

SPONSORSHIP PACKET 2024

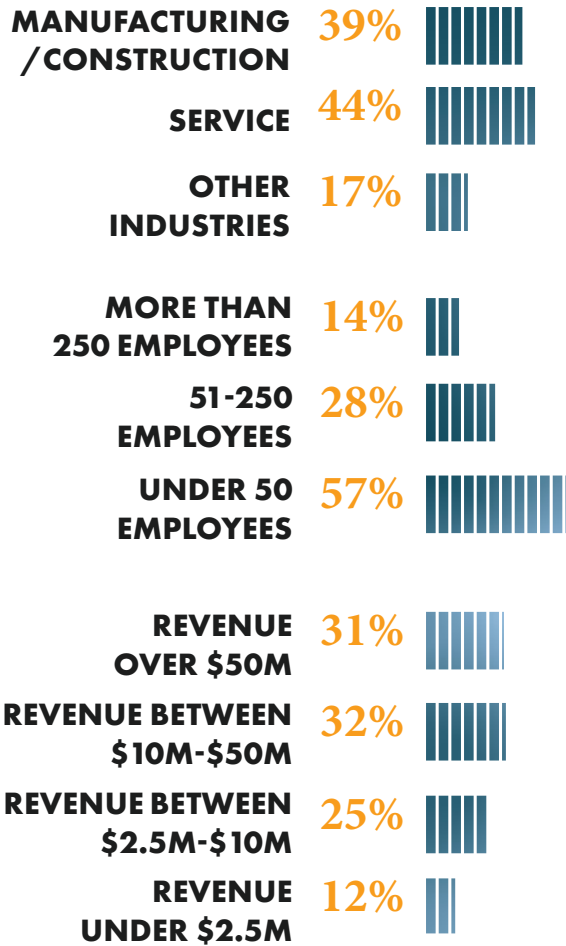
LOEWS HOTEL | ARLINGTON, TX
SEPT. 10-12, 2024



CONFERENCE DEMOGRAPHICS

PROJECTING OVER 600 PARTICIPANTS FOR THE 2024 CONFERENCE

PARTICIPATING COMPANY STATISTICS



WHO ATTENDS?



EXCLUSIVE SPONSOR OPPORTUNITY	PRESENTING 1	PLATINUM 4	GOLD 6	SILVER 4	BRONZE 6
VALUE	\$50,000	\$35,000	\$25,000	\$15,000	\$7,500
AT THE CONFERENCE					
CONFERENCE SEATS	5	4	3	2	1
EXHIBIT SPACE	with electricity	with electricity			
LOGO ON PRE-EVENT PROMOTIONAL EMAILS					
ONSITE BRANDING					
SOCIAL MEDIA MENTIONS	5	4	3	2	1
CO-BRANDED EMAILS	1 pre-event + 1 post-event	1 pre-event + 1 post-event	1 pre-event	1 pre-event	
PUSH NOTIFICATIONS	3	2	2	1	
AD IN PRINTED PROGRAM	2 full-pages	full page	1/2 page	1/4 page	1/4 page
ATTENDEE LEAD GENERATOR					
GIVEAWAY/RAFFLE					
WITH THE COACHES					
COACHES DEVELOPMENT CALL INTERVIEW	20 min	20 min	15 min	10 min	
IN THE COMMUNITY					
PRE-APPROVED COMMUNITY POSTS	3	3	2		
PRE-APPROVED EDUCATIONAL BLOG POSTS	2	2	1		
SPONSOR-LEVEL COMMUNITY MEMBERSHIPS	2	2	2	1	1
COMMUNITY SPONSOR PAGE					

“The Game isn't a one-week exploration, it's a lifetime adventure.”
Jackie Costner,
CFO



ABOUT THE CONFERENCE

The Great Game of Business Conference® is the only conference where the open-book community comes together from around the world to learn, share and celebrate the principles and practices of The Great Game of Business and open-book management. Participants at the 2023 conference included over 500 business leaders from companies considering implementing open-book management to long-term practitioners of The Great Game of Business, all ready to share best practices with the open-book community. More than 80 speakers and presenters conduct over 50 educational sessions, in addition to multiple main-stage presentations, and dynamic networking events.

The Great Game of Business Conference participants are excited about creating transparent workplaces where employees are educated, empowered, and engaged in driving business results. Even better, Conference participants are passionate about sharing the message of open-book management with others.

In short, The Great Game of Business Conference provides an unmatched opportunity to connect with like-minded business leaders and learn the most innovative techniques for playing The Game.

PRACTITIONER STORIES

Hear trials and triumphs directly from companies who have used The Great Game of Business to drive rapid financial results and lasting cultural change.

WORLD-CLASS SPEAKERS

Get inspired by first-class keynote speakers, including the “Father of Open-Book Management,” Jack Stack.

NETWORKING OPPORTUNITIES

Connect with other open-book practitioners during multiple high-energy networking events, roundtables and online matchmaking.

MANAGEMENT EXPERTS

Attend sessions led by thought leaders with unique Great Game perspectives, readily sharing insights on practices to support your Great Game efforts.

CELEBRATE

Join us in congratulating and celebrating the Healthy Companies Champions. Get insights into what makes them “the best of the best.” Their success stories will inspire you to further leverage the power of The Great Game of Business in your company.



PRESENTING SPONSOR • \$50,000

EXCLUSIVE PRESENTING OPPORTUNITIES:

- **Presenting Sponsor:** Company logo shared on all co-branded conference material
- **Introduction at Conference opening Session:** Includes 15-minutes to present pre-approved content
- **Speaker & Coaches Lounge Sponsor:** Private space to host conference speakers and coaches, sponsor will be responsible for hosting and arranging setup through GGOB
- **Coaches Summit & Celebration Dinner Sponsor:** Join us post-conference on Thursday as the official sponsor of this private event
- **GGX Onsite Training:** Onsite 1-day training

CONFERENCE INCENTIVES:

- **Conference Seats (5)** - Complimentary All-Access upgrade (must be a CEO to attend the CEO Summit), and Wednesday—Thursday Conference access
- **Exhibit Space** - Includes one skirted table, two chairs, electricity and Wi-Fi
- **Company Listing in all Conference Promotional Material** - Company logo and description listed as a Sponsor on the conference webpage, mobile app and conference emails
- **Onsite Branding** - Prominent placement of logo in AV shows and conference signage
- **Social Media Mentions (5)** - LinkedIn, Twitter and Facebook
- **Co-branded Emails (2)** - One pre-conference and one post-conference email dedicated towards your company
- **Push Notifications (3)** - Company specific notification in the mobile app platform
- **Company Full-Page Ad (2)** - Full color company ads in the printed program
- **Lead Generator** - Conference attendee badge scanning ability within the app platform
- **Giveaway/Raffle Opportunity** - Opportunity to host a giveaway or raffle for an item of value or gift card, highlighted in the conference website and app
- **Great Game Experience Workshop (GGX) Sponsor** - Company logo and website link included on all GGX marketing (up to 4 times a year)

CONNECTING WITH COACHES:

- **Coaches Development Call Interview** - (1) One 20-minute call
Exclusive opportunity to connect with those on the coaching frontline while introducing your company to Great Game of Business Coaches

COMMUNITY PLATFORM INCENTIVES:

- **Community Resources** - Opportunity to provide up to (3) three pre-approved community resources (articles, tools, video, etc.) on industry expert material
- **Blog Post** - Opportunity to provide up to (2) two pre-approved educational blog posts (one pre-conference and one post-conference)
- **Memberships** - Sponsor-level access for two individual Community Memberships
- **Dedicated Sponsor Page** - Sponsor Page where you are invited to showcase your company's brand, contact information, products and services

(Community terms, rules and conditions apply: Solicitation in all areas outside the sponsor page is prohibited unless a community member initiates - all should be directed to a private conversation)



PLATINUM SPONSOR • \$35,000

EXCLUSIVE PLATINUM OPPORTUNITIES:

- **CEO Summit Sponsor (1 available)** - Get your name in front of key decision makers during the exclusive CEO Summit
- **Mainstage Keynote or OBMx Talk Segment Sponsor (3 available)** - Segment features a 5-minute onstage intro, additional logo exposure on opening slides and program, and company mentions prior to Mainstage and Open-Book Management Experts

CONFERENCE INCENTIVES:

- **Conference Seats (4)** - Complimentary All-Access upgrade (must be a CEO to attend the CEO Summit), and Wednesday—Thursday Conference access
- **Exhibit Space** - Includes one skirted table, two chairs, electricity and Wi-Fi
- **Company Listing in all Conference Promotional Material** - Company logo and description listed as a Sponsor on the conference webpage, mobile app and conference emails
- **Onsite Branding** - Platinum level placement of logo in AV shows and conference signage
- **Social Media Mentions (4)** - LinkedIn, Twitter and Facebook
- **Co-branded Emails (2)** - One pre-conference and one post-conference email dedicated towards your company
- **Push Notifications (2)** - Company specific notification in the mobile app platform
- **Company Full-Page Ad (1)** - Full color company ads in the printed program
- **Lead Generator** - Conference attendee badge scanning ability within the app platform
- **Giveaway/Raffle Opportunity** - Opportunity to host a giveaway or raffle for an item of value or gift card, highlighted in the conference website and app
- **Great Game Experience Workshop (GGX) Sponsor** - Company logo and website link included on all GGX marketing (up to 4 times a year)

CONNECTING WITH COACHES:

- **Coaches Development Call Interview** - (1) One 20-minute call
Exclusive opportunity to connect with those on the coaching frontline while introducing your company to Great Game of Business Coaches

COMMUNITY PLATFORM INCENTIVES:

- **Community Resources** - Opportunity to provide up to (3) three pre-approved community resources (articles, tools, video, etc.) on industry expert material
- **Blog Post** - Opportunity to provide up to (2) two pre-approved educational blog posts (one pre-conference and one post-conference)
- **Memberships** - Sponsor-level access for two individual Community Memberships
- **Dedicated Sponsor Page** - Sponsor Page where you are invited to showcase your company's brand, contact information, products and services

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GOLD SPONSOR • \$25,000

EXCLUSIVE GOLD OPPORTUNITIES:

- **Mobile App Sponsor (1 available)** - Dedicated sponsored logo on the mobile app platform and signage
- **Breakout Session Room Track Sponsor (5 available)** - Features logo exposure, logo on room tracks in the printed program, and company mentions featured daily on all room signage

CONFERENCE INCENTIVES:

- **Conference Seats (3)** - Complimentary All-Access upgrade (must be a CEO to attend the CEO Summit), and Wednesday—Thursday Conference access
- **Exhibit Space** - Includes one skirted table, two chairs, and Wi-Fi
- **Company Listing in all Conference Promotional Material** - Company logo and description listed as a Sponsor on the conference webpage, mobile app and conference emails
- **Onsite Branding** - Gold level placement of logo in AV shows and conference signage
- **Social Media Mentions (3)** - LinkedIn, Twitter and Facebook
- **Pre-Event Email (1)** - One pre-conference email dedicated towards your company
- **Push Notifications (2)** - Company specific notification in the mobile app platform
- **Company Half-Page Ad (1)** - Full color company ad in the printed program
- **Lead Generator** - Conference attendee badge scanning ability within the app platform
- **Giveaway/Raffle Opportunity** - Opportunity to host a giveaway or raffle for an item of value or gift card, highlighted in the conference website and app

CONNECTING WITH COACHES:

- **Coaches Development Call Interview - (1)** One 15-minute call
Exclusive opportunity to connect with those on the coaching frontline while introducing your company to Great Game of Business Coaches

COMMUNITY PLATFORM INCENTIVES:

- **Community Resources** - Opportunity to provide up to (2) two pre-approved community resources (articles, tools, video, etc.) on industry expert material
- **Blog Post** - Opportunity to provide (1) one pre-approved educational blog post
- **Memberships** - Sponsor-level access for two individual Community Memberships
- **Dedicated Sponsor Page** - Sponsor Page where you are invited to showcase your company's brand, contact information, products and services

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SILVER SPONSOR • \$15,000

EXCLUSIVE SILVER OPPORTUNITIES:

- **Networking Reception Sponsor (1 available)** - Join All-Access attendees and sponsor our off-site reception
- **Pre-Conference Welcome “Regi-ception” Sponsor (1 available)** - Includes branded napkins, signage, branded photography booth and social media spotlight of the event
- **Great Game Store & Onsite Community Sponsor (1 available)** - Sponsor the bookstore, the community corner, and have you logo co-branded on the official conference tote and signage
- **Gamification “Scavenger Hunt” Challenge Sponsor (1 available)** - Sponsor the gamification scavenger hunt, includes prominent logo placement in emails and on the app throughout the challenge

CONFERENCE INCENTIVES:

- **Conference Seats (2)** - Complimentary All-Access upgrade (must be a CEO to attend the CEO Summit), and Wednesday—Thursday Conference access
- **Exhibit Space** - Includes one skirted table, two chairs, and Wi-Fi
- **Company Listing in all Conference Promotional Material** - Company logo and description listed as a Silver Sponsor on the conference webpage and mobile app
- **Onsite Branding** - Silver level placement of logo in AV shows and conference signage
- **Social Media Mentions (2)** - LinkedIn, Twitter and Facebook
- **Pre-Event Email (1)** - One pre-conference co-branded email
- **Push Notifications (1)** - Company specific notification in the mobile app platform
- **Company Quarter-Page Ad (1)** - Full color company ad in the printed program
- **Giveaway/Raffle Opportunity** - Opportunity to host a giveaway or raffle for an item of value or gift card, highlighted in the conference website and app

CONNECTING WITH COACHES:

- **Coaches Development Call Interview** - (1) One 10-minute call
Exclusive opportunity to connect with those on the coaching frontline while introducing your company to Great Game of Business Coaches

COMMUNITY PLATFORM INCENTIVES:

- **Memberships** - Sponsor-level access for one individual Community Memberships
- **Dedicated Sponsor Page** - Sponsor Page where you are invited to showcase your company’s brand, contact information, products and services

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“ I've been to a lot of conferences, this is the best one I've been to! ”
CINDY STEIN, GREENE COUNTY

Economic Intelligence to:

- Reduce Risk
- Drive Practical and Profitable Business Decisions

BRONZE SPONSOR • \$7,500

EXCLUSIVE BRONZE OPPORTUNITIES:

- **Conference Charging Station Sponsor (1 available)** - Branded charging station at your booth
- **Meal Sponsor (4 available)** - Includes branded table signage and mentions in push notifications
- **Lanyard Sponsor (1 available)** - Sponsor the conference lanyards and have your logo displayed on every attendee during the conference

CONFERENCE INCENTIVES:

- **Conference Seats (1)** - Includes Tuesday evening Networking Event and Wednesday—Thursday Conference access
- **Exhibit Space** - Includes one skirted table, two chairs, and Wi-Fi
- **Company Listing in all Conference Promotional Material** - Company logo and description listed as a Bronze Sponsor on the conference webpage and mobile app
- **Onsite Branding** - Bronze level placement of logo in AV shows and conference signage
- **Social Media Mentions (1)** - LinkedIn, Twitter and Facebook
- **Company Quarter-Page Ad (1)** - Full color company ad in the printed program
- **Giveaway/Raffle Opportunity** - Opportunity to host a giveaway or raffle for an item of value or gift card, highlighted in the conference website and app

COMMUNITY PLATFORM INCENTIVES:

- **Memberships** - Sponsor-level access for one individual Community Memberships
- **Dedicated Sponsor Page** - Sponsor Page where you are invited to showcase your company's brand, contact information, products and services

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