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**CONNECT**  
**SPONSORSHIPS**

User Conference Sponsorship  
Guide & Exhibit Opportunities

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USER CONFERENCE

**Build your market exposure**  
in a one-on-one environment at  
the premier archiving technology  
conference of the year.



Smarsh is bringing its expansive customer community together at its inaugural user conference: **SmarshCONNECT**. The event is scheduled for November 9-11, at the world-famous Four Seasons Orlando at Walt Disney World® Resort.

With more than 20,000 customers, Smarsh anticipates heavy attendance from across the US and Europe, concentrated around financial services industries. Smarsh expects IT and compliance professionals ranging from the C-Suite thru hands-on users from across the customer community.

This three-day conference and networking event will include:

- New perspectives on email and electronic communications retention and oversight from leading industry practitioners
- A variety of industry, government and regulatory speakers and thought leaders
- The latest regulatory updates from FINRA and other regulators
- Supervision and archiving predictions and vision from Smarsh CEO Stephen Marsh
- A sneak peek at the future Smarsh product and service development plans
- Professional services sessions aimed at getting the most from The Archiving Platform
- Panels and discussions with industry peers covering best practices and challenges surrounding the retention and oversight of electronic communications

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# CONFERENCE PROGRAM



**FOUR SEASONS RESORT**  
*Orlando at Walt Disney World*  
RESORT



2016 SmarshCONNECT at the Four Seasons takes place during a three-day period:

## **WEDNESDAY, NOVEMBER 9**

Welcome Reception ..... 6p – 8p

## **THURSDAY, NOVEMBER 10**

Breakfast ..... 8a – 8:30a  
Opening Keynote ..... 8:30a – 9:15a  
Breakout Sessions ..... 9:30a – 11a  
Keynote General Session ..... 11:15a – Noon  
Lunch ..... Noon – 1:15p  
Keynote General Session ..... 1:15p – 2p  
Breakout Sessions ..... 2:15p – 4p  
Keynote General Session ..... 4:15p – 5p  
Evening Event at Epcot Center ..... 7p – 10p  
Afterparty atop the Four Seasons ..... 10:30p

## **FRIDAY, NOVEMBER 11**

Breakfast ..... 8a – 8:30a  
Keynote General Session ..... 8:30a – 9:15a  
Breakout Sessions ..... 9:30a – 11a  
Closing Keynote ..... 11:15a – Noon  
Lunch and Conference Ends ..... Noon – 1:15p

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# SPONSORSHIP

Become a SmarshCONNECT Sponsor! Financial sponsorship provides prominent visibility within the Smarsh customer community, and positions your company as a leader at a time and place when key decision-makers are eager to learn. Attendees are looking to help their firm or clients deal with the ever-increasing complexity of the regulatory environment, and eager to find better, faster and more effective ways to identify and mitigate risk, and/or yield a greater return on their Smarsh investment.

Face-to-face interaction with the Smarsh community during SmarshCONNECT will make the difference for you.

Becoming a sponsor is easy. We offer sponsorships at different price-points, all with premium exhibit space and full exhibitor benefits. With any sponsorship you choose, you receive brand-building exposure with your corporate logo on signage, on big screens, during general sessions, in the conference mobile app, and many other places.

Exhibit space provides a turnkey selling platform. You will receive two full conference passes and the chance to purchase additional passes at a significant discount. Multiple networking events during the conference give you the chance to interact with and engage buyers, showcase products, and generate quality sales leads.

## All conference sponsorships include:

- 6' tabletop exhibit draped table, two chairs, electricity access, and wastebasket directly adjacent to the general session ballroom where all traffic passes to and from each event during the conference
- List of attendees with name, title, and contact info—where available
- Two full conference passes, plus a chance to purchase additional conference passes at discount rates
- Premium listing in conference mobile app, with contact information and 50-word description
- Logo on "Thank You" signage in exhibit area
- Logo on big screen in the general session ballroom, prior to sessions
- Premium listing in online exhibitor directory on SmarshCONNECT conference website, with a 250-word description
- Mention and/or logos in conference marketing materials, emails, and other promotional collateral (deadlines apply)
- Special color-coded badges for conference sponsors
- Display-area banners at the conference site, based on the sponsorship level

# SPONSORSHIP LEVELS

## BRONZE - \$6,000

### BASIC BENEFITS

## SILVER - \$10,000

### ADDITIONAL SILVER BENEFITS

- Logo listed as Silver sponsor on the SmarshCONNECT conference website registration page
- Inclusion of one giveaway item in conference bag
- Choice of one additional Awareness sponsorship (see list following)

## GOLD - \$15,000

### ADDITIONAL GOLD BENEFITS

- Logo listed as Gold sponsor on the SmarshCONNECT conference website homepage and registration page
- Mention at the opening and closing of the conference general sessions
- Inclusion of one giveaway item in conference bag
- Choice of one additional Awareness sponsorship (see list following)
- One 45-minute breakout session (topic to be determined in collaboration with Smarsh; not intended to be a product demo)

## ADDITIONAL AWARENESS SPONSORSHIPS

### **Welcome Reception Sponsorship: \$2,000**

As part of your Gold, Silver, or individual sponsorship, you'll receive significant brand exposure on the first night of the conference. Your company name or logo will be prominently displayed on signage and service items, where appropriate. Everyone appreciates your corporate support of the conference and reception. This sponsorship definitely gets you off to a good start for the conference.

### **Afterparty Sponsorship: \$1,500**

Have your company prominently displayed while you interact with attendees in a relaxed setting, following the Epcot Center event. As sponsor, you'll be front and center at the afterparty entrance and throughout the restaurant atop the Four Seasons from 11PM to closing. Banners, service items, and other signage is part of how we can help you get the exposure you want.



# ADDITIONAL SPONSORSHIPS (CONTINUED)

## **Lunch Sponsorships: \$3,000 (2)**

Your promotional material is distributed throughout the room in each chair—a rare opportunity to display your material outside your booth—and prominent signage highlights your sponsorship. You benefit from a premium exposure. And, you'll look like a winner to all who enjoy a quality luncheon between sessions.

## **Breakfast Sponsorships: \$2,000 (2)**

Start the day with great sales exposure at breakfast, and know this is more than just coffee and doughnuts. Your sponsor support allows all attendees to enjoy a hearty breakfast, while you benefit from added exposure through prominent signage and logoed napkins. This is another great value for any corporate promotion budget.

## **Refreshment Break Sponsorships: \$2,000 (2)**

Connect your brand with attendees during the two afternoon refreshment breaks. Prominent signage and napkins feature your corporate logo for all to see as they enjoy networking, and good food and drink. Breaks can be “themed” creatively to tie into your corporate brand.

## **Tote Bag/Backpack Sponsorship: \$2,500**

Your corporate identity gets maximum exposure on the side of all attendee tote bags. These bags are carried and used during and after the conference.

## **Lanyard Sponsorship: \$1,500**

Have attendees “wear” your corporate logo all conference long. Imagine hundreds of walking advertisements promoting your brand.

## **USB Drive Sponsorship: \$1,500**

Your logo stands out in high-tech fashion on the side of USB drives given to all attendees at registration—giving long-term brand exposure to your company long after the conference.

## **Conference Mobile App Sponsorship: \$2,500**

Make big news with your corporate brand on the opening page of the mobile app everyone uses throughout the conference.

Please contact us at [connect@smarsh.com](mailto:connect@smarsh.com) with questions or to discuss sponsorship opportunities. We hope you will join us in our efforts to make the 2016 SmarshCONNECT conference a great success.

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