

MERGE 2018 SPONSOR GUIDE

Organized and founded by experienced conference organizers, MERGE 2018 highlights digital assets of all types, and assembles a gathering of events about:

- BlockChain / CryptoCurrencies / Utility Tokens
- Domain Names / Intellectual Property / Intangible Asset Classes
- Content Management Systems / Hosting / Digital Media / Themes / Plugins
- Live Video / Blogging / Virtual Reality / Augmented Reality

The event shall be hosted at the Hilton Orlando Lake Buena Vista at Disney Springs, and the dates are September 15-18, 2018. The combination of the dates and attractive location for social activities have put our anticipated attendance levels at 700-900 attendees, boosted by future partnership announcements with conference operators.

We are glad to work with you to arrange the perfect sponsorship solution, and we have outlined a number of options here within this guide.

Find out more at <https://MERGE.SHOW> / <https://MERGESHOW.COM> or email us at sponsorship@merge.show

DIAMOND (Exclusive) \$75,000

DIAMOND SPONSOR IS THE “TITLE” SPONSOR OF CONFERENCE IDENTIFIED ON ALL SIGNAGE, WEBSITE, REGISTRATION, AND MESSAGING AS“(SPONSOR)” presents MERGE 2018

INCLUDES

- **ALL PLATINUM SPONSOR BENEFITS, -AND-**
- **Sunday night “Welcome Party” with logo on signs and Banner**
- **Double page centerfold in Program Guide**
- **Welcome Letter in Program Guide**
- **Logo Featured and Prominent on Cover of Program Guide**
- **Concierge, “White Glove” Hotel Registration Assistance for Sponsor Executives and VIP Customers**

- **One Evening's Sponsorship of the Hospitality Suite**

PLATINUM SPONSOR

\$50,000

Includes:

- **Title name and logo on all print and electronic media and correspondence**
- **20' x 10' double booth**
- **Logo included on cover of Program Guide**
- **Double page ad in Program Guide**
- **25 admission passes**
- **Customized Ticket Name and Promo Code**
- **Keynote Presentation**
- **2 inserts in Welcome Bag**
- **Step and Repeat Banner**
- **Large Banner in General Session**
- **4 pop-up banners**

GOLD SPONSOR

\$25,000

Includes:

- **20' x 10' double booth**
- **Full page ad in Program Guide**
- **15 admission passes**
- **10 minute podium time**
- **2 inserts in Welcome Bag**
- **Step and Repeat Banner**
- **2 Pop-up Banners**
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SILVER SPONSOR

\$15,000

Includes:

- **10' x 10' booth**
- **Full page ad in Program Guide**

- 10 Admission passes
- 10 minute podium time
- Insert in Welcome Bag
- Step and Repeat Banner
- 1 pop-up banner

PROGRAM GUIDE ADVERTISING

SPONSOR LOGO ON FRONT COVER	\$ 3,500
ADVERTISEMENT - FULL PAGE BACK COVER	\$ 3,500
ADVERTISEMENT - FULL PAGE INSIDE FRONT COVER	\$ 2,000
ADVERTISEMENT - DOUBLE FULL PAGE SPREAD	\$ 2,000
ADVERTISEMENT - FULL PAGE	\$ 1,500
ADVERTISEMENT - HALF PAGE	\$ 1,000
ADVERTISEMENT - FULL PAGE INSIDE BACK COVER	\$ 2,000

CONFERENCE BRANDING ITEMS

HIGH QUALITY CONFERENCE BAG	\$ 5,000
Sponsor Logo + Conference Logo on Conference Registration Bag (Sponsor to supply bag and production costs)	
CONFERENCE BAG INSERT	\$ 1,000
EACH ADDITIONAL ITEM	\$500

HOSPITALITY / NETWORKING EVENT SPONSORSHIPS

SOCIAL COCKTAIL/EVENING EVENT SPONSOR (SUN/MON)	\$10,000
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Nothing gathers a crowd of engaged people like the availability of drinks and networking after a day of conferencing.

Leave a positive impression for attendees at the end of the conference day. Cheers!

Sponsor Logo Highlighted on Thank You signage

BRANDED HOSPITALITY LOUNGE	\$3,500
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Hottest item at MERGE 2017 (pricing per night 8 P.M. to 11 P.M)

All attendees will stop by and appreciate the drinks provided by you.

Leave a positive impression for attendees at their time of need! Sponsor Logo Highlighted on Hospitality Lounge signage

MID MORNING TEA & SNACKS	\$2,500
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(per day 10 A.M. to 11:30 A.M)

Attendees will appreciate your company's generosity, displayed on the snack and beverage tables, including branded napkins with your logo

LARGE STEP AND REPEAT BRANDING WALL	\$1,250
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Sponsor's logo included and displayed on oversized 8'x12' banner wall

Strategically placed by MERGE! on Exhibit Floor for maximum visibility

BRANDING AND EXPOSURE

BREAKOUT ROOM NAMING RIGHTS	\$5,000
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Your company's name and logo will be placed at the entrance to the named Breakout Room.

Sponsor as the name of the Session Room ("<Sponsor> Breakout Room") in all conference schedules

Sponsor Logo will be displayed in one location on the main wall

to one side of the main stage
Sponsor to provide double-sided (up to) 87" tall meter board

GOBO LOGO PROJECTION LIGHT	\$1,000
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Sponsor Logo brightly spotlight displayed on the wall of the Exhibit Conference space or Entry Foyer

BADGE AND LANYARD

These sponsorships have a tremendous visual impact in all networking interactions during the event, and the added benefit of a 'halo effect' - photographs of people wearing the badge and lanyard stand out for years to come.

LANYARD(SPONSOR PROVIDES LANYARD EST QTY 800)	\$12,500
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BADGE	\$10,000
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REGISTRATION SPONSORSHIP OPTIONS

BRANDING OF ON-LINE REGISTRATION (EXCLUSIVE)	\$ 7,500
REGISTRATION DESK SIGNAGE	\$ 4,000
REGISTRATION DESK SIGN	\$ 4,000

NETWORKING EVENT SPONSORSHIP OPTIONS

ARRIVAL NETWORK/GATHERINGSAT 9/15	\$ 7,500
UPGRADE TO FULLY HOSTED	+\$ 5,000

- **Welcome Cocktail Gathering in the evening on Saturday September 15**
- **Promoted in all media and schedules branded as hosted by**

sponsor

- **Signage at the Venue and at Registration with sponsor logo**
- **Sponsor's logo on the Step and Repeat Banner**
- **MERGE will provide 2 drinks per attendee, cash bar thereafter**

FAREWELL PARTY IN EXHIBIT AREA

TUE, 9/18	\$ 5,500
UPGRADE TO FULLY HOSTED	+\$ 3,500

- **Welcome Cocktail Gathering in the evening on Saturday September 15**
- **Promoted in all media and schedules branded as hosted by sponsor**
- **Signage at the Venue and at Registration with sponsor logo**
- **Sponsor's logo on the Step and Repeat Banner**
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INVITATION-ONLY SPONSOR BREAKFAST OR LUNCHEON \$ 2,500

**Host a private Breakfast or Luncheon for key attendees
Perfect for Member meetings, targeted candidates or VIP customers**

MERGE will provide the room

MERGE can aid in curating names of lunch attendees and signage, if requested

Sponsor arranges the menu with Hotel Catering Staff and covers costs directly

EXHIBITION SPACE

Exhibition Booth Space is a great way to meet attendees, share

information about your company's offerings, collect important contact information and grow your network.

The MERGE Exhibition Floor is shared - common to all of the various events at MERGE, which means exposure to new faces and potential opportunity streams.

All booths include:

- Conference Passes (quantity is determined upon the package)
Table, Chairs, and Electricity Available**
- Company Logo will be included in Exhibitor List on Website and in Conference Guide**
- Inclusion in the MERGE Conference Passport page in the show guidebook**

MERGE leverages a Conference Passport page within the show guide book as a reward system to increase the attendee touchpoints with your booth staff. Conference attendees who fill up the passport page with stamps are rewarded with a special conference giveaway item. This incentives attendees to visit all the participating exhibitors.

The exposure level is also maximized by the conference layout, where organizers have placed careful thought and are implementing design and flow of foot traffic between sessions at the event to ensure positive flow of attendees through the exhibition floor.

8 X 10 EXPO BOOTH	INCLUDES 2 PASSES	\$ 4,000
8 X 20 EXHIBIT	INCLUDES 4 PASSES	\$ 7,500
16X20 CENTRAL QUAD-SIZED BOOTH	8 PASSES	
INCLUDED		\$ 12,500

OTHER EXHIBIT OPTIONS

MERGE CO-BRANDED POPUP-BANNER	\$1,000
PLACEMENT OF 36" WIDE POP-UP BANNER	
IN EXPO	\$1,500
+ADD HIGH-TOP TABLE AND STOOL/CHAIR	+\$ 750
+PASSPORT INCLUSION (WITH HIGH-TOP ONLY)	+\$1,000

Space allowance for a single retractable banner (max width of 36")

Company included in Exhibitor List on Website and in Conference Guide

Banner option notes: Not included in passport without upgrade, Sponsor furnishes Banner, power/electricity may not be available without special order.

PHONE CHARGING STATION SOLD TO BOLDGRID	\$ 1,000
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Sponsor logo on the official conference charging station (sponsor provides the branding and charging devices for the station)

HOTEL BRANDING

ROOM KEY BRANDING	\$ 7,500
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All hotel guest attendees will have room keys with your logo. (sponsor pays for production and design of keys)

ROOM DROP	(PER NIGHT)	\$ 2,500
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The hotel will deliver your promo gifts to every attendee's room. (sponsor to pay any hotel charges)

REGISTRATION WALK OF STARS(PER STAR) \$ 500

Sponsor logo on registration walkway stars (limit 5 per sponsor)

NAPKINS FOR ALL FOOD AND BEVERAGE EVENTS AT SHOW \$ 2,500

(sponsor provides the napkins with your logo)

WIFI IN ALL CONFERENCE AREAS \$ 7,500

**The password will be sponsor's company name.
WiFi slide in opening welcome will include sponsor logo
Sponsor logo will be on flyers throughout the show with
SSID/password.**

PENS AND NOTEPADS

PENS SOLD TO PARKING CREW \$ 2,500

**(sponsor supplies the pens with logo)
Pens on all classroom tables in General Session and Breakout
rooms.**

NOTEPADS \$ 2,000

**Note pads on all classroom tables in General Session and
Breakout rooms.
(sponsor to supply the note pads with company logo)**