

# FUSE ENTERPRISE

THE CONVERGENCE OF TECHNOLOGY & BRANDED CONTENT

## SPONSORSHIP OPPORTUNITIES

MAY 8-9, 2017  
CENTER CITY, PHILADELPHIA PA

[fuseenterprise.pubexec.com](http://fuseenterprise.pubexec.com)



PRESENTED BY

**Publishing**  
EXECUTIVE

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MEDIA

## WHY SPONSOR?

### FUSE's Value Proposition is Simple...

As a Sponsor, you'll have guaranteed one-on-one time with executive decision makers. These Attendees are responsible for evaluating, purchasing, implementing and managing major technology platforms, tools and solutions for their media and publishing companies. Our "1:1 Meeting-Boardroom-Case Study" approach creates results at a fraction of the cost compared to attending a large industry trade event or traditional conference.

- ➔ **Pre-scheduled 1:1 meetings** with attending senior executives are the ideal way to drive sales and solidify partnerships. Sponsors schedule meetings with Attendees beginning 3-4 weeks before the event through our online scheduling system, as well as on site.
- ➔ **Private Case Study Presentations** with rotating groups of 10-15 senior executives in the process of reviewing technology tools and solutions for implementation at their organizations.
- ➔ **Additional networking opportunities including:** receptions, breakfasts, luncheons, dinners, casino night, and awards reception where attending executives vote on the best Sponsor products and presentations.
- ➔ **Keynote presentations and panels:** in-depth presentations and panel discussions featuring sponsors whose solutions are driving "marketers' branded content to new heights.

FUSE is an exclusive forum where buyers and sellers come together, in an environment facilitated by experts, to share their experiences, needs, products and services. The entire event experience – from meals and entertainment to the venue and conference program – provides Attendees and Sponsors with first-class networking and unique business development opportunities.

All qualified attendees receive a full participation package that includes travel, hotel accommodations, meals and networking activities. This ensures a cost-effective and quality peer-to-peer experience for Attendees and a 100% qualified audience for participating Sponsors.

## What makes FUSE Enterprise different from other events?

FUSE Enterprise is an invitation-only, hosted-buyer summit

designed for senior marketers at enterprise organizations who want to understand how current and future technology platforms, tools and solutions can enhance their branded content strategies. This exclusive summit offers strategic and practical insights into which technologies senior-level marketing executives should be leveraging to optimize their content. Rather than just another trade show or exhibition, FUSE is focused on building relationships so all stakeholders in these complex ecosystems can better understand and advance their needs.

## SPONSORSHIP OPPORTUNITIES

### Diamond Package: \$30,000

- ➔ Three (3) Case Study Presentations (25-minute sessions in Boardroom setting with up to 15 Attendees per session)
- ➔ Up to Two (2) designated meeting tables in the Attendee Meeting Lounge for 1:1 meetings
- ➔ Ability to conduct twenty-five (25) 1:1 meetings with Attendees
- ➔ Access to 1:1 self-scheduling systems
- ➔ Complete Attendee contact details
- ➔ Inclusion in pre-show and post-show press releases
- ➔ Pre- and Post-event inclusion on event collateral
- ➔ On-site Signage
- ➔ Three (3) All-Access supplier passes included (up to 3 additional All-Access passes may be purchased for \$2,000 per pass)

### Gold Package: \$17,500

- ➔ Two (2) Case Study Presentations (25 minute sessions in Boardroom setting with up to 15 Attendees per session)
- ➔ One (1) designated meeting table in the Attendee Meeting Lounge for 1:1 meetings
- ➔ Ability to conduct fifteen (15) 1:1 meetings with Attendees
- ➔ Access to 1:1 self-scheduling systems
- ➔ Complete Attendee contact details
- ➔ Inclusion in pre-show and post-show press releases
- ➔ Pre- and Post-event inclusion on event collateral
- ➔ On-site Signage
- ➔ Two (2) All-Access supplier passes included (up to 2 additional All-Access pass may be purchased for \$2,000 per pass)

**For information on sponsoring and/or attending FUSE Enterprise 2017, please visit [fuse.pubexec.com](http://fuse.pubexec.com) or contact Matt Steinmetz at [msteinmetz@napco.com](mailto:msteinmetz@napco.com).**

## QUALIFIED ATTENDEES

The Attendees we bring to our events are highly targeted. We recruit them and qualify them. We don't use traditional event marketing practices that deliver unknown results in terms of types of Attendees. We bring in high-level decision makers who have a budget and an intent to purchase, not numbers and numbers of unqualified Attendees.

When a Sponsor participates at FUSE, they don't have to "hope" to have meaningful meetings. Sponsors' Boardroom Case Study sessions and 1:1 meetings with Attendees are pre-scheduled so they know exactly what they are getting and how to prepare. The hosted-buyer model is a proven approach that delivers Sponsors and Attendees what they've been promised: new relationships and opportunities to enhance their businesses.



## SPONSORSHIP OPPORTUNITIES

### Silver Package: \$10,500

- ➔ One (1) Case Study Presentations (25 minute sessions in Boardroom setting with up to 15 Attendees per session)
- ➔ One (1) designated meeting table in the Attendee Meeting Lounge for 1:1 meetings
- ➔ Ability to conduct ten (10) 1:1 meetings with Attendees
- ➔ Access to 1:1 self-scheduling systems
- ➔ Complete Attendee contact details
- ➔ Inclusion in pre-show and post-show press releases
- ➔ Pre- and Post-event inclusion on event collateral
- ➔ On-site Signage
- ➔ One (1) All-Access supplier pass included (up to 1 additional All-Access pass may be purchased for \$2,000)

### Startup Package: \$3,500

*Limited to companies 2 years old or younger.*

- ➔ One (1) All-Access supplier pass
- ➔ One (1) 15-minute speaking slot during Startup Derby in front of entire FUSE audience
- ➔ Five (5) 1-to-1, pre-scheduled, 20-minute meetings with Attendees of your choice
- ➔ Complete Attendee contact details
- ➔ Inclusion in pre-show and post-show press releases
- ➔ Pre- and Post-event inclusion on event collateral
- ➔ On-site Signage

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### What our 2016 FUSE sponsors had to say

"So far, we've had more than a \$9 for every \$1 spent return on our FUSE investment, and we're not done yet. So, within a quarter of the event, that's been our ROI, including an average deal size of more than \$30K."

— VP OF MARKETING  
AT A GOLD SPONSOR OF FUSE 2016

"FUSE put us in front of a higher level of buyer, at more sizable companies, than the majority of publishing conferences. It was night-and-day compared to certain large New York events."

— ANDY KOWL, SVP,  
PUBLISHING STRATEGY, EPUBLISHING

"FUSE enabled me and my team to connect with more active and interested business prospects in three days than I could have expected in three months, and at a fraction of the time and expense. Definitely worth our time."

— ROGER BAKER,  
VP, BUSINESS DEVELOPMENT, BONDI DIGITAL