



**APRIL 3-5  
CHICAGO**

# Sponsorship Prospectus

Annual opportunity for Solution Providers  
and Technology Partners to network with  
manufacturers and distributors

## Evolve2018

Embrace. Create. Innovate.



[www.macolaevolve.com](http://www.macolaevolve.com)

A vertical strip on the left side of the page features a night-time photograph of the Chicago skyline, including prominent skyscrapers like the Willis Tower. This image is partially overlaid by a decorative geometric pattern of blue and teal hexagons and triangles that runs down the left margin.

# Evolve 2018

Embrace. Create. Innovate.

## About the Event

**What:** Evolve 2018 is the premier, annual Macola Software customer conference.

**Who attends:** Customers, prospects, solution providers (resellers), technology partners, non-traditional vendors and exhibitors, influencers such as digital and social media and Macola Software employees.

**Where and when:** The conference will be held at the Hyatt Regency Chicago, April 3-5, 2018.

**Why:** Conference attendees want to expand their base of contacts, to create new business relationships, network and get deals done face-to-face. Macola's users represent small to mid-sized global companies. They are looking for ways to increase the speed, efficiency, and performance of their businesses. The services and products that you have to offer are exactly the solutions they need! Today's new acquaintance might be tomorrow's most valued partner.

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# Value Proposition

This is the singular annual event where customers and partners can learn about the direction and strategy of the Macola Software solutions and acquire knowledge to gain more value from their existing solutions and investment.

Sponsoring Evolve 2018 will give you the opportunity to showcase your offerings to customers through creative sponsorship opportunities that will help you increase brand awareness and build pipeline!



# Theme

Last year we told you about an industry *On the Move*, from our nation, to your business, to our work at Macola Software.

The theme for Evolve 2018 is **Embrace. Create. Innovate.** Macola Software believes that manufacturing is rebounding and confidence in the market is strengthening. Every day, data emerges detailing the growth in manufacturing and that is good news for business.

Evolve 2018 will help you embrace the accelerated growth in manufacturing for your business, create new opportunities and innovate within your own organization to further your success in the marketplace.





# What is new for 2018

The Solution Center is revamped this year to allow for greater networking. We have new ideas to drive foot traffic and provide attendees more reasons to learn about you! Exhibitors are encouraged to engage with customers, use the live demo wall to show attendees how your technology seamlessly integrates with Macola's products, and participate in the Passport Program that will bring attendees to the booths. There are also many brand new sponsorship ideas that you should take a look at in order to put your name and brand directly in front of the attendees. This is a golden opportunity to raise your profile and make attendees aware of who you are and what you can do that will be mutually beneficial!



# Evolve 2018

Embrace. Create. Innovate.

## Showcase your offerings to potential buyers

Sponsoring Evolve 2018 will allow you to promote your offerings to customers via the Solution Center, breakout sessions, roundtable discussions and many new, exciting and creative sponsorship opportunities. Every opportunity will help you increase brand awareness and build pipeline!



*An ECI Software Solutions Company*

[www.macolaevolve.com](http://www.macolaevolve.com)

# Sponsorship Levels at a Glance

Sponsorships may be crafted to fit your specific needs by selecting the level that fits you best. A minimum sponsorship of **\$5,000** is required for participation as an Exhibitor. Additional promotional opportunities may be selected from the extensive a la carte list found in the prospectus.

	Elite	Premier	Signature	Select	Brand New for 2018 Partner Pavilion
Early Bird sponsor price October 2, 2017 - January 26, 2018	\$42,500	\$27,500	\$20,000	\$5,000	\$3,500
Standard sponsor price January 29, 2018 - February 28, 2018	\$45,000	\$30,000	\$22,500	\$5,500	\$3,750
Late sponsor price March 1 - 30, 2018	\$50,000	\$35,000	\$25,000	\$6,000	\$4,000
Booth Size	20 x 20	10 x 10	10 x 10	10 x 10	n/a
Breakout Sessions	2	1	1	n/a	n/a
Private Meeting Room	1	n/a	n/a	n/a	n/a
Social Media Mentions	Up to 30	Up to 20	Up to 15	Up to 10	Up to 5
Conference Passes	3	2	1	1	n/a
Event App Banner Placement	Included	Included	Included	Included	n/a
Included in pre & post conference email	Included	Included	Included	Included	n/a
Notable mentions on Evolve 2018 website	Included	Included	Included	Included	Included
Collateral in registration packet	Included	Included	Included	Included	Included

# A La Carte Sponsorships at a glance

A La Carte Sponsorship	Price	# Available	Key Dates and Details
<b>Day 1 Keynote Speaker Sponsorship</b>	\$15,000	1	The introduction of the speaker will highlight and feature your company name as the sponsor. Once the speaker is on stage, the on-stage monitors will show your logo resting in place. At the close of the speaker's presentation, the moderator will once again recognize your company for the sponsorship. VIP meet and greet and photo opportunities with the speaker either before or after they have exited the stage will be available for a select group of individuals (determined by you). Your company will be prominently featured on all marketing collateral, and high-profile banner placement on the app and digital program brochure. This is a truly unique opportunity and will pay attractive dividends in the amount of social media exposure you and your company will achieve from owning the sponsorship of the Day 1 Keynote Speaker. This is a first come, first served sponsorship opportunity.
<b>Day 2 Closing Keynote Speaker Sponsorship</b>	\$15,000	1	As described under the Day 1 Keynote Speaker description, this is another unique opportunity to play a significant and high-profile role by sponsoring the Day 2 Closing Keynote Speaker. This is the speaker who will close the conference with a motivational or inspirational message to the audience. Again, your company will be highlighted in the introduction of this speaker and a notable mention will be displayed on the main stage monitor - making this area a no-miss for the entire audience to see your logo and be fully aware of your sponsorship. You will also have the chance for a VIP meet and greet and photo opportunities with the speaker that you may use to boost social media awareness. This is a first come, first served sponsorship opportunity.
<b>Welcome Reception Sponsorship</b>	\$5,000	1	You will have the opportunity to be the sponsoring company of the Welcome Reception. Everyone will know that it is your company who is the host of the Welcome reception that brings everyone together. There will be cocktail napkins featuring your company logo on all the bars. Every beverage will be accompanied by a branded napkin with your logo or icon. For an additional fee, a signature drink will be created and served during the Welcome Reception. This is a fun way to begin the conference with wonderful photos, lots of exposure on Social Media and set the stage for what comes next!

# A La Carte Sponsorships at a glance

A La Carte Sponsorship	Price	# Available	Key Dates and Details
<b>Hospitality Lounge;</b> <b>Tuesday night available from 8:00 - 10:00 p.m.;</b> <b>Wednesday night available from 8:00 - 10:00 p.m.</b>	\$10,000 per night plus the responsibility for the food and beverage consumed each night	1 per night	We are offering a whole new approach to the "Hospitality Lounge" concept this year. There will be two separate opportunities to be the host of the "after-hours lounge." When it is time to gather and catch up on the activities of the day, where does everyone go? The Hospitality Lounge. The location will be the same on Tuesday and Wednesday from 8:00 – 10:00 p.m. This is a great chance for more companies to have the opportunity to hold court and put your company name out there for two hours of prime-time networking. The monitors in the lounge can be programmed to show your brand or logo, or run a streaming message. First come, first served on whether you choose the Tuesday or Wednesday night option. This sponsorship opportunity will no longer be available after March 5, 2018.
<b>Developer's Lounge</b> <b>Tuesday night available from 8:00 - 10:00 p.m.;</b> <b>Wednesday night available from 7:00 - 10:00 p.m.</b>	\$10,000 per night plus the responsibility for the food and beverage consumed each night	1 per night	<b>NEW for 2018!</b> This is a fantastic opportunity to be the host of the Lounge where the smartest and newest ideas are being shared. This area will be buzzing with conversations and the latest concepts. The Developer's Lounge is going to be a hot spot for Solution Providers and Technology companies to showcase what is up and coming! Select a night and be the host at this playground for prodigious designs. This sponsorship opportunity will no longer be available after March 5, 2018.
<b>Closing Party Sponsorship</b>	Gold Sponsorship available for \$50,000;	1 Gold Sponsorship	The Closing Party is known for being over-the-top! As a Gold Sponsor of the Closing Party, this event will be named in your honor. It will be your company name that will be notably recognized as the prominent sponsor for the closing party.
<b>Closing Party Sponsorship</b>	Co-Sponsorships are available for \$15,000 each	multiple Co-Sponsorships	There are multiple opportunities to be a Co-Sponsor of the Closing Party. For this sponsorship, the specialty cocktails will be named in your honor. Your company name will be prominently featured on the cocktail drink list and each one of these drinks will be served along with a napkin bearing the company logos of the Co-Sponsoring companies.

# A La Carte Sponsorships at a glance

A La Carte Sponsorship	Price	# Available	Key Dates and Details
<b>Room Amenity</b>	\$5,000	multiple opportunities	This is a nice way to surprise attendees who return to their room at the end of the day and discover a thoughtful amenity provided by your company. This is also a perfect way for your item not to get lost in the shuffle. Whatever you send to the room will be displayed in a prominent location so that when the guest returns to the room, they immediately see the item and accompanying card. We suggest that the items be scheduled for arrival at the hotel no later than March 29, 2018.
<b>Breakout Session</b>	\$10,000	5	This is a fantastic opportunity in a private breakout setting to share your information and data. The breakout title and content description will be included in the Macola registration web site so that attendees may sign up in advance for your sessions. The room and the time slot are yours to educate the attendees all about your product. The fee includes a screen, projector, microphone and an Audio-Visual technician. Any additional AV requirements besides those listed above will be your financial responsibility. Title and abstract must be submitted by March 5, 2018 to be included in the registration web site.
<b>Keynote Speaker Meet &amp; Greet</b>	\$1,650	10 for each keynote session	This is your chance to meet the keynote speaker and pose for a photo opportunity after the morning or afternoon session. This access entitles you to ten VIP seats in the General Session during the keynote presentation. Additionally, you will be listed on the event app and in the digital program book as a VIP attendee for that session.
<b>Acrylic clings</b>	\$6,000	3	Another very unique opportunity to put your company's branding, logo and message in front of every Evolve 2018 attendee. Acrylic cling art work affixes to the mirrors in the meeting space restrooms. This is a way to put your message out there, on a format that is literally right in front of everyone.
<b>Key cards</b>	\$5,000	1	What better way to put your company's name, logo and messaging in front of customers in a way that keeps your branding in front of them each time they use their room key.
<b>VIP Executive Luncheon Sponsor</b>	\$5,000	1	Don't miss an opportunity to participate in an exclusive luncheon with select VIP customer attendees on Wednesday, April 4, 2018. Invite up to four (4) people to a private lunch with our executive team and top customer executives attending the conference.



# A La Carte Sponsorships at a glance

A La Carte Sponsorship	Price	# Available	Key Dates and Details
<b>Conference Bags</b>	\$8,000	1	Did you know that 50% of the population owns a promotional bag? And studies show, that on average, the bags are used for three plus years. This is a fantastic opportunity to prominently display your logo on the conference bag provided to all attendees at Evolve 2018.
<b>Door Hanger room drop</b>	\$3,000	3	Drive more attendance to your booth or session by providing information on a door hanger. One side bears all the necessary information about your booth or session and the other side is a privacy message. Content must be provided by March 5, 2018. No refund will be provided for late content.
<b>Banner Promotion on Event App</b>	\$1,650	6	We will custom design a banner with your logo and booth number that will rotate on the home screen of the event app.
<b>Push Notifications on Event App</b>	\$1,500	12	We will send out three (3) push notifications at strategic times to drive both your booth and session attendance.
<b>Customer Testimonial Video</b>	\$1,850	12	Have your customer provide a video testimonial to use on your website! One (1) round of editing, up to two (2) minutes of finished product. Contact us for more details and to discuss what options we may have.
<b>Photo booth</b>	\$5,000	1	Leave attendees with something to remember you by - sponsor the photo booth branded with your logo during the conference located in the Solution Center.
<b>Virtual Reality Name Badges</b>	\$7,500	1	<b>NEW for 2018!</b> This sponsorship opportunity includes virtual reality connectivity with other attendees. A small device that resembles a hand is linked to your badge. Your contact information has already been pre-loaded onto the hand and when you meet or encounter other attendees you would like to "connect with," you simply touch the two devices together and your contact details are instantly transferred. Later, you will receive a report of all the people with whom you have connected. This is a virtual "hands free" way to connect with other attendees.
<b>Lanyards</b>	\$3,000	1	Brand the lanyard that each attendee wears around their neck. The lanyard and virtual reality name badges can be sold as one sponsored item for a total of \$10,000.

# A La Carte Sponsorships at a glance

A La Carte Sponsorship	Price	# Available	Key Dates and Details
<b>Cocktail Napkins</b>	\$1,650	1	Your booth number and/or your breakout session time and place details will be featured on the napkins distributed with each beverage at the Happy Hour on Wednesday, April 4, 2018.
<b>Koozies</b>	\$1,500	1	Fun and still very practical. Attendees can use these on-site during the conference or take them home. Included in each registration bag.
<b>Pens</b>	\$2,500	1	41% of consumers use a branded pen every day. Put your brand on the pen that everyone will be taking notes with at Evolve 2018! Included in each registration bag.
<b>USB Drives</b>	\$7,500	1	Try a USB drive in the shape of a business card or a wristband.
<b>Hats</b>	\$5,000	1	A very popular item to brand and everyone loves a new hat.
<b>Seat Drop in the General Session</b>	\$2,000	4	Don't allow your message to get lost in the crowd. A seat drop will guarantee each attendee will get their hands on your message. Final piece provided by sponsor and requires Macola approval.
<b>Branded Coffee Sleeves for Breaks</b>	\$1,500	1	Be known as the "pick me up" sponsor. Conference logo on one side and your logo on the other.
<b>Restaurant Guide</b>	\$750	1	Place your logo on the restaurant guide that will be provided to all attendees in the registration packet.
<b>Upgrade Your Special Customer</b>	\$1,000	10	<b>NEW FOR 2018!</b> There are ten one-bedroom suites that are available on a first come, first served basis. Make one of your customers feel very special when they arrive and are told, "congratulations, you have been upgraded to a suite, courtesy of [your company name goes here]. Your guest arrives in their suite to find a printed and framed welcome note reminding them that [your name goes here] has upgraded them. For an additional cost, you can also provide a nice amenity such as wine, champagne, fruit, cheese or even a plate of gourmet cookies and milk awaiting them. This is a memorable way to make your customer know they are valued and very special.

# A La Carte Sponsorships at a glance

A La Carte Sponsorship	Price	# Available	Key Dates and Details
<b>Wheel of Prizes</b>	\$500 per prize wedge	Limited	<b>NEW FOR 2018!</b> Donate a prize and place it on the Wheel of Prizes. Plenty of photo and social media opportunities at this location. We will have an announcer who will emcee and call out the winner and the prize. Attendees earn a spin of the wheel by attending demos, submitting questions, and getting their passports stamped. Passport to Prizes sponsorship is required to participate in this sponsorship.
<b>Passport to Prizes</b>	\$500 per each circle on the passport	Limited	Own one of the empty circles on the Passport to Prizes. Attendees fill in the spots by visiting the designated booths and receiving a sticker to cover the circle. When their Passport to Prizes is full, they bring it to the Wheel of Prizes, where they are eligible for a spin. Completed Passports also go into a general raffle for a prize drawing on stage during the closing session.
<b>Single Serving Popcorn w/Card Pocket</b>	\$2,500	1	Who doesn't love popcorn? It's the universal snack and when in Rome, do as the Romans do. Or in this case, when in Chicago, eat Garrett's Popcorn! Garrett's signature blend is a combination of sweet and buttery caramel and smooth cheddar cheese flavors. The single-serving snack is the perfect booth giveaway. But wait, there's a business card sized pouch on the package that is perfect for a card or a USB drive.
<b>Mimosa or Bloody Mary Station</b>	\$5,000 each	2	Put some zest into the morning breakfast buffet! While attendees enjoy the breakfast buffet, you have the opportunity to be the host who offers up Mimosas or Bloody Marys. Don't think this won't get you noticed and appreciated by everyone. We will plan for the anticipated use with plenty of bars and bartenders, so no one needs to wait in line. Bottoms up!
<b>Protein Smoothie Station at Mid-Morning Break</b>	\$5,000 each (or with custom tumbler, additional \$5k)	2	Custom-made protein smoothies will be available during the morning refreshment break. For those who may be dragging after a short night on the town, this is the way to put a little kick to your step. We will plan accordingly and have plenty of bartenders and blenders ready to mix enough of these concoctions. Feel like upgrading this experience? How about a custom tumbler branded with your logo?
<b>Create Your Own PM Break</b>	\$5,000	2	Sponsor a PM break with cookies, pretzels, salty snacks or other menu items provided by the hotel. Attendees will appreciate this afternoon pick-me-up. Brand this break with your logo so everyone knows who to thank for the goodies.

# A La Carte Sponsorships at a glance

A La Carte Sponsorship	Price	# Available	Key Dates and Details
<b>WiFi Connectivity</b>	\$7,500	1	This is the opportunity to be the sponsoring company of the WiFi connectivity. When attendees select the Evolve 2018 link the landing page opens and there you are! Your brand, your icon and special messaging from you. This is the ultimate way to put your name and company in front of everyone. Announce your booth number and use this opportunity to share a unique communication with each attendee. This sponsorship is available for one company and will be for the entire duration of the Evolve Conference inside the Solution Center.
<b>Charging Stations</b>	\$5,000	2	The charging stations will be in the Partner Pavilion area of the Macola Booth. These stations will create and bring foot traffic into the booth. Tall stools will be placed at the charging stations, so the tables will also double as networking areas.
<b>Macola Booth Demo Wall</b>	\$5,000	5 time slots per day available	Thirty minutes of dedicated, scheduled time to present a live demo of your product from the monitor staged on the presentation wall of the Macola Booth. Your reserved time slot will also be listed in the Macola Registration schedule and attendees can reserve their place in the audience. Each demo ideally is a 15 - 20-minute presentation with the remaining time for Q & A.
<b>Registration Bag Stuffer</b>	\$1,750	multiple opportunities	Insert a one-page collateral piece into the registration bag attendees will receive upon arrival. Make sure to include your booth number so attendees can stop by.



# Important Information and Contacts

For any questions regarding the sponsorship packages and a la carte options please let us know! We are here to assist and help you find the best solution to maximize your sponsorship at Evolve 2018.

For any artwork that is required for the A La Carte sponsorships, it should be submitted no later than **March 5, 2018** to [evolve2018@ecisolutions.com](mailto:evolve2018@ecisolutions.com).

[Evolve 2018 Sponsorships](#)

[Evolve 2018 email address](#)

## Sponsorship Point of Contact:

**Solution Providers – Jennifer Hohman – [jhohman@ecisolutions.com](mailto:jhohman@ecisolutions.com)**

**Technology Partners – Vicky Basile – [vbasile@ecisolutions.com](mailto:vbasile@ecisolutions.com)**



# Sponsorship Rules and Regulations

## 1. ASSIGNMENT OF EXHIBIT SPACE

Macola Software shall assign the exhibit space to the Sponsor for the period of the Event. Macola Software reserves the right to withdraw its acceptance of this Application/Sponsor if it determines in its sole discretion that the Sponsor is not eligible to participate, or the Sponsor's products or services are not eligible to be displayed during the Event.

## 2. USE OF EXHIBIT SPACE

Exhibitor shall not assign, sublet, share, or apportion all or any part of the exhibit space assigned; or have representatives, products, equipment, signs, printed materials or any representation of any other company within the exhibit space during the Event. The Sponsor may not assign this agreement without prior written consent of Macola Software.

## 3. EXHIBIT HOURS

Macola Software will establish exhibit hours and reserves the right to make changes, however, such changes will be made as far in advance of the Event as possible. Each Sponsor is required to keep at least one attendant in its booth during all exhibit hours; failure to do so may result in removal of its exhibit from the show at its expense.

## 4. DISPLAYS AND DECORATIONS

Merchandise, signs, decorations or display fixtures shall not be pasted, taped, nailed or tacked to walls. No exhibit, merchandise or equipment shall be left in any aisle, but shall be confined to exhibit space. No signs or advertising devices shall be displayed outside exhibit space or projecting beyond limits of exhibit space as to interfere with any neighboring exhibit. Macola Software cannot and does not assume any responsibility for sponsor's equipment or property whether lost, stolen, or damaged while participating in the Event.

## 5. OBSERVANCE OF LAWS

Exhibitor shall abide by and observe all laws, rules regulations and ordinances of any applicable government authority and all rules of the Event location.





# Sponsorship Rules and Regulations

## 6. CANCELLATION OR TERMINATION OF THE EVENT

If because of war, fire, strike, Event facility construction or renovation project, government regulation, public catastrophe, Act of God, or the public enemy or other CAUSE beyond the control of Macola Software, the Event or any part thereof is prevented from being held, is canceled by Macola Software or, the exhibit space becomes unavailable, Macola Software, in its sole discretion, shall determine and refund to the Sponsor its proportionate share of the balance of the aggregate exhibit fees received which remains after deducting expenses incurred by Macola Software and reasonable compensation to Macola Software. In no case shall the amount of refund to Sponsor exceed the amount of the sponsorship fee paid.

## 7. SPONSOR CANCELLATION

Any Sponsor who books space and wishes to cancel its sponsorship must do so in writing to [evolve2018@ecisolutions.com](mailto:evolve2018@ecisolutions.com). All sponsorship fees are considered nonrefundable once received by Macola Software.

## 8. EXHIBITOR CONDUCT

Sponsor and its representatives shall not congregate or solicit trade in the aisles. Sponsor shall refrain from any action that will distract attendees from attendance at the Event during open hours. Sponsor or any of its representatives shall not conduct itself in a manner offensive to standards of decency or good taste, or any manner which may reflect negatively upon Macola Software. Sponsor waives any right to claim for damages against Macola Software or the facility for the ejection of any person or persons from the facility by the facility or Macola Software where, in the sole determination of the facility and/or Macola Software, such person or persons have or likely will create a danger to public health and/ or safety or behave in an objectionable manner.

## 9. BADGES

Admission to the Event is by official registration badge. Badges must be worn at all times, including move-in and move-out. Sponsor is responsible for ensuring badges are provided only to the company's personnel.



# Sponsorship Rules and Regulations

## **10. SPONSOR REPRESENTATIVE**

The signer and/or executor of the Sponsorship Agreement, whether online or in writing, shall be the official representative of the Sponsor and shall have the authority to act on behalf of the Sponsor.

## **11. PRODUCT COMPARISONS**

Product comparisons or information using product or written materials of companies other than the contracted Sponsor are prohibited.

## **12. SIMULTANEOUS EVENTS**

Sponsor further agrees that it will not hold any event that runs simultaneously or three days prior/ post Event without the express prior written consent of Macola Software.