



AN EXCLUSIVE WEB GOVERNANCE EVENT

September 25 - 27, 2023 | Provo, Utah

SPONSORSHIP PROSPECTUS

[EDGE.observepoint.com](https://EDGE.observepoint.com)

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## Event Overview

ObservePoint EDGE is an innovation-focused event where web stakeholders unite to learn & collaborate on the latest advancements in web governance technology.

This intimate event brings together the most innovative and future-focused experts in web technology to share knowledge and work together on the newest developments in privacy compliance, web analytics, and digital experience.

Attendees & sponsors alike will participate in panel discussions, breakout sessions, and workshops to learn and apply the latest strategies in web governance.

It's not all work and no play though. Unique networking opportunities, local dining experiences, and revitalizing recreational activities are also part of the agenda to encourage creativity and relationship building.

To be a part of the future of web governance, secure your spot today. Sponsorship opportunities are limited.



## Who Attends

### VPs, Directors, Managers of:

- ✓ Privacy & Compliance
- ✓ Data Analytics
- ✓ Marketing
- ✓ Legal

### Industries:

- ✓ Manufacturing
- ✓ Finance
- ✓ Business Services
- ✓ Insurance
- ✓ Retail
- ✓ Technology

- 100-125 people who are interested in the design and deployment of digital marketing, analytics, and web experience, as well as the continuous monitoring of a website's privacy compliance
- Attendees of EDGE are individuals most likely to be stewards of innovation and change through the help of new technology or software solutions







## Why Partner with ObservePoint?

### Brand Awareness

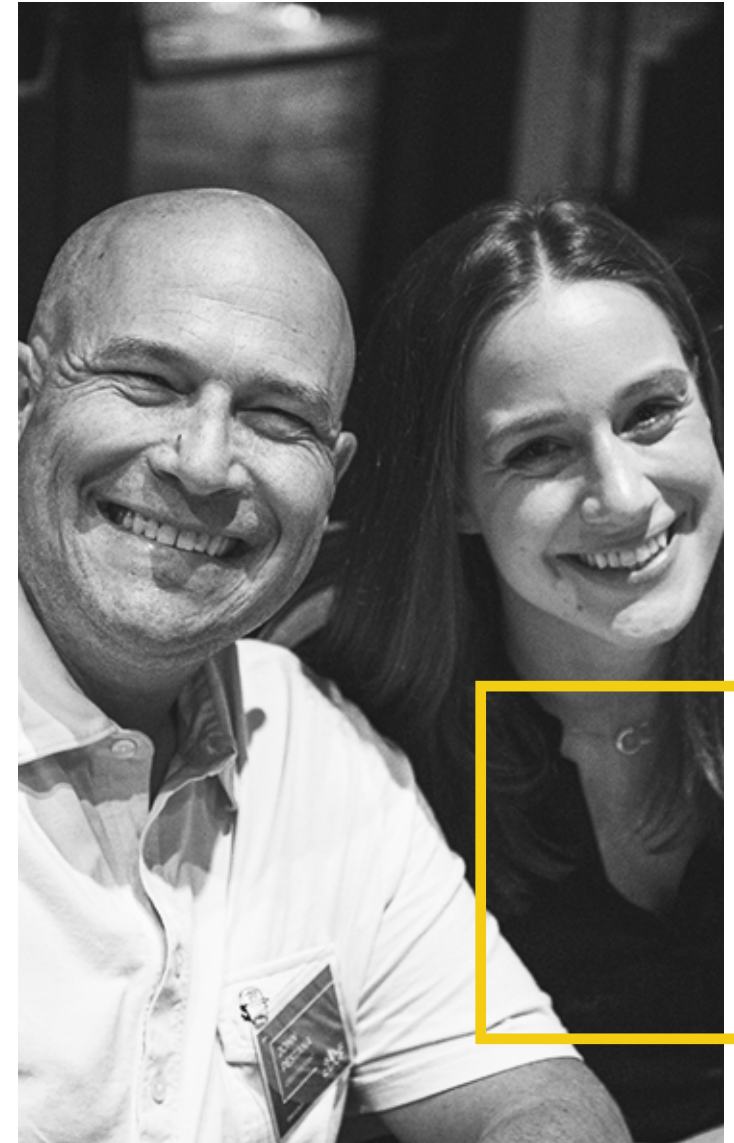
- ✓ Speaking opportunities at EDGE
- ✓ Speaking opportunities on ObservePoint webinar
- ✓ Provide Branded Swag
- ✓ Your Brand on all things fun: activities, meals, parties, printed materials, agenda, & more

### Relationship Building & Networking

- ✓ Welcome Reception (3+ hours)
- ✓ Off-Site Activities (4 options, 3 hours each, for groups of 20-30 people)
- ✓ Entertainment & Dinner (5+ hours after the off-site activities)

### Discuss Business Objectives

- ✓ Dedicated Office Space for Title & Gold Sponsors, where meetings with attendees can be pre-booked at specified times (not during keynotes or large group events, but anytime outside of that)





## Title Sponsor

1 available

**\$15,000**

- ✓ 6 Full Conference Passes
- ✓ Full Conference Attendee list
- ✓ 15 minute spotlight in Keynote (subject to approval)
- ✓ Opportunity to participate in Breakout session and Panel (content led by ObservePoint and subject to approval by ObservePoint)
- ✓ Participate in an ObservePoint webinar
- ✓ Dedicated office space on-site
- ✓ Dedicated Sponsor email
- ✓ Dedicated Blog post
- ✓ Logo on event website
- ✓ Company logo on email promos
- ✓ Company logo on session endcap slides
- ✓ Company logo on conference agenda
- ✓ Company logo on digital signage
- ✓ Sponsor & Company logo at the Welcome Reception
- ✓ Activity Sponsor
- ✓ Optional branded swag item to hand out during main event



## Gold Sponsor

2 available

  
\$8,000

- ✓ 4 Full Conference Passes
- ✓ Full Conference Attendee List
- ✓ Opportunity to participate in Breakout session or Panel  
(content led by ObservePoint and subject to approval by ObservePoint)
- ✓ Dedicated office space on-site
- ✓ Blog post mention
- ✓ Logo on event website
- ✓ Company logo on email promos
- ✓ Company logo on session end cap slides
- ✓ Company logo on conference agenda
- ✓ Company logo on digital signage







## Silver Sponsor

3 available



**\$3,000**

- ✓ 2 Full Conference Passes
- ✓ Logo on event website
- ✓ Company logo on email promos
- ✓ Company logo on conference agenda
- ✓ Company logo on digital signage





## Sponsorship At-a-Glance

### Title Sponsor

1 available

**\$15,000**

6 Full Conference Passes  
Full Conference Attendee list  
15 minute spotlight in Keynote\*  
Opportunity to participate in Breakout session and Panel  
Participate in an ObservePoint webinar  
Dedicated office space on-site  
Dedicated Sponsor email  
Dedicated Blog post  
Logo on event website  
Company logo on email promos  
Company logo on endcap slides  
Company logo on conference agenda  
Company logo on digital signage  
Sponsor & Company logo at the Welcome Reception  
Activity Sponsor  
Optional branded swag item to hand out during main event

### Gold Sponsor

2 available

**\$8,000**

4 Full Conference Passes  
Full Conference Attendee List  
Opportunity to participate in Breakout session or Panel\*  
Dedicated office space on-site  
Blog post mention  
Logo on event website  
Company logo on email promos  
Company logo on session end cap slides  
Company logo on conference agenda  
Company logo on digital signage

\*Content led by and subject to approval by ObservePoint

### Silver Sponsor

3 available

**\$3,000**

2 Full Conference Passes  
Logo on event website  
Company logo on email promos  
Company logo on conference agenda  
Company logo on digital signage

## How To Get Involved

### Sponsorship opportunities are limited!

Contact us if you have questions or would like to get involved.

### Event Lead & Sponsorship Contact:



**Becca Tew**

Director of Event Marketing

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**General Inquiries**

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