



content centricity 18

MESSAGEPOINT CONFERENCE

2018 SPONSORSHIP PACKAGE



WE

OUR
SPONSORS

 messagepoint®

Reinventing content management. Again.

JUNE 12 & 13, 2018 | TORONTO, ONTARIO | TIFF BELL LIGHTBOX

Content Centricity is a two-day conference presented by Messagepoint that brings together business and IT professionals across various industries for the opportunity to learn how to change content management and delivery through a content-centric strategy.

At Content Centricity, attendees will find out about how to how to reinvent their content management and delivery. They'll also gather insights from some of the brightest minds in enterprise content management and learn how to:

- think about their future with AI,
- positively impact CX with their content,
- ensure the accessibility of their communications,
- more intelligently manage and scale complex content,
- integrate with Salesforce & AEM,
- and more.

Why sponsor Content Centricity

Sponsorship gives you:

- access to influential customer communication management professionals,
- internal and external networking opportunities,
- unique marketing and brand exposure,
- opportunities to make valuable contacts and increase sales.

Past sponsors:



Sponsorship opportunities

We offer sponsorship packages at the Gold, Silver, Bronze, and Community levels. These can be customized to meet your organization’s specific objectives and preferences.

Benefits / Tier	Gold	Silver	Bronze	Community
Cost	\$15,000 USD	\$10,000 USD	\$7,500 USD	\$3,500 USD
Number available	1	1	1	2
Exhibition space	10 x 10	10 x 10	10 x 10	5 x 5 table & pull-up
Logo on delegate badges	✓	✓		
Delegate bag inserts	✓	✓	✓	
10-minute speaking session on main stage	✓			
5-minute speaking session during breakout		✓	✓	
Lunch sponsorship (day 1 and 2)	✓			
Breakfast sponsorship (either day 1 or day 2)		✓	✓	
Logo on conference website, app and digital displays at the venue	✓	✓	✓	
Brand activation	\$2,000	\$2,000	\$2,000	
Complimentary passes	3	2	1	0
Discount for additional passes	50%	50%	20%	20%

Additional opportunities

Opening reception sponsorship (1)

\$10,000 USD

- Sponsorship of evening opening reception (day 1)
- Recognition as a sponsor on digital displays and on-site signage
- \$2,000 on-site brand activation
- 5-minute speaking slot
- 6 passes to evening reception
- 2 free conference passes
- Logo on company website

Refreshment break sponsorship (4)

\$3,000 USD

- Sponsorship of am or pm breaks (either day 1 or day 2)
- Recognition as a sponsor with on-site signage
- Branded disposable napkins with logo
- Logo on company website

Breakout meeting sponsors (6)

\$3,000 USD

- Recognition as a sponsor with on-site signage
- Branded promotional items to be distributed on chairs in break out room
- Logo on company website

There are other opportunities for even more branding. Some additional options that might work for you are:

- *Attendee t-shirts*
- *On-site banners*
- *Event guide advertising*
- *On-screen advertising*
- *On-site roll-ups*
- *Swag bag inserts*

We're open to all suggestions and would be delighted to work with you.

Audience

Content Centricity attracts attendees from North America and Europe and is typically attended by more than 200 delegates from the insurance, financial services, healthcare, and PSP industries. Past attendees of the conference have included:

- CEOs, COOs & CIOs
- Marketing VPs, Directors, & Managers
- IT VPs, Directors, & Manager
- Client Services Directors & Managers
- Business Systems Analysts
- Communication Strategists
- Application Architects
- Application Analysts
- Software Developers
- Solutions Consultants

Past attendees have been from: Citi, GEICO, Manulife, Shutterfly, Cigna, CUNA Mutual Group, Symcor and TD Bank.

What attendees said last year



"Innovative location, great ambience, delicious food, excellent networking opportunities and knowledgeable sessions to make a perfect conference."



"The content delivered was fantastic and on point to what I expected. I loved attending the Customer case studies and enjoyed the interactive panels a lot. It was also a pleasure to meet the members of the Messagepoint team."



"Great conference; every extra detail was tended to, between shuttles, umbrellas, cocktails, food and the warm and friendly people of Messagepoint. You guys have set the bar really high for future conferences. Well done and congratulations!"

About Messagepoint

Healthcare, Financial and Insurance companies need a better way to solve customer communications problems. Our platform gives your non-technical user a smarter way to manage your print and digital content.

Contact

We would be happy to answer your questions and hear your suggestions.
Get in touch!

Email queenie.yau@messagepoint.com to be a sponsor at Content Centricity 18.