to Reserve Rooms at Westin Boston Waterfront	✓ (2 Complimentary Rooms)	✓ (Room block - up to 2 rooms)		
VIP Passes	✓ (2)	✓ (1)		
Training Passes for Tuesday	✓ (4)	✓ (2)		
Discount on a la Carte Sponsor Experiences	✓ (15%)	✓ (10%)		
Pre-Event E-mails Featuring Relevant Content	✓			
Choose One Complimentary a la Carte Item With Value Up to 10K	✓			
INBOUND Tweet Per Day	✓			
Guest Blog Post	✓			
Custom Signage	✓			

À LA CARTE

Custom Sponsorship Packages Available

INBOUND will work with your company to custom design branded experiences that suit almost any budget.

À LA CARTE OPTIONS

FOOD AND BEVERAGE DISTRIBUTION

Fuel Up Breakfast Snack (Signage & Potential Product Distribution)

6:30 am

\$10K for the Week (1 Sponsor)

Connect your brand with thousands of attendees as they look to fuel up for a day of learning.

Wake Up AM Coffee Break (Coffee Sleeves)

10:00 am

\$10K for the Week (1 Sponsor)

Help INBOUND get going in the AM. Your brand will be on every coffee cup sleeve, so your company goes wherever attendees go.

Recharge PM Iced Coffee Break (Branding)

2:30 pm

\$10K for the Week (1 Sponsor)

Be the brand to recharge attendees with refreshing iced coffee.

Club INBOUND Snack Station (Signage & Potential Product Distribution)

\$5K (4 Sponsors)

Refuel INBOUND attendees with snacks at your branded snack station.

Club INBOUND Ice Cream Station

Afternoon

\$10K for the Week (Branding)

I scream, you scream, we all scream for your branded ice cream station!

HOTEL CONNECT

VIP & Elite Experience Welcome

\$10K (1 Sponsor)

First impressions are important. Give VIP attendees a welcome they will never forget with branded welcome packages.

EXHIBIT ENHANCERS

Club INBOUND Green Screen Photo Opportunity

~~\$15K~~ (1 Sponsor) **SOLD**

Capture the attention and memories of attendees with your branded green screen photo space.

★ CONTENT & ENGAGEMENT

Interactive Pods & Stations

\$30K (1 Sponsor Per Area)

Health and Wellness Hangout (Relaxation Station, Beauty Bar, Work/Life Balance, Healthy Food)

Provide a healthy retreat in prime Club INBOUND space.

Interactive Fun Zones

Bring the fun through the provision of an immersive, technologically advanced pod to Club INBOUND.

★ CLUB INBOUND LOUNGES

Tech Lounge

\$10K (2-3 Sponsors)

All sorts of techies and electronics are present at INBOUND. Sponsor a branded go-to space for attendees to recharge, plug-in, and interact. (Mobile Charging, Soft Seating)

General Lounges Outside Club INBOUND

\$10K (2-3 Sponsors)

Provide INBOUND goers with a sought after area to settle into.

★ SPECIAL EVENTS & NETWORKING ACTIVITIES

INBOUND Rocks VIP Seating

\$25K (2-3 Sponsors)

Provide the best seats in the house and let your brand rock the attendees along with a top entertainment act during an unforgettable evening. (Details forthcoming)

Kickoff Reception

\$25K (2 Sponsors)

Be known to start INBOUND off right as the Kickoff Reception Sponsor.

Private Parties

\$10K (Prices vary - If interested please inquire to discuss details)

(Multiple Sponsors - 12 parties available)

The ultimate networking & party experience. Seaport parties bring attendees and your organization together for an evening of remarkable connections and memories.

Party Visibility:

- Logo featured in Keynote pre-show content as an official Seaport Party

- Logo featured on Club INBOUND screen as an official Seaport Party

- Party listing in INBOUND mobile app

- Your brand & party promoted in pre-event emails

- INBOUND.com Seaport Party listing

- INBOUND16 quick start guide Seaport Party Listing

- Complimentary INBOUND Passes (amount varies by package)



GET IN TOUCH

We look forward to helping create your success story!

Confirm participation today! The sooner you sign up to sponsor, the more you can leverage our team and maximize your investment.

For more information, email
Doug Stone at doug@inbound.com
or call (857) 209-9336



STAY CONNECTED

inbound.com



TWITTER

[@INBOUND](https://twitter.com/INBOUND)

[#INBOUND16](https://twitter.com/INBOUND)



THANK YOU TO LAST YEAR'S SPONSORS

