

15TH ANNIVERSARY

RETHINK

2021 VIRTUAL
CONFERENCE

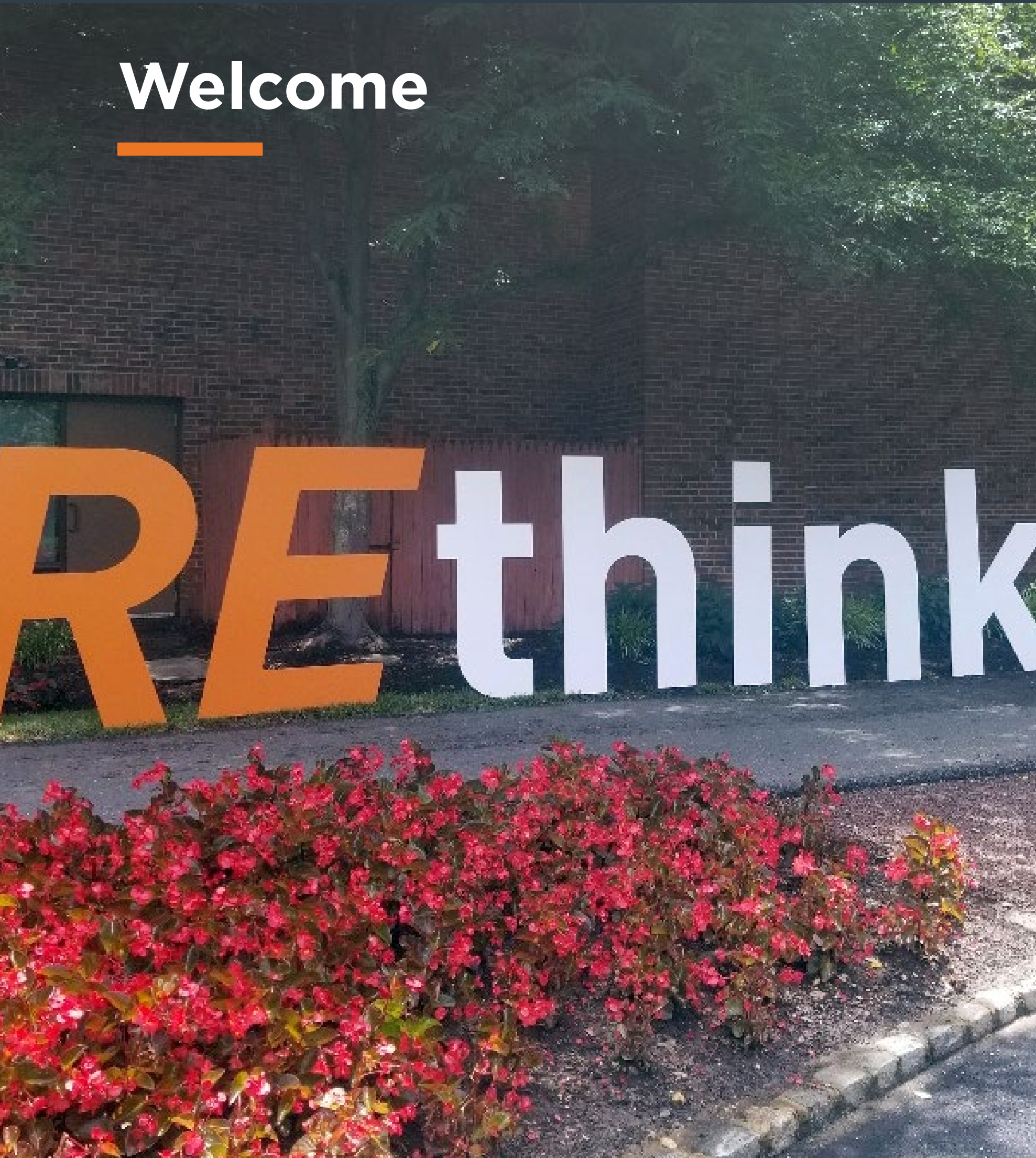
June 15-16, 2021

IMPACT.
XM

IN PARTNERSHIP WITH: meetingplay 

2021 Sponsorship
Prospectus

Welcome



Dear Valued Partner,

We are excited to announce Impact XM's 15th Annual Rethink Conference, scheduled for June 15-16 of this year.

Rethink 2021 will bring over 500 senior-level event and experiential marketers together with the industry's best and brightest thought leaders and influencers. The conference will feature two days of compelling content focused on industry trends, best practices and inspiring new ideas.

Impact XM has designed the conference to enable you, as an exhibitor, to gain access to over 500 event marketing decision makers seeking solutions, ideas and inspiration. Please review the attached prospectus and let's discuss how you can best leverage this exciting event to help drive business success in 2021 and beyond.

Register online at [Impact-xm.com/rethink-2021](https://impact-xm.com/rethink-2021).



JARED POLLACCO
PRESIDENT

Rethink



RE

reconnect
redesign
reinvent

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Rethink 2021 is a biennial gathering of our industry's best and brightest. Bringing together over 500 event and experiential marketers with thought leaders and influencers from across the globe, Rethink 2021 will feature two days of compelling content focused on industry trends, best practices and inspiring new ideas.

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Over the past year, we've been tried, tested and truly isolated but now it's time to reconnect, redesign and reinvent. Join us at Rethink 2021, where we will celebrate the moments that inspired us, share the insight we gained, and ideate the innovation to come.

2021 Agenda At-a-glance



Day 1 Tuesday

June 15, 2021

10:30am – 11:00am ET

Warm-up Entertainment/Activity

11:00am – 12:00pm ET

Main Stage

12:00pm – 3:00pm ET

Breakout Sessions

3:00pm – 5:00pm ET

Innovation Showcase
and Product Demos

5:00pm – 6:00pm ET

Happy Hour/Entertainment

Day 2 Wednesday

June 16, 2021

10:30am – 11:00am ET

Warm-up Entertainment/Activity

11:00am – 12:00pm ET

Main Stage

12:00pm – 3:00pm ET

Breakout Sessions

3:00pm – 5:00pm ET

Innovation Showcase
and Product Demos

5:00pm – 6:00pm ET

Happy Hour/Entertainment

Note: Expo Hall open at all times during the event as well. IXM reserves the right to change final agenda.

Event Highlights

Rethink is the premier biennial event where industry experts and innovators from all over come together for educational seminars, dynamic speakers, knowledge-sharing, networking, and inspiration.

Event stats | 2018

 **225+**
attendees

 **17** sponsors  **7** key speakers


 **57** Companies Represented

70% female  **30%** male

Expected | 2021

 **500+**
attendees

 **25** sponsors  **20+** key speakers

 **200+** Companies Represented

70% female  **30%** male



Why Sponsor?

Sponsoring Rethink 2021 is your opportunity to connect with over 500 decision makers from top brands in the events and experiential industry.

Top 4 reasons to attend:

- Network with over 500 decision makers
- Position your company as a thought leader
- Demonstrate products, services and solutions
- Expand and nurture your pipeline



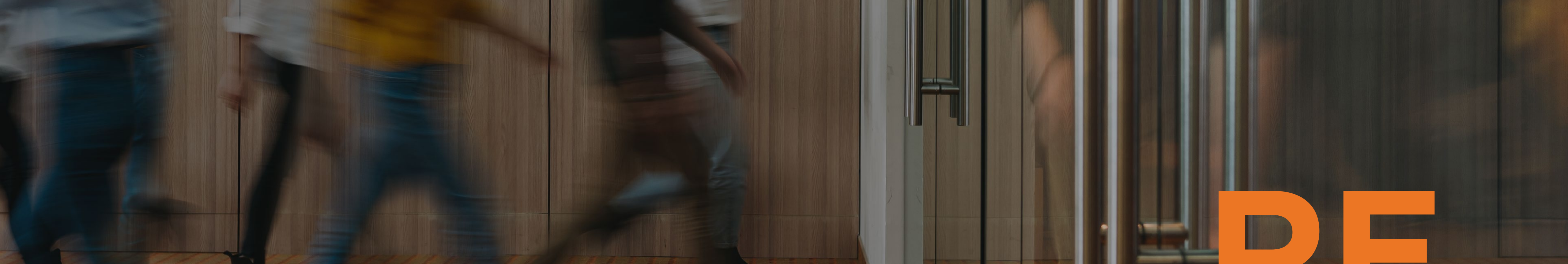
Sponsorship Packages

SPONSORSHIP PACKAGES	Platinum	Gold	Silver	Bronze
	\$10,000	\$5,000	\$2,500	\$1,000
PRE-CONFERENCE ENGAGEMENT				
Logo & Link on IXM Rethink Sponsor Page on Website	X	X	X	X
Logo on Pre-Conference Email Blast	X	X	X	X
Bottom Banner Ad on IXM Rethink Website	X	X	-	-
Pre or Post Event Dedicated Sponsor Email Sent to Attendees by IXM (content approval required)	X	-	-	-
Press Release Inclusion	X	X	X	-
Mentions in Social Media Posts Prior to Conference	2	1	-	-
Complimentary Passes	15	10	5	2
Virtual Branded Exhibit	Large	Medium	Small Exhibit	Landing Page
Booth Features:				
Company Description	X	X	X	X
1:1 Video Chat	X (office hours)	-	-	-
Messenger Chat	X (office hours)	X (office hours)	-	-
Contact Us - Email Link	X	X	X	X
List Company Attendees	X	X	X	-
List Products/Services	X	X	X	X
Opportunity for Download Links	5	3	2	-
Social Media Links	X	X	X	-
(1) One Min Brand Video	X	X	X	-
Appointment Scheduling	X	-	-	-
Drop Your Business Card	X	X	-	-
Real-time Data	X	-	-	-
Post Show Data	X	X	X	X
CONFERENCE EXPERIENCE				
Pre-Roll Prior to Keynote (Logo listed with same level sponsors)	X	X	X	X
10 Min Product Demo in Expo Hall	X	X	-	-
Push Notifications	4	3	2	-
Participation in Gamification	Platinum	Gold	Silver	Bronze
Registration Confirmation Email-Bottom Banner Logo	X	-	-	-
Home Page-Bottom Banner Logo	X	-	-	-
Sponsor Directory- Logo & Link to Exhibit	X	X	X	X
Mention in Social Media Post (FB, TW, IG, LI)	3	2	-	-
POST CONFERENCE MARKETING				
Logo on Thank you Email (Listed with same level sponsors)	X	X	X	X
Logo on Post-Conference Landing Page (Listed with same level sponsors)	X	X	X	X

Marketing Promotional Opportunities

ADDITIONAL OPPORTUNITY	Cost
ENGAGEMENT	
Sponsor featured on Main Stage (content approval required by IXM)	\$6,500
Sponsor Breakout Session (content approval required by IXM)	\$4,000
Sponsor Chat Room	\$4,000
Sponsor Facilitate Panel Session	\$3,500
Keynote Sponsor: 45 sec video prior	\$5,000
Session or Panel Sponsor: 30-sec video prior	\$3,000
10 Min Product Demo in Expo Hall	\$2,500
Push Notifications	\$1,500
ENTERTAINMENT	
Pre-Show Entertainment Sponsor (Content responsibility of sponsor: 4 available)	\$2,000
Happy Hour Entertainment Sponsor (Content responsibility of sponsor: 10 available)	\$3,000
BRAND / VISIBILITY	
Branding Package- Logo inclusions	\$5,000
Bottom Banner Ad in the Know Before You Go	\$1,000
Dedicated Social Media Post - FB, TW, IG, LI	\$500
Dedicated Email Blast (Pre or Post Event - 2 available)	\$3,500

Combined with your core sponsorship, these options will help you to achieve your marketing and business goals at IXM Rethink.



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June 15-16, 2021

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Ensure the best visibility for your company – contact us today!

Premium environments and locations are limited and available on a first-come, first-serve basis.

For more information or if you have any questions, please visit our event website here:

impact-xm.com/rethink-2021

or contact:



Meg Fasy

Sponsorship Manager

Email: meg@fazefwd.com

Phone: 702.232.1337

SIGN UP