



Digital Stratosphere 2019 Sponsorship Prospectus

Digital Stratosphere 2019 is pleased to announce the availability of limited sponsorship packages for the next event in Chicago at the Chicago Thompson Hotel on August 7-9, 2019. This is a unique opportunity to expand your brand awareness and reach interested buyers of digital transformation, ERP, and HCM products and services.

The Target Market

The event is created for key decision-makers within organizations about to or in the process of embarking on digital transformation initiatives, including:

- C-level executives, such as CIOs, CFOs, Chief Digital Officers, CHROs, and COOs
- Program leaders, such as program managers and project team members

In addition, the conference team invites non-executive project influencers, such as:

- Consultants of digital transformation initiatives
- Journalists, bloggers, and other key influencers in the digital transformation space
- Industry peers and potential partners



Attendees and Marketing Exposure

Last year's Digital Stratosphere was the inaugural test event, which drew over 40 attendees in a non-opportune time of year (December) in a cold-weather city (Denver). With the momentum of the first event, combined with a more ideal time (August) and location (Chicago), we are targeting over 100 attendees for Digital Stratosphere 2019.

The value in the event isn't just the volume of attendees – it is in the one-on-one interactions among a highly targeted group of people. In other words, the value of being a Digital Stratosphere sponsor is in the quality of opportunities – not in a higher-volume of irrelevant leads.

In addition to reaching potential buyers, Digital Stratosphere enables sponsors to reach industry peers, potential partners, industry influencers, and others that will become ambassadors of your brand. Industry attendees of the last Digital Stratosphere event were overwhelmingly impressed with the business development opportunities arising from relationships created with other industry peers.

Beyond the brand awareness and personal conversations you will have at the event itself, sponsorship allows you to tap into Third Stage and Taft's broad marketing reach. Sponsors have the opportunity to create and disseminate messaging through the following channels:

- Stratosphere event site and marketing materials
- Third Stage and Taft's broad reach in social media and email marketing
- Endorsement from Eric Kimberling's vast reach of nearly 15,000 LinkedIn connections and 14,000 Twitter followers
- Exposure to global attendees who attend the conference live via video conference and/or watch the recording of the event at a later date



Summary of Sponsorship Packages Available

There are four primary packages available to interested sponsors. These packages are in limited supply, and no further sponsor slots will be made available once each level is sold out.

	Sponsorship Package			
	Countdown	Launch	Booster	Orbit (SOLD OUT)
Sponsorship Fee	\$2,500	\$5,000	\$7,500	\$10,000
Logo Featured in Attendee Binders	✓	✓	✓	✓
Featured on Stratosphere Website with Link	✓	✓	✓	✓
Exhibit Area		✓	✓	✓
Social Media Blasts Promoting Sponsor	1	2	5	2 / month
Included Passes to Entire Conference	1	2	3	5
Dedicated One-Page Marketing Sheet in Conference Binders		✓	✓	✓
Reservations at Post-Conference Industry Luncheon (Friday)		1	1	2
Queen Concert Suite Tickets		1	2	3
Speaking Slots at Conference			1	2
Discount on Additional Conference Passes For Your Team Members or Clients	20%	35%	50%	50%



Additional Sponsorship Opportunities

In addition to the above packages, interested sponsors may also opt to participate in the following sponsorship opportunities:

Wednesday Happy Hour Sponsor:

Signage at happy hour venue promoting company as sponsor, \$1,000

Thursday Lunch Sponsor:

Signage at lunch venue promoting company as sponsor, \$2,000

Friday Industry Luncheon Sponsor:

Signage at lunch venue promoting company as sponsor, \$500

Queen Concert Food and Beverage Sponsor:

Signage in concert suite promoting company as sponsor, \$1,000

Global Streaming Video Sponsor:

Logo and website link prominently featured in live streaming video of the event, as well as in recordings of conference made available to virtual attendees across the world, \$5,000

Please note that there is only one of each of these sponsorship opportunities available.



Taft/

For More Information

For more information, or to discuss sponsorship options, please contact:

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We look forward to seeing you at Stratosphere and helping promote your brand!