

# **SPONSORSHIP PACKET**



**JULY 19 & 20, 2018**







# Table of Contents

Introduction of Event	4
About SMADCON	5
Why become a sponsor?	6
Demographics	7
Fast Facts	8
Benefits of being a sponsor	9
Quick Reference Chart	10
Breakdown of Sponsors	11
Pre-Events	17
Map of Conference	19





# Introduction

SMADCON is the largest social media celebration in the Southeast. Attracting award winning and national speakers, social media influencers and those looking to learn about how to best utilize social media. The conference will be divided into three tracks: Insiders, Influencers and Enthusiasts. Attendees will purchase a ticket based on their preferred track and associated speaker topics.

The conference is expecting 4,000 attendees at the Charleston Area Convention Center in North Charleston. Attendees will be from both the Lowcountry and surrounding States. Our large number of attendees and the diversity of attendees creates amazing opportunities for creative marketing and impact to a varied market audience.

SMADCON will have a great economic impact on North Charleston hotels, restaurants, retail and other local businesses. We encourage our attendees to come for the conference and enjoy everything the local community has to offer.

The SMADCON team is comprised of a Board of Advisors, Event Director, Talent Director, Sales and Promotion team and over 100 Day of Event volunteers.

We are looking to build a lasting relationship with our sponsors as this conference grows. Our team is dedicated to finding the right sponsorship option for your business growth. We offer options for personal engagement with attendees, digital presence, and on-site visibility. In addition to day-of sponsorships, we are looking for sponsors with our pre-events.

Sponsors are given creative freedom to engage with our attendees and their future customers in the best way possible. Being a sponsor at SMADCON means being able to truly connect with your future customers in a way that is impactful and defines your presence.

SMADCON is truly like no other event in the area or even the region. By joining us you can expand your reach in a creative and innovative way.

## Contact Info

[info@smadcon.com](mailto:info@smadcon.com)  
[www.smadcon.com](http://www.smadcon.com)

(typically responses in 2-3 business days)



# About SMADCON

## Mission

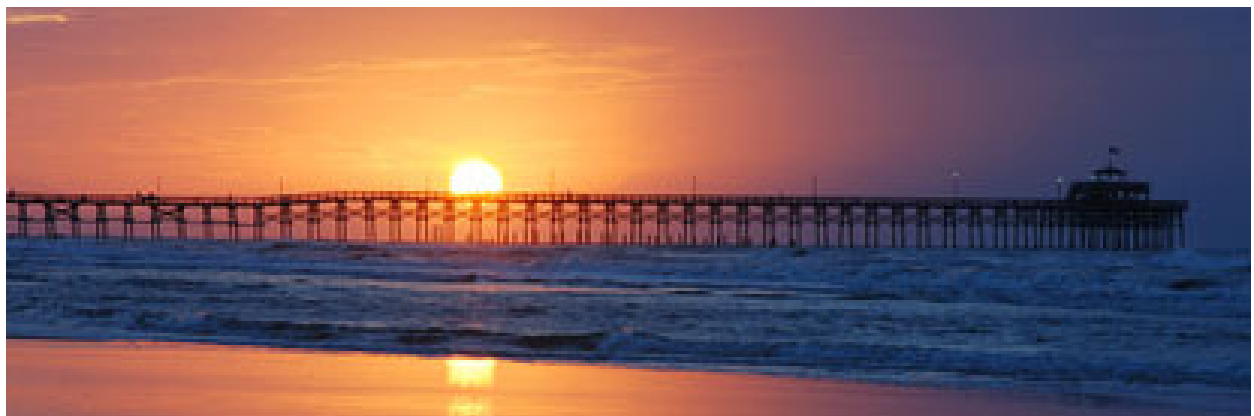
SMADCON is a collaborative celebration of social media influencers, industry insiders, and enthusiasts. The conference promotes the positive impact that social media displays in our communities and personal lives.

## Vision

SMADCON is the leading social media conference in the United States that blends multiple generations and ideas, which leads to new innovations in the industry. The conference is the best place where new rising talent in the industry can connect with business professionals to catapult their careers. SMADCON is the model event for how to bring together communities and individuals from many different backgrounds to celebrate the positive impact that social media creates in society.

## Objective

Increase community awareness for the positive impact of social media. Bring together individuals from different backgrounds to celebrate and share ideas on new innovations in the industry. Create a positive difference in the communities represented at the conference. Continue to improve upon being a sustainable event that gives back to society.





# Why Become a Sponsor?

## What does it mean to be a sponsor at SMADCON?

SMADCON doesn't just want to provide your business or brand an opportunity to gain further awareness within our community. Our team looks to forge a strong relationship and understanding of your mission in order to maximize your benefits in being a sponsor partner at our conference.

## Sponsorship Objectives

- Provide a platform that can propel your message directly to our community and attendees in an efficient manner.
- Create a positive ROI through sales lead opportunities.
- Showcase new ideas or innovations and gain immediate feedback.
- Raise awareness of your business or brand through positive association.
- Elevated participation in a conference showcasing the latest trends and innovations in the industry.

## Sponsorship Levels

- |                           |                           |
|---------------------------|---------------------------|
| • Main Stage Sponsor      | • Wifi Sponsor            |
| • PAC Center Sponsor      | • Charge Stations Sponsor |
| • Lounge Zone Sponsor     | • Map Sponsor             |
| • Roundtable Room Sponsor | • Premium Exhibitor       |
| • Lanyard Sponsor         | • Basic Exhibitor         |

\* Additional Digital Marketing Options Available

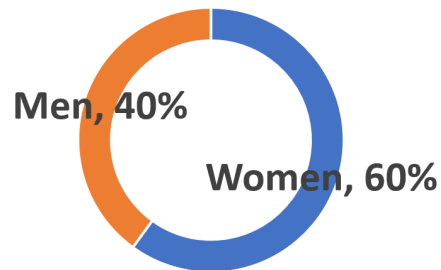


# Demographics

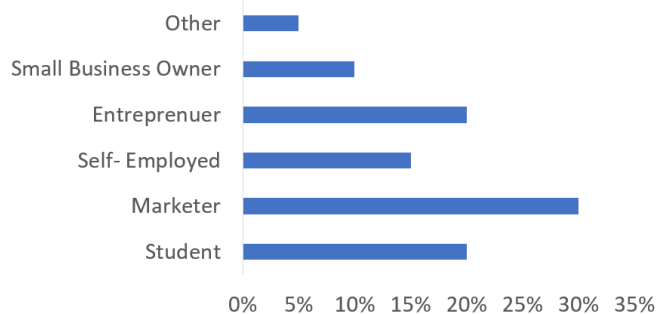
Expected Attendance	3,500 - 4,000
---------------------	---------------

Expected Average Age	14- 65 yr
----------------------	-----------

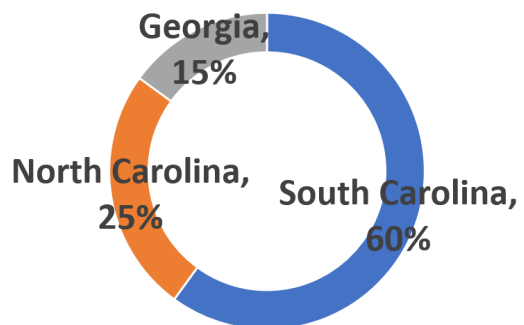
Expected Attendee Gender	
--------------------------	--



Expected Participant Job Title	
--------------------------------	--



Expected Target Attendee Demographics	
---------------------------------------	--





## Fast Facts

**Largest**  
Conference Celebrating Social Media  
(in the southeast)

**2017**  
Founded

**4000**  
Number of Expected  
Attendees

**58**  
Number of  
Expected Speakers

**56**  
Number of  
Expo Booths

**75**  
Number of  
Expected Sponsors

**100%**  
Attendees interest in  
Social Media





# Benefits of Sponsorship

## Sales Development

SMADCON is the largest conference in the region that celebrates social media's positive impact. The conference is expected to have 4,000 attendees, providing an opportunity to build targeted awareness and networking in order to generate sales leads and create a positive ROI.

## Advertising Materials

All sponsors of SMADCON will have their logo and name displayed on all programs given to attendees. Any banners or displays that showcase a single sponsor logo or name may be kept by that specific sponsor once the conference is concluded.

## Digital Media

All sponsors' logos and names will be displayed on our website and mobile app that will be available to download prior to the conference beginning.

## On-Site Expo Hall

During the 2-day conference, SMADCON offers two packages that sponsors can obtain to physically display more information about their business or brand to attendees.



## Quick Reference Chart

Sponsorship	Main Stage Sponsor	PAC Center Sponsor	Lounge Zone Sponsor	Roundtable Room Sponsor	Lanyard Sponsor	Wifi Sponsor	Charge Stations	Map Sponsor	Premium Exhibit Sponsor	Basic Exhibit Sponsor
Number of Spaces	1	1	1	3	1	1	10	1	16	40
Industry Badges	4 badges	4 badges	4 badges	2 badges	4 badges	4 badges	2 badges	4 badges	6 badges	2 badges
Stage Banner	Over Main Stage	Over PAC Stage		Over Room Entrance						
Stand Alone Banners	5 stand alone	5 stand alone	4 stand alone	2 stand alone						
Step Repeat Banner	1 step repeat	1 step repeat								
Featured Ad in newsletter	Included	Included	Option available	Option available	Option available	Option available	Option available	Option available	Option available	Option available
Logo of business on map	Included	Included	Option available	Option available	Option available	Option available	Option available	Option available	Option available	Option available
Interactive ads at the conference	Included	Included	Option available	Option available	Option available	Option available	Option available	Option available	Option available	Option available
Banner ads in event app	Included	Included	Option available	Option available	Option available	Option available	Option available	Option available	Option available	Option available
30x30 Exhibit Space									Included	
10x10 Exhibit Space										Included

### Contact Info

info@smadcon.com  
www.smadcon.com

(Typically responses within 2-3 business days)

# NAME SPONSORS

All options are first come, first serve

## MAIN STAGE

The stage will host events for two attendee tracks and entertainment for any attendee.

Seating capacity 3,566 (\$400 per 100 persons)

Name of the space

Shout out during events

Physical Banners (\$900 value)

- Banner over stage
- 6 Physical stand alone banners

Logo projected on stage during downtime

Digital Marketing (\$6,000 value)

- Featured Ad in newsletter to members
- Name of business on map
- Interactive ads at conference
- Banner ads on conference app

4 Industry Badges (\$1,000 value)

**Total Price: \$22,300**



# NAME SPONSORS

All options are first come, first serve

## PAC CENTER

The stage will host panel discussions for the industry track attendees.

Seating capacity 2,332 (\$400 per 100 persons)

Name of the space

Shout out during events

Physical Banners (\$900 value)

- Banner over stage
- 6 Physical stand alone banners

Logo projected on stage during downtime

Digital Marketing (\$6,000 value)

- Featured Ad in newsletter to members
- Name of business on map
- Interactive ads at conference
- Banner ads on conference app

4 Industry Badges (\$1,000 value)

**Total Price: \$17,500**

# NAME SPONSORS

All options are first come, first serve

## Lounge Zone

1,000 Person traffic capacity (\$400 per 100 people)

4 Stand alone banners (\$600 value)

4 Industry Badges (\$1,000 value)

**Total Price: \$5,600**

---

## Roundtable Room

2 Industry Track Badges (\$500 value)

Seating capacity 20 to 30

Name of the space & shout out during events

Physical Banners (\$300 value)

- Over room entrance
- 2 Stand alone banners

Logo projected during downtime

**Total Price: \$1,200**

\* If you wish to purchase digital marketing space contact your SMADCON team member

# NAME SPONSORS

All options are first come, first serve

## **Lanyards**

4 Industry Track Badges (\$1,000 value)

Logo and company name

Worn by every attendee- 4,000

**\$12,000**

## **Wifi**

4 Industry Track Badges (\$1,000 value)

Logo and company name on login page

Used by most 4,000 attendees

**\$12,000**

## **Charge Stations**

2 Industry Track Badges (\$500 value)

10 Charging Stations available

Located in high traffic areas of the conference

Wrap Customization

Digital Screens Customization

**\$1,500 per station**

## **Map**

4 Industry Track Badges (\$1,000 value)

Name of Map

Featured in app

Featured on monitors at the event

**\$9,000**

\* If you wish to purchase digital marketing space contact your SMADCON team member



# FLOOR SPONSORS

## BASIC PACKAGE

10x10 exhibit booth space located in the Exhibition Hall  
2 Industry Track Badges (\$500 value)  
Logo on schedule and directory list (\$800 value)

**Total Price: \$1,400**

---

## PREMIUM PACKAGE

20x20 exhibit booth space in Exhibition Hall  
6 Industry Track Badges (\$1500 value)  
Logo on schedule and directory list (\$800 value)

**Total Price: \$2,500**

\*Exhibit booth space location is based on first come first serve policy

\*\*See page 21 as a reference for exhibit booth space locations

# ADDITIONAL DIGITAL MARKETING OPTIONS

For potential sponsors, additional a la carte digital marketing is available:

- Featured Ad in newsletter to members: \$2,000
- Logo of business on map: \$1,500
- Interactive ads at conference: \$1,300
- Banner ads on conference app: \$1,200

\* Contact event organizers for full quote and cost breakdown.

# PRE-EVENTS FOR 2017

Starting in August, SMADCON will be hosting monthly pre-events to drum up awareness and excitement for the conference.

Co-hosting a pre-event provides an opportunity for your business to be a part of a fun and exciting event that will attract new customers to your business.

## **August- SUP and Kayak Races**

Our first pre-event is a family friendly Stand Up Paddleboard and Kayak Race competition featuring local vendors and interactive media.

## **September - Innovation Meetup**

To celebrate the Lowcountry's growing tech startup scene we will host an innovators meetup for Charleston's tech professionals.

## **October- Contemporary Art Party**

Celebrate contemporary Lowcountry artists with us at our Art Party highlighting the local creative, visual, and performance artists of the area.

## **November- Food & Family**

Get ready for the holiday season with a cooking and cocktail making workshop.

## **December- Toy Expo**

Make holiday shopping enjoyable and bring the family to our Toy Expo to find the hottest new games and media.



# PRE-EVENTS FOR 2018

## **January- #Fitgoals Workshop**

Get started with your New Year's Resolution the right way with an express Crossfit and Yoga class.

## **February- Dock Party**

Take a break from life's craziness and enjoy a cozy night on the dock with great food, drinks, and music.

## **March - Super Jump**

Transform into a superhero at a trampoline park. Come to play and leave transformed.

## **April- Pet Photoshoot**

Celebrate your favorite furry pal with a photo shoot and animal-friendly activities.

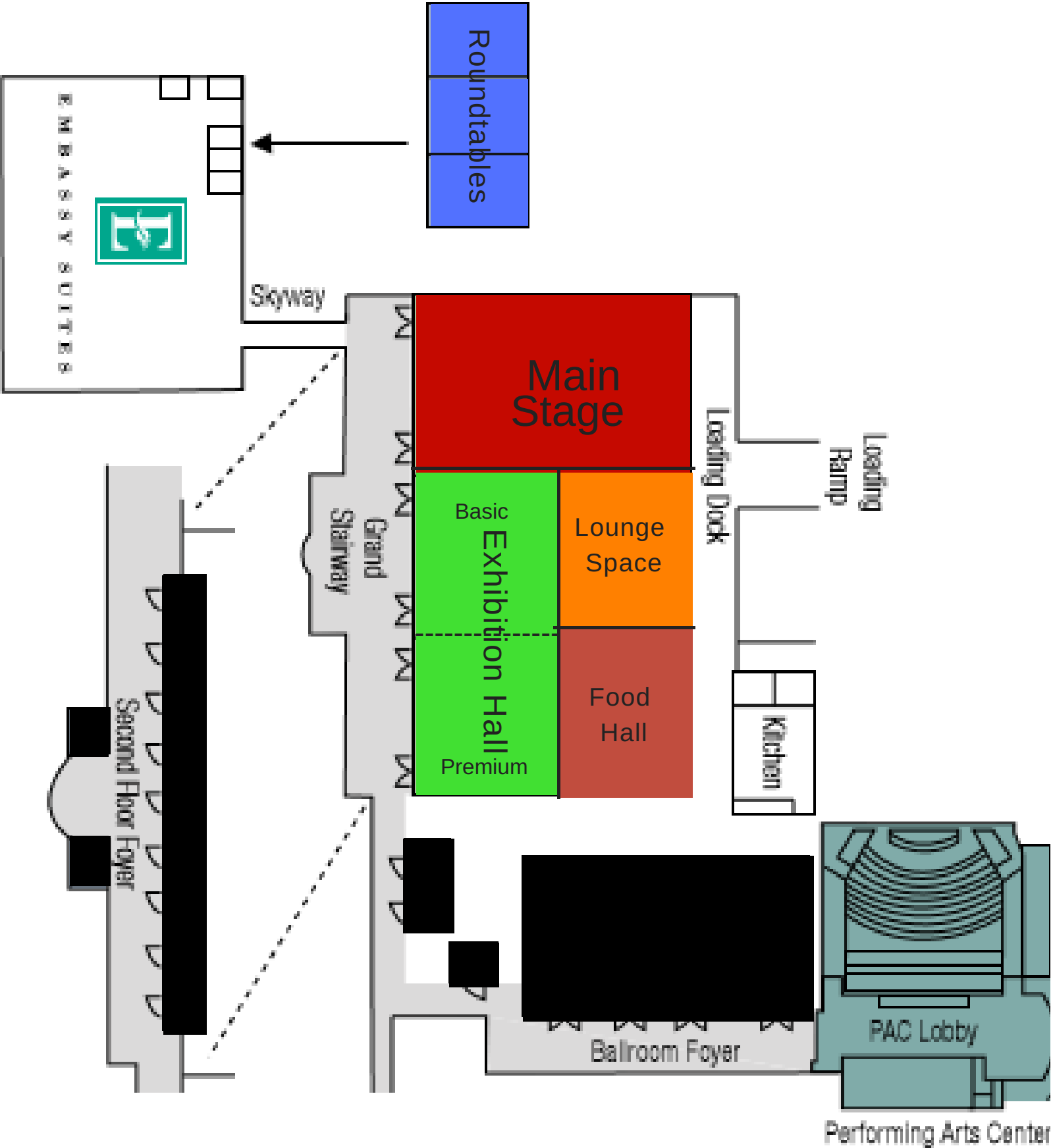
## **May- Pool Party**

Kick off the summer right with a 21+ pool party with the best music and drinks you can find in Charleston.

## **June- Charleston Staycation**

Take a staycation and cool off at our family friendly summer bash.

# EVENT MAP



# FLOOR SPONSORSHIP DIAGRAM

This diagram shows where the booths will be featured at the conference. Numbers 1- 40 represent the 10x10 exhibit space available for the Basic Floor Sponsors. Numbers 41-56 represent the 20x20 exhibit space available for Premium Floor Sponsors.

