

## MarTech Boston 2017 Exhibitor & Sponsor Opportunities

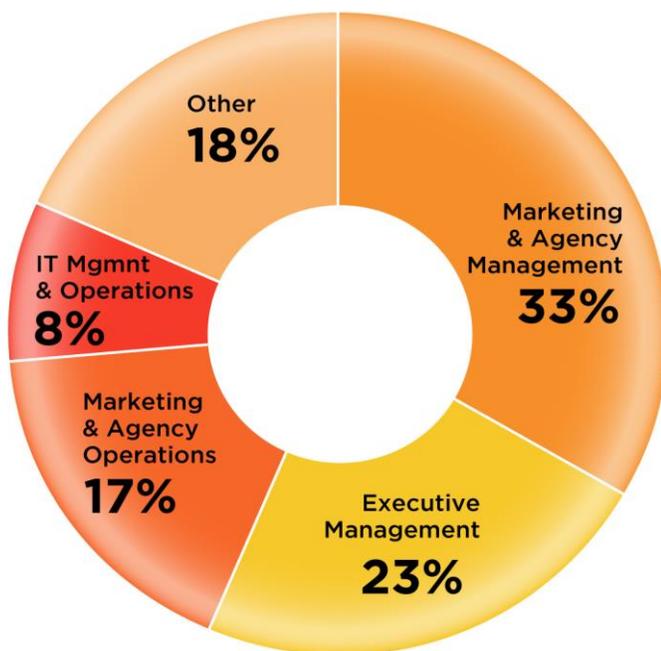
Reach executive and senior-level decision makers responsible for implementing marketing technologies and services. Participate in MarTech, October 2-4, 2017 at the Hynes Convention Center.

Since 2014, MarTech has attracted senior-level, hybrid professionals who are both marketing- and tech-savvy. We create an inspiring, cross-pollinating experience that transcends boundaries between marketing and IT, encourages creative collaboration across organizations and attracts purchase decision makers.

### Here is what the 2016 MarTech attendees have told us about themselves:

- 83% are purchase decision makers
- 28% work at companies with \$500 million+ in sales
- 65% are in-market now for marketing tech solutions

**62% of attendees were Executive, Marketing or IT Management**



***“MarTech is a must attend event, because marketing technology is changing so rapidly.”***

This is the one place where we dive into the technology, the operations of companies around the technology, how to change marketing management to take advantage of this technology.”

***Scott Brinker, MarTech Conference Program Chair***

## The MarTech Marketplace Difference

Facilitating engagement with our audience and ensuring your success is our top priority at MarTech. We offer these programs and opportunities:

- MarTech exhibitors get noticed.** Your presence on the expo hall floor is the first step to meeting high level decision makers who are looking for marketing technology solutions. We offer two sizes of turnkey Exhibit Packages that eliminate the hassle and expense of shipping a booth. Just plug in your laptop and start selling. See Page 3 for details and pricing.



- Matchmaking** makes it easy for attendees to connect with you before, during and after the show. You provide us with your company description, up to three product categories and contact information for your onsite representative. Attendees search to find the products and services they are interested in and request meetings with you directly through our online matchmaking website. Matchmaking extends your ability to drive leads and is free to all exhibitors/sponsors.
- Universal Lead Capture.** Lead generation is a critical component of the value of exhibiting at MarTech events. All exhibiting companies will get a lead retrieval device – free – as part of their sponsorship/expo package.
- MarTech Social Media Outreach.** Get your brand and your message in front of 1.9 million+ followers and fans before, during, and after the conference.

### 65% of MarTech 2016 Attendees Are In-Market for These Marketing Technology Solutions This Year



<h2 style="text-align: center; background-color: #cccccc; padding: 5px;">MarTech Boston 2017 Sponsorship Opportunities</h2>		
<b>Title Sponsor</b>	<p>Title Sponsors receive the highest level of visibility and lead generation opportunities offered at MarTech. They combine extensive audience development (online, e-mail, social media) with a description in the conference program and your logo on the backdrop of the Keynote stage.</p> <p>You present a 30-minute Breakfast Keynote open to all paid conference attendees. You get contact information of all of those who attend. We'll promote your presentation by adding it to the conference agenda and with pre-event emails. A collateral drop on each breakfast table ensures that your message to attendees is top of mind before, during, and after the show.</p> <p>You'll also entertain prospects and clients in your private meeting room. We'll promote your room by e-mailing all registered attendees who indicate they are in-market for your product asking if they'd like to set up a meeting. Rooms are approximately 25'x25'.</p> <p>Title Sponsorships also include: 5x20 Exhibitor package, your logo on the Keynote Session stage backdrop, 10 All Access conference passes (total), 2x postal mailing and access to the opt-in email list, logo on the conference web site and mobile app.</p>	<b>\$55,000</b>
<b>Presenting Sponsor</b>	<p>Presenting Sponsorships combine thought leadership, lead generation and branding. Demonstrate thought leadership by presenting a 30-minute presentation during lunch. These integrated programs combine extensive audience development (online, e-mail, social media) with a description embedded in the conference program. This combination enables your company to build awareness that prepares the audience to receive your message, delivers that message to MarTech attendees at the conference, and measures the results by capturing the names of attendees for follow up.</p> <p>Deliverables include a 5x10 Exhibitor Package, 30 minute presentation and contact details for attendees, opt in e-mail list, web site and app branding, and 2 All Access passes.</p>	<b>\$40,000</b>
<b>Session Sponsor</b>	<p>Speak at MarTech! You provide a speaker and presentation; we do the rest. Session Sponsors get a 30-minute time slot to present and scan badges of all attendees. Room capacity is 90. Promotion includes: session description integrated into the conference agenda on the website, mobile app and printed guide; social media promotion; and signs in the conference venue. 5x10 Exhibitor Package, bag insert and 25 Expo Hall passes included.</p>	<b>\$25,000</b>
<b>Double Exhibit Package</b>	<p>Turnkey display structure (5'x20') with graphics, 2 monitors, 2 podiums, 2 stools, internet and electrical. 2 All Access conference passes. 25 Expo passes. 1X postal mailing list use (bonded mailhouse). Two scanners. Company logo on Exhibitor/Sponsor web page and link to company description. 15% discount on All Access conference tickets. Description in Conference Guide.</p>	<b>\$24,000</b>
<b>Exhibit Package</b>	<p>Turnkey display structure (5'x10') with graphics, monitor, podium, 2 stools, internet and electrical. 1 All Access conference pass. 10 Expo passes. 1X postal mailing list use (bonded mailhouse). Scanner. Company logo on Exhibitor/Sponsor web page and link to company description. 15% discount code on All Access conference tickets.</p>	<b>\$12,500</b>
<b>Networking Reception</b>	<p>Reception compliments of your company along with branding (bar signs, drink tickets, napkins, signs) in the exhibit space. Highlighted on agenda. \$500 gift card/door prize included. Winner announced on stage. Includes Exhibitor Package. Exclusive opportunity.</p>	<b>\$25,000</b>
<b>Lanyard Sponsor</b>	<p>This high-visibility sponsorship puts your company logo around the neck of all conference attendees. Acknowledgement of sponsorship is also included on the Exhibitor/Sponsor page of the conference website. Sponsor is responsible for cost, production and shipping of the lanyard with TDM approval. Exclusive.</p>	<b>\$10,000</b>
<b>Conference Bag Sponsor</b>	<p>The co-branded conference bag (your brand and the conference) is presented to All Access pass holders and speakers, who use this high-quality item on-site and for months to come. We pay for and produce the bag. Includes conference bag insert. Exclusive.</p>	<b>\$10,000</b>
<b>Badge Insert Sponsor</b>	<p>Each conference attendee will receive a badge holder insert displaying your logo with this high-visibility sponsorship. Acknowledgement of this sponsorship is also included on the Exhibitor/Sponsor page of the conference website. Sponsor is responsible for cost, production and shipping of the insert.</p>	<b>SOLD</b>

SOLD OUT

SOLD

SOLD

**One of the things** that makes MarTech unique... is the level of sophistication of the buyers that we see. This is really an educated, informed audience; they ask the hard questions, which are the great questions and those are the conversations that we really want to be having.

– Kyle Christensen, Invoca

**Contact us!** We're excited to work with you to accomplish your objectives.

**Contacts:**

**Sean Moriarty**

*Partner & VP of Sales*

(203) 536-4004

[sean@thirddoormedia.com](mailto:sean@thirddoormedia.com)

**Carolyn Goldfarb**

*Sales Director*

(917) 834-6172

[cgoldfarb@thirddoormedia.com](mailto:cgoldfarb@thirddoormedia.com)

**Mary Warley**

*Sales Director*

(508) 660-1404

[mary@thirddoormedia.com](mailto:mary@thirddoormedia.com)

**Elizabeth Huston**

*Director of Business Development*

(646) 255-4572

[ehuston@thirddoormedia.com](mailto:ehuston@thirddoormedia.com)

**Sarah Power**

*Director of Business Development*

(516) 581-3348

[sarah@thirddoormedia.com](mailto:sarah@thirddoormedia.com)

**Darlene Townsend**

*Director of Business Development*

(650) 465-2723

[dtownsend@thirddoormedia.com](mailto:dtownsend@thirddoormedia.com)