



April 15-17, 2019
Arizona Biltmore Hotel
Phoenix, AZ

IMPACT 2019
sponsorship prospectus

Bersin.com/IMPACT

BersinTM



IMPACT 2019 sponsorship prospectus

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Welcome

IMPACT 2019 is a unique experience where our members, partners, employees and thought leaders come together for a week of inspiration, imagination, and innovation. The HR community will spend two and a half days making new connections, learning how to overcome business challenges, and discovering how Bersin and its partners can help lead businesses to a bright future.

This is your time to share your services and solutions. In an effort to help you maximize your experience, we have teamed with a variety of amazing production partners to make this year's event the best ever. This prospectus details all of the unique sponsorship opportunities offered at IMPACT 2019. We encourage you to take time to review these opportunities carefully and reach out to your sales account executive for any questions you may have.

As a Bersin sponsor, we look forward to helping you:

- **Grow your business:** discover new markets, drive demand, capture leads, and identify exciting ways to generate revenue
- **Accelerate results:** leverage the momentum of Bersin to announce new products, expand brand awareness, and gain instant traction throughout the entire ecosystem
- **Evangelize customer success:** share the innovative ways the HR community uses your solutions and services to drive their business

Thank you to those of you who previously sponsored IMPACT; the conference could not be what it is without your continued support. For those considering sponsoring for the first time, welcome, and we look forward to working with you.

Thank you,
The Bersin Team



BersinTM

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Venue

The Arizona Biltmore

Phoenix, AZ

The Arizona Biltmore welcomed its first guests in 1929. It is now a living architectural masterpiece, showcasing the influence of America's renowned architect, Frank Lloyd Wright.

Surrounded by palm trees, mountain ranges and blue skies, the Arizona Biltmore features thirty-nine acres of gardens, eight swimming pools, championship golf, and luxury spa facilities.

"As always, this year's IMPACT conference did not fail to deliver. It had the perfect mix of trends, real world best practice and networking. You would be hard pressed to find a better setting to interact with and learn from other talent professionals. The event and resort are first class. I am already looking forward to next year's IMPACT."

David Pumpelly
VP of Enterprise Talent Solutions
Avature



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IMPACT is where
you connect with
HR decision makers



600+
attendees



50+
speakers

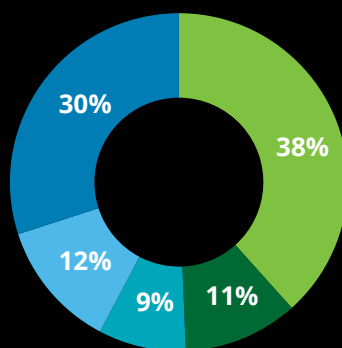


30+
sessions



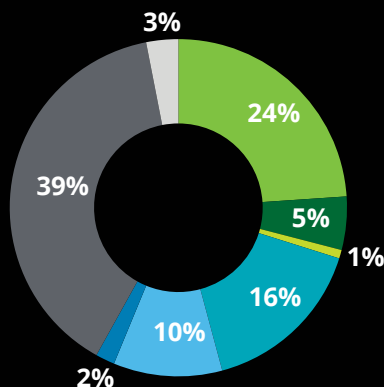
30+
sponsors

Organization size



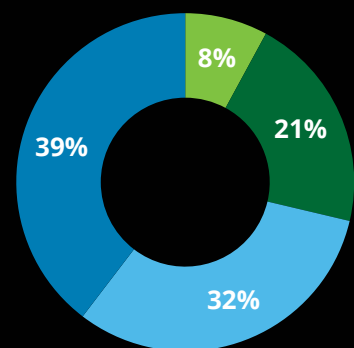
- 20,000+
- 10,000 - 20,000
- 5,000-10,000
- 1,000-5,000
- Under 1,000

Industry mix



- Consumer & industrial products
- Energy & resources
- Federal practice
- Financial Services
- Life sciences & health care
- Public sector
- Technology, media, & telecom
- Other

Audience level



- C-level
- VP
- Senior director/director
- Senior manager/manager

IMPACT 2019 sponsorship opportunities



Sponsorship level

Diamond

Join us as the Diamond sponsor, where you will have the exclusive opportunity to host the evening reception on Tuesday, April 16.

Cost

\$60,000

Benefits

- Opportunity to welcome attendees to our evening reception on Tuesday, April 16
- Ability to bring collateral (thought leadership, giveaways, napkins, etc.) to provide at reception
- 10x10 booth in preferred location
- Access to attendee opt-in list (includes contact information) 6 weeks, 3 weeks and 1 week prior to the event
- Full-color logo featured on conference website—with link to company website
- Full-color logo featured on the conference app along with company description (150 word limit)—with link to company website
- Access to the conference app 1 week prior to the event—includes ability to send personalized messages to all conference attendees
- Premium recognition on video screens in advance of every keynote session
- Premium sponsorship recognition on signage at event
- 2 page spread in printed conference guide
- Recognition in attendee e-newsletter
- Post event full attendee list (includes name, company and title) 1 day after event
- 5 full conference passes for your organizations employees, each valued at \$1,795
- 4 \$200 discount codes for your clients/prospects

Platinum



Gold



Exhibitor



Diamond



IMPACT 2019 sponsorship opportunities



Sponsorship level

Platinum

Join us as a Platinum sponsor, where you will have the opportunity to host one of two lunches at IMPACT.

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Cost

\$40,000

Benefits

- Opportunity to welcome attendees to your hosted lunch
- Ability to bring collateral (thought leadership, giveaways, napkins, etc.) to provide at lunch
- 10x10 booth in preferred location
- Access to attendee opt-in list (includes contact information) 3 weeks and 1 week prior
- Full-color logo featured on conference website—with link to company website
- Full-color logo featured on conference app along with company description (100 word limit)—with link to company website
- Access to the conference app 3 days prior to the event—includes ability to send personalized messages to all conference attendees
- Recognition on video screens in advance of every keynote session
- Sponsorship recognition on signage at event
- Full page spread in printed conference guide
- Recognition in attendee e-newsletter
- Post event full attendee list (includes name, company and title) 1 day after event
- 4 full conference passes for your organizations employees, each valued at \$1,795
- 3 \$200 discount codes for your clients/prospects

Gold



Exhibitor



Diamond
Platinum



IMPACT 2019 sponsorship opportunities



Sponsorship level

Gold

Join us as one of 4 Gold sponsors, where you will have the opportunity to host either a breakfast or a networking break.

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Cost

\$30,000

Benefits

- Ability to bring collateral (thought leadership, giveaways, napkins, etc.) to provide at sponsored event
- Signage featuring your company logo at sponsored event
- 5x5 turnkey booth
- Full-color logo featured on conference website—with link to company website
- Full-color logo featured on conference app along with company description (75 word limit)—with link to company website
- Access to attendee list (does not include contact information) 3 weeks and 1 week prior
- Access to the conference app 2 days prior to the event—includes ability to send personalized messages to all conference attendees
- Sponsorship recognition on signage at conference
- 1/2 page spread in printed conference guide
- Recognition in attendee e-newsletter
- 3 full conference passes for your organizations employees, each valued at \$1,795
- 2 \$200 discount codes for your clients/prospects

Exhibitor



Diamond



Platinum



Gold



IMPACT 2019 sponsorship opportunities



Sponsorship level

Exhibitor

Join us as one of 34 Exhibitors, where you'll have the opportunity to showcase your company's offerings to HR executives.

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Cost

Member: \$17,000
Non-member: \$20,000

Benefits

- 5x5 turnkey booth
- Full-color logo featured on conference website—with link to company website
- Full-color logo featured on conference app—with link to company website
- Access to the conference app 1 day prior to the event—includes ability to send personalized messages to all conference attendees
- 2 full conference passes for your organizations employees, each valued at \$1,795
- 2 \$200 discount codes for your clients/prospects

"The insights shared at IMPACT confirmed and expanded our view of the challenges facing Human Capital and led to invaluable dialogue with fellow thought leaders shaping the workforce of tomorrow."

Linda Natansohn
Head of Corporate Development
meQuilibrium

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À la carte



Experiential sponsorship

Showcase your company by hosting an experiential section at the conference. Your logo will be prominently featured on signage.

\$20,000

Golf sponsorship

Exclusive opportunity to host a golf tournament at the conclusion of the conference. Your logo will be prominently featured on signage.

\$20,000

Photo-op sponsorship

Sponsor photo opportunities at IMPACT. We'll supply the camera, you bring the props!

\$10,000

Sunrise yoga—Day 1

Opportunity to host morning yoga on day 1 of the conference.

\$15,000

Sunrise yoga—Day 2

Opportunity to host morning yoga on day 2 of the conference.

\$15,000

Welcome bags

Feature your company's logo on the welcome bag given to all attendees.

This bag will contain all welcome items which may include other sponsored materials.

\$15,000

Guest room drop

Opportunity to have the hotel drop one item of your choice in conference attendees rooms.

\$8,000

Reusable water bottles

Feature your company's logo on premium branded water bottles, given to all attendees at registration.

\$10,000

Charging lounges

Sponsor one of our two comfortable charging lounges located throughout the conference space. Your logo will be prominently featured on the charging lockers.

\$10,000

Wi-Fi

Sponsor our event Wi-Fi with ability to create the password.

\$25,000

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IMPACT 2019 sponsorship opportunities at a glance

	Diamond \$60,000	Platinum \$40,000	Gold \$30,000	Exhibitor \$17,000 (member) \$20,000 (non-member)
Sponsored events				
Host evening reception	●			
Host Lunch		●		
Host choice of: Breakfast, or Networking/refreshment break			●	
Opportunities				
Access to opt-in list with full contact information	6 weeks, 3 weeks, 1 week prior to event	3 weeks, 1 week prior to event		
Access to attendee list (without contact information)			3 weeks, 1 week prior	
Post event full attendee list (1 day after event including name, company and title)	●	●		
Exhibit space (turnkey booth—includes logoed backwall, logoed kiosk and stools)	10x10	10x10	5x5	5x5
Access to conference app	1 week prior to event	3 days prior to event	2 days prior to event	1 day prior to event
Discount code for prospects and clients (\$200 discount)	4	3	2	2
Complimentary full-conference passes for your employees	5	4	3	2
Advertising				
Full color logo on the conference website—linked to your company website	●	●	●	●
Full color logo and description on conference app (word limits apply)	●	●	●	●
Recognition on presentation screens in advance of keynotes	●	●		
Premium sponsorship recognition on signage at event	●	●		
Signage at your sponsored event with full-color logo	●	●	●	
Recognition of sponsorship on general event signage	●	●	●	●
2 page ad spread in printed conference guide	●			
1 page ad in conference guide		●		
½ page ad in conference guide			●	
Full color logo in conference guide	●	●	●	●
Recognition in e-newsletter to attendees	●	●	●	

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To learn more about our sponsorship opportunities or our plans for IMPACT 2019 please contact:

James Dickson

Vice President of Sales, Solution Providers
Bersin, Deloitte Consulting LLP

jadickson@deloitte.com

+1 312 486 4341

"We participate in IMPACT year after year because of the excellent research that is shared and the quality of people that attend. It is great to connect with attendees who are all interested in how data and analytics can improve our people and the overall success of our organizations."

Jim Bell
CMO
Glint





We hope you'll join
us at IMPACT 2019!

Deloitte.

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