

Additional Marketing Opportunities

Gain increased visibility at PASS Summit 2018

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ATTENDEE EXPERIENCE

Additional Booth Space	Unlimited	\$4500
<p>Increase your brand presence by securing additional booth space to really make an impact on the Exhibit Hall floor and watch your exposure grow!</p>		
<ul style="list-style-type: none"> • One 10' x 10' booth • 2 Exhibit Hall-only passes 		
Attendee Prize Giveaway	1 Available	SOLD
<p>Drive traffic to your booth by sponsoring the attendee prize giveaway. Registrants will have to check their attendee gift for a chance to win great prizes. They will have to visit your booth with the winning ticket.</p>		
<p>SPONSORSHIP INCLUDES:</p> <ul style="list-style-type: none"> • Your logo on signage promoting the giveaway • Ballot box in your booth • Your company recognized in the mobile app, email and social media 		
Attendee Swag *NEW*	4 Available	\$3000
<p>Make an impression on attendees before the Exhibit Hall doors open by providing a branded gift in every delegate bag (over 4000). Gift to be provided by Sponsor and pre-approved by PASS.</p>		
Bookstore Sponsorship	1 Available	\$1000
<p>The PASS Summit Bookstore is located in a high traffic area and is a popular part of the conference.</p>		
<p>SPONSORSHIP INCLUDES:</p> <ul style="list-style-type: none"> • Logo displayed on the Bookstore entrance structure, and on all signage directing attendees to the Bookstore • Logo featured in the mobile app • Opportunity to coordinate book signing by Sponsor titled authors 		
Branded Drink Tickets	Unlimited	\$450 for 25 tickets \$850 for 50 tickets \$1500 for 100 tickets
<p>Cheers to Summit! Increase your company's exposure by offering drink tickets for the highly attended Exhibitor Reception. This popular networking event becomes THE place to be with hors d'oeuvres and a cash bar, accepting drink tickets. PASS provides one drink ticket to all registered attendees but that is never enough for this social crowd! Buying drinks has always been a great way to get noticed. These branded drink tickets will bring traffic to your kiosk and make your company a positive subject of discussion at the event.</p>		

Comfort Zone	1 Available	SOLD
<p>Provide the ultimate “comfort” experience at the conference by sponsoring this popular lounge zone featuring massage therapists and power outlets for attendees to recharge their devices and themselves!</p>		
<p>SPONSORSHIP INCLUDES:</p>		
<ul style="list-style-type: none"> • Naming rights (name your lounge for extra brand power!) • Branding on all Comfort Zone event signage • Your logo on the massage tickets • Water bubblers to keep attendees hydrated • Reward attendees visiting your booth with a ticket for a massage 		
Exhibitor Raffles	6 Available	\$1500
<p>Host your own raffle as a way to drive attendees to your booth. We will help you promote your company and grand giveaway in the Exhibit Hall at the end of the conference!</p>		
<p>SPONSORSHIP INCLUDES:</p>		
<ul style="list-style-type: none"> • Promotion on introductory walk-in slides during the keynote presentation and through social media channels during the conference • Company name and prize listed on the PASS Summit website • Opportunity to represent your company and present the winning prize, in the Exhibit Hall on the final day of the conference • Logo displayed on 22” x 28” signage in the Exhibit Hall area • Sponsor to provide up to two prizes 		
First Timers Program	2 Available	\$3000
<p>Every year PASS Summit attracts over 1000 first-time conference attendees. Help provide a warm welcome by being the sponsor of the First-Timers Program, which features a networking event specifically designed to ensure our newcomers have the best possible experience during the conference.</p>		
<p>SPONSORSHIP INCLUDES:</p>		
<ul style="list-style-type: none"> • Logo placement on PASS Summit website, event mailings, marketing collateral and all event signage for the First-Timers Program • A table outside the First-Timers networking event to hand out swag/literature* • Gamification options available at sponsor’s expense. Subject to PASS approval 		
<p><i>*Sponsor to provide printed material or promotional item. Artwork must be approved by PASS.</i></p>		
PASS to Prizes	16 Available	\$3500
<p>Participate in this popular Exhibit Hall game, which is designed to drive traffic directly to your booth. Attendees have to visit your booth to collect a stamp in order to be eligible to win a valuable prize provided by PASS. Prizes to be drawn by PASS in the Exhibit Hall during the Thursday afternoon break.</p>		

Power Lounge with Bean Bags	2 Available	\$3000
<p>Make a powerful impact by sponsoring a lounge equipped with bean bags, located in a central part of the conference. The Power Lounge is a popular spot where attendees can take a seat, mingle with attendees, plug in their devices and power up!</p>		
<p>SPONSORSHIP INCLUDES:</p>		
<ul style="list-style-type: none"> • Branding on all Power Lounge Signage for that designated area 		
University Pod *NEW*	4 Available	\$2000
<p>Are you an educational institution? This is an opportunity for your representatives to share information with our conference attendees and answer their questions about your program offerings and admissions requirements. Showcase your commitment to education to an audience of more than 4000 highly-motivated data professionals.</p>		
<p>SPONSORSHIP INCLUDES:</p>		
<ul style="list-style-type: none"> • High top table and 2 bar stools • Company listed on the PASS Summit Sponsors page • Listed on signage at the event 		
WIT Luncheon	1 Available	SOLD
<p>One of the most popular networking events at PASS Summit, the Women in Technology Luncheon hosts over 800 attendees every year and features a keynote presentation focused on women in technology.</p>		
<p>SPONSORSHIP INCLUDES:</p>		
<ul style="list-style-type: none"> • Reserved VIP table for 10 guests at the front of the room • Opportunity to place literature on every seat • Branding on all event signage, promotional material and audio-visual screens • Recognition in press release and social media efforts • Logo placement in the mobile app and on the PASS Summit • Podium mention and recognition at event 		

ATTENDEE EXPERIENCE – F&B

Cappuccino Cart	3 Available (1 per day)	\$3750
<p>Help attendees stay alert by providing hot and iced coffee drinks from a Cappuccino Cart in the Exhibit Hall.</p> <ul style="list-style-type: none"> • 4 hours of coffee service • Branded foam core banner on the front of the Cart • Logo featured on signage directing attendees to the Cappuccino Cart • Opportunity to provide a giveaway prize (subject to PASS approval) 		
Cookie Oven	3 Available	\$3500
<p>Satisfy attendees' taste buds with hot cookies baked next to your booth. Served by an attendant for up to 4 hours.</p> <ul style="list-style-type: none"> • Your logo is featured on signage directing attendees to it • Opportunity to provide a prize giveaway supplied by you, and to be approved by PASS • 3 decadent flavors: chocolate chip, white chocolate chip, and oatmeal raisin 		
Cotton Candy Machine	3 Available	\$3500
<p>Satisfy attendees' taste buds with this fluffy sweet treat served in a cone. Attendant will utilize a professional cotton candy machine and will serve from a service table.</p> <ul style="list-style-type: none"> • Your logo is featured on signage directing attendees to it • Opportunity to provide a prize giveaway supplied by you, and to be approved by PASS 		
Custom Booth Bar	2 Available	\$3500
<p>It will be like hosting a party in your booth! Strike up a conversation with attendees as they refuel with a local micro-brew, and build connections and educate them on your product or service. (Note: only available during the Exhibitor Reception and space permitting).</p> <ul style="list-style-type: none"> • Bar with attendant for 2 hours • Several micro-brew varieties available • Logo displayed on signage at the bar and in the Exhibit Hall 		
Dessert Station	3 Available	\$2500
<p>Attendees love desserts. Be the exclusive sponsor of the dessert station in the Exhibit Hall during lunch on Wednesday, Thursday or Friday. Attendees will be directed to the Exhibit Hall for their sweet treats.</p> <p>SPONSORSHIP INCLUDES:</p> <ul style="list-style-type: none"> • Your logo on napkins next to the desserts • Receive prominent recognition on signage near the dessert station, featuring your company's name and logo, and on directional signage • Recognition in the mobile app • Dessert cost covered by Show Management* 		
<p><i>*Any additional food or beverage beyond standard offerings will be at the expense of Sponsor and must be coordinated through Convention Center catering with assistance/approval by PASS.</i></p>		

Hosted Cold Brew Station *NEW*	2 Available (Wed, Thurs)	\$3500
<p>Conference attendees are always looking for their next coffee! This brewing station will be set up beside or close to your booth. A selection of cold brew coffees and teas will be hosted by an attendant for up to 4 hours.</p> <ul style="list-style-type: none"> • Up to 4 hours of service • Your logo on signage about this coffee station • Opportunity to provide a giveaway prize (subject to PASS approval) 		
Ice-Cream Bars	3 Available	\$3500
<p>Satisfy attendees' taste buds with cold, refreshing novelty bars served straight out of the freezer. Served by an attendant for up to 4 hours.</p> <ul style="list-style-type: none"> • Your logo is featured on signage directing attendees to it • Opportunity to provide a prize giveaway supplied by you, and to be approved by PASS 		
Jumbo Soft Pretzels	3 Available	\$3500
<p>Satisfy attendees' taste buds with jumbo, warm and delicious soft pretzels. Served by an attendant for up to 4 hours.</p> <ul style="list-style-type: none"> • Your logo is featured on signage directing attendees to it • Pretzels can be served plain, salted or topped with specific toppings • Opportunity to provide a prize giveaway supplied by you, and to be approved by PASS 		
Keg	2 Available	SOLD
<p>Strike up a conversation with attendees during the Exhibitor Reception as they refuel with a keg of beer, and educate them on your product or service*.</p> <ul style="list-style-type: none"> • Bar with attendant for 2 hours • Several local Washington and Oregon beers available • Logo displayed on signage at the bar and in the Exhibit Hall <p><i>*NOTE: Only available during the Exhibitor Reception and space permitting.</i></p>		
Smoothie Bar	2 Available	\$3500
<p>Want to attract more prospective clients to your booth? Host a smoothie bar from your booth. While attendees wait for their custom-made smoothie, you will have a captive audience ready to learn about your product or service.</p> <ul style="list-style-type: none"> • Drinks served by an attendant from a cart at your booth, for up to 4 hours • Logo on signage promoting the smoothie bar • Seasonal berries, bananas, yogurt and orange juice drinks 		
South of the Border Beer Package *NEW*	2 Available	\$3500
<p>Invite your guests on a trip south of the border with this hora de feliz package!</p> <ul style="list-style-type: none"> • 96 Bottled Corona Beer, Lime Wedges • 12 Dozen Chorizo and Manchego Quesadilla Horns 		

- Dedicated Bartender and Butler Style Server
- Logo on signage promoting the beers and finger foods

Note: PASS to approve time and day this will be hosted at booth.

BRANDING OPPORTUNITIES

<p>Directional Footprints</p>	<p>2 Available</p>	<p>\$3000</p>
<p>Lead attendees in the direction of your booth the minute they step into the Exhibit Hall with large footprint decals (6" x 12") on the floor starting near the entrance. Up to 74 printed feet to lead to your booth.</p>		
<p>Keynote Chair Drop</p>	<p>1 Available</p>	<p>SOLD</p>
<p>Associate your brand with one of the most anticipated and attended events during the conference—the PASS Summit Keynote. Over 4200 attendees will take a seat to hear our coveted Keynote speaker address the conference, so take this chance to be noticed by placing literature or a promotional item on every seat.</p> <ul style="list-style-type: none"> Literature or promotional items drop* on every chair in the Keynote hall <p><i>*Sponsor to provide printed material, promotional item or artwork. NOTE: artwork must be approved by PASS.</i></p>		
<p>Meal Table Tent</p>	<p>3 Available</p>	<p>\$2750</p>
<p>Continue to be noticed as attendees enjoy their lunch by displaying your logo on dining table tents. Placed in the center of the dining tables, these 5"x7" tents offer a great promotional opportunity for you to advertise your booth location and brand.</p>		
<p>Turn Style Kiosk</p>	<p>3 Available</p>	<p>\$4000</p>
<p>Positioned in a high traffic area, this eye-catching back-lit rotating kiosk displays the Summit schedule for all the attendees to reference. Have your branding seen by thousands as they check out the kiosk to determine when their favorite Summit activity is taking place.</p> <p>SPONSORSHIP INCLUDES:</p> <ul style="list-style-type: none"> 2 of 4 panels* for you to design (other panels will be PASS branded) 36" x 84" high rotating kiosk placed in a high traffic area of the conference hall <p><i>*Artwork to be approved by PASS.</i></p>		

EDUCATIONAL OPPORTUNITIES

Leadership Bundle	6 Available	\$4000
<p>This sponsorship includes:</p> <ul style="list-style-type: none"> • Hosting a vendor session • 1 USB add on – your whitepaper to be included on the session recordings USB. Content to be approved by PASS • 2 social media posts 		
Lunch & Learn *NEW*	3 Available – 1 per day (Wed, Thurs, Fri)	\$4000
<p>Host a special lunch event in a dedicated room by engaging directly with your target audience. Give them a dynamic presentation on your company, and discuss their needs and how your product or services can help them. PASS Summit brings over 4000 data professionals together so why not take advantage of that and invite a select group to join your session.</p> <ul style="list-style-type: none"> • Hot lunch to be catered by PASS • One-hour event, limited room capacity • Possibility to send invitation to a targeted audience, to be arranged by PASS • Sponsor opportunity to provide a door prize 		
Sponsor Hosted Breakfast	6 Available – 3 per day (Wed, Thurs)	\$4000
<p>Connect directly with attendees and capture their attention with direct face-to-face interactions over a hot breakfast*. This is an effective way of personally delivering your brand message or providing an educational presentation on your product and services.</p> <p>SPONSORSHIP INCLUDES:</p> <ul style="list-style-type: none"> • Exclusive use of a Session Room (including set-up, AV and signage) • Lead generation opportunity (use your rented Exhibit Hall scanner to capture contact information) • Logo featured on all signage directing attendees to breakfast <p><i>* Sponsor is required and is responsible for providing a hot breakfast to attendees (coordinated through Convention Center catering with assistance by PASS).</i></p>		
Sponsor Roundtable (during Birds of Feather luncheon) *NEW*	12 Available	Price TBD
<p>Host a table in the Dining Hall during lunch on Wednesday, and engage in an interactive discussion on a select data topic of your choice.</p> <ul style="list-style-type: none"> • Host your table for the 2-hour lunch period • Signage to promote your topic of discussion 		
USB Inclusion	10 Available	\$900
<p>Generate sales leads and establish thought leadership by including your company's white paper on our Session Recordings USB. On average, almost 700 Session Recording USBs are purchased each year by Summit attendees as</p>		

well as PASS community members unable to attend Summit, which provides an excellent opportunity for targeted business-to-consumer marketing.

Vendor Pre-con

4 Available – 2 per day (Mon, Tues) \$10,500

Host a full day educational pre-con alongside regular Summit pre-con sessions. Content must be approved by the PASS Program Committee and it is highly recommended that the speaker be an MVP or known community Speaker*.

- Exclusive use of a Session Room (including set-up, AV and signage)
- Lead generation opportunity
- Logo featured on all signage directing attendees to your pre-con
- Sessions can be recorded at an additional fee

**NOTE: Deadline to receive speaker abstract is August 10, 2018.*

Vendor Session

6 Available

SOLD

Host a 75-minute educational session alongside regular Summit general sessions. Content must be approved by the PASS Program Committee and it is highly recommended that the speaker be an MVP or known community speaker*.

- Exclusive use of a Session Room (including set-up, AV and signage)
- Lead generation opportunity (use your Exhibit Hall scanner to capture contact information)
- Logo featured on all signage directing attendees to your session
- Sessions can be recorded at an additional fee

**NOTE: Deadline to receive speaker abstract is August 10, 2018.*

Private Meeting Space

TBD

Host a team/ client meeting in a private room at the Convention Center.

Contact sales@pass.org for more information