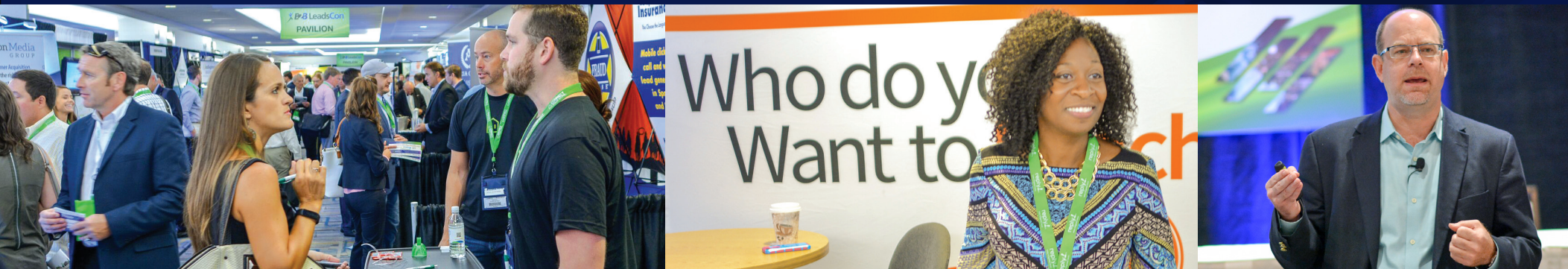


B2B LeadsCon 2016 POWERED BY **ChiefMarketer**

August 22-24 | New York Hilton, NY, NY | b2bleadscon.com



SPONSORSHIPS & EXHIBIT OPPORTUNITIES
Acquire. Nurture. Convert.

GET IN FRONT of hundreds of high-level B2B lead gen decision makers.



SECURE YOUR SPONSORSHIP TODAY.

B2B LeadsCon NY is the B2B focused event within LeadsCon NY that specifically covers the unique challenges of the B2B Lead Gen Marketer.

Unlike Consumer Lead Gen, Business-to-Business Lead Generation typically is targeting specialized industries, job functions or accounts that must be qualified, nurtured and turned over to a sales team. B2B LeadsCon delivers the latest targeting techniques to identify, qualify, engage and convert leads to meet and exceed your B2B lead gen goals.

Overall, LeadsCon NY & B2B LeadsCon NY attract more than 1,700 marketing professionals, of which approximately more than 300 register to attend the B2B conference track.

You'll meet the right people, leave with qualified prospects, and bring back new business.

Lock in your choice early to ensure inclusion in early promotion and a prime exhibit location. Our unique sponsor & exhibit packages give you the opportunity to participate fully in the event and get you in front of hundreds of high-level decision makers—including senior-level executives from companies involved in financial services, technology, insurance, healthcare, and more.

I look forward to helping you connect with B2B Lead Gen marketing professionals.

Leslie Bacon

Group Publisher, The Chief Marketer Network
lbacon@accessintel.com

FOURTH ANNUAL

B2B LeadsCon 2016

August 22-24
New York Hilton, NY, NY
b2bleadscon.com

"B2B LeadsCon was a really great show. It was definitely worth my time and it's been great to network with like-minded marketers. I've made a lot of new connections and I've learned a lot of new ideas."

— **BRANDEE JOHNSON**, Senior Marketing Manager, LEGO Education and B2B LeadsCon Attendee

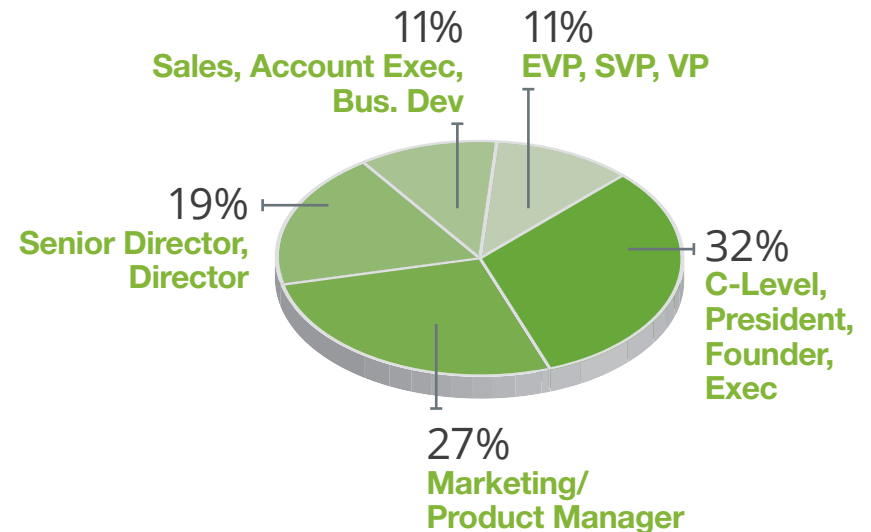
"We've been having really good conversations with lots of good prospects that understand the language. We're really excited to follow up with them."

— **GLORIA OCHMAN**, Sr. Marketing Programs Manager, Conversica

B2B LeadsCon attendees are your IDEAL CUSTOMER.

They are senior level and sophisticated marketers who demand the highest level of performance marketing to produce the most qualified leads for their budget. Attendees represent every job level from **C-level** to **VP** to **Director** and **Manager**. The highest concentration of attendees are senior level decision makers and have titles like **CEO, VP Demand Generation Marketing, Owner, CMO, VP Marketing, Director of Lead Generation,** and **Sr. Marketing Manager**. Last year companies who attended included **LendingTree, The New York Times, Twilio, LEGO Education, Bell and Howell, SourceMedia, Asure Software, U.S. Cellular, Oppenheimer Funds,** and more.

ATTENDEE BY JOB LEVEL



PLATINUM Sponsor

EXCLUSIVE

- 8 X 10 Booth in B2B Pavilion of LeadsCon NY Exhibit Hall
- Recognition throughout the event as the Lead B2B LeadsCon Sponsor
 - Acknowledgement in Welcoming Remarks of LeadsCon
 - Acknowledgement in Welcoming Remarks of B2B LeadsCon
 - In the B2B LeadsCon Conference room via Walk-in Slide throughout the event
 - On Site Thank you Signage throughout the LeadsCon & B2B LeadsCon event
- Recognition via your company logo on:
 - All promotional emails for the B2B LeadsCon Event and LeadsCon event
 - On the Homepage of the LeadsCon NY and B2B LeadsCon NY Events websites
- Full Page ad in the On-Site Show Program for LeadsCon & for B2B LeadsCon
- **EXCLUSIVE** company name branding on B2B LeadsCon & All Access Registrant Lanyards & Badge Holders (Not Leadscon registrants). All Access Registrant badges will be co-branded with LeadsCon sponsor.
- 15-minute co-presentation in the B2B LeadsCon Conference room with the Chief Marketer editor or publisher on an appropriate topic TBD. Format either of research results with case studies or Q&A with B2B marketers.
- Pre-show (14 days prior) & Post Show list of B2B LeadsCon and All Access LeadsCon registrants (NOT LeadsCon only). Pre-show will include name, title, company & postal address. Post Show will also include email address of those that did not opt out to receive information.



"We've had a lot of traffic coming here to the booth. I feel that the quality of traffic is very good and we'll develop some good relationships out of it."

— KARL RENELT, Senior Account Executive, The Alesco Group

GOLD Sponsor

Three Available

- **8 X 10 Booth in B2B Pavilion of LeadsCon NY Exhibit Hall**
- **Recognition throughout the event as a Gold B2B LeadsCon Sponsor**
 - In the B2B LeadsCon Conference room via Walk-in Slide throughout the event
 - On Site Thank you Signage throughout the LeadsCon & B2B LeadsCon event
- **Recognition via your company logo on-**
 - All promotional emails for the B2B LeadsCon Event and LeadsCon event
 - On the Homepage of the LeadsCon NY and B2B LeadsCon NY Events websites
- **Full Page ad in the On-Site Show Program for LeadsCon & for B2B LeadsCon**
- **High impact branding opportunity during the conference, focused exclusively on B2B and All Access registrants. (Select One from the list on the right).**
- **Pre-show (14 days prior) & Post Show list of B2B LeadsCon and All Access LeadsCon registrants (not LeadsCon only). Pre-show will include name, title, company & postal address. Post Show will also include email address of those that did not opt out to receive information.**

GOLD Sponsor Branding Opportunities

Select One

OPTION 1: Sponsor of pens placed at each seat in the B2B LeadsCon conference room on Day 1; if the attendee brings their branded pen to your booth during the show, they will receive a really cool branded notebook while they last! One special notebook will include a \$100 Amazon gift card.

OPTION 2: Sponsor of Refreshments in the B2B LeadsCon Conference room—Coffee, Soda, Water and Snacks. Service will include branded napkins, cups and signage, as well as branded mints at the refreshment area, as well as on the tables in the session room.

OPTION 3: Sponsor of Ear Buds on each seat in the B2B Leadscon conference room on the first day with an offer to enter a business card drawing for a Mini iPad on Day 2; winner to be drawn by the sponsor at the end of afternoon sessions on Day 2

“I’m down to a few brochures and a few business cards which is very rare. The traffic we’re getting wants to get more sophisticated with their marketing. People walked right up to us, knew they wanted to see us, and we had our discussion which is already encouraging.”

— PETE GIRALDI, President – Global Accounts, DatabaseUSA

BRONZE Sponsor

5 Available

- 8 X 10 Booth in B2B Pavilion of LeadsCon NY Exhibit Hall
- Recognition as a Bronze B2B LeadsCon Sponsor
 - In the B2B LeadsCon Conference room via Walk-in Slide throughout the event
- Recognition via your company logo on the Homepage of the LeadsCon NY and B2B LeadsCon NY Events websites
- Quarter Page ad in the On-Site Show Program for LeadsCon & for B2B LeadsCon
- Post Show list of B2B LeadsCon and All Access LeadsCon registrants. Post Show list will include name, title, company & postal address, email address of those that did not opt out to receive information.

B2B Pavilion EXHIBITORS

(space is limited)

- 8 X 10 Booth in B2B Pavilion
- Exclusive space in exhibit hall where B2B attendees will know exactly where to find you.



“From higher ups looking to institute video, to people who are doing lead generation and demand generation, it’s been a great crowd, lots of great people across the organization.”

— JOHN GIUNTA, Director, Demand Generation, Videolicious

Media Package:

- **Pre show B2B LeadsCon Preview:** The show preview will be featured in the Chief Business Marketer eletter the week before the show. The distribution list will include all show attendees.
- **Full Page Ad in Chief Marketer's Summer edition** that will be distributed to all LeadsCon attendees, and given to each B2B LeadsCon & All Access registrant at the event, as well as mailed to 55,000 marketing professionals.
- **Post show co-op email** to B2B LeadsCon & All Access registrants, as well as all Chief Marketer B2B readers, offering information or white papers.

"We're seeing senior folks looking to expand or ramp up their business. So, it's the right audience for companies like us. We exhibit here to meet decision makers who can make determinations themselves as to what makes sense. If I do my job well, I don't think there's any question that we'll have solid business. I'm certainly returning next year and beyond."

— DANIEL FREEMAN, SVP Sales, inSegment, Inc.

Media Specifications

Preshow:

Rectangle ad unit: 300x125, Max file size 35kb.

- **Recommended Frames:** 1 (If multiple frames provided— 1st frame should have important details) Format: GIF static or JPEG.
- **Header text:** 50 characters including spaces, **Body text:** 65 characters including spaces. *(Please note that if character count exceeds the max, the file will be truncated to the character limit.)*
- **Referring URL**

Full Page 4C ad:

- 8 1/8" X 11" with bleed; 7" X 10" live area (more details can be provided)

Post Show:

100x100 static graphic

- Title
- 35 words max description
- Referring URL

LeadsCon NY + B2B LeadsCon Exhibit Hall

Hilton New York | Second Floor

