



BE PART OF THE BIGGEST
SMALL BUSINESS EVENT
OF THE YEAR



ICON

2015 SPONSORSHIP OPPORTUNITIES

ICON 2015 | PHOENIX, AZ | MARCH 31 - APRIL 2, 2015



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A LETTER FROM THE EVENTS MANAGER

Every spring, thousands of passionate small business owners, key influencers and industry thought leaders come together for ICON, the annual small business sales and marketing event of the year presented by Infusionsoft. This year, we'll be hosting over 4,000 attendees at the Phoenix Convention Center in downtown Phoenix, Arizona. Small businesses from around the world will connect for three exciting days of learning, networking and inspiration.

Be part of this amazing event by becoming an ICON sponsor and gain targeted exposure to thousands of qualified and invested key industry influencers, small business owners, customers and thought leaders. Plus, align your brand with the award-winning culture and energy of the most powerful sales and marketing software built for small business.

With several different sponsorship packages available, you'll find one that's sure to fit your business goals. To reserve your sponsorship, or if you have any questions, please don't hesitate to contact Courtney McNeese at sponsorship@infusiosoft.com or 202.297.6427.

I look forward to seeing you at ICON.

Sincerely,



Rebekah Hall
Director of Event Revenue

ATTENDEE DEMOGRAPHICS

If you serve the small business market, you understand how difficult it can be to get in front of them as a collective group. ICON presents a unique and cost-effective opportunity to connect with thousands of successful small business owners and entrepreneurs for three days of networking, inspiration and education about marketing, sales, business strategy and the latest technology solutions.

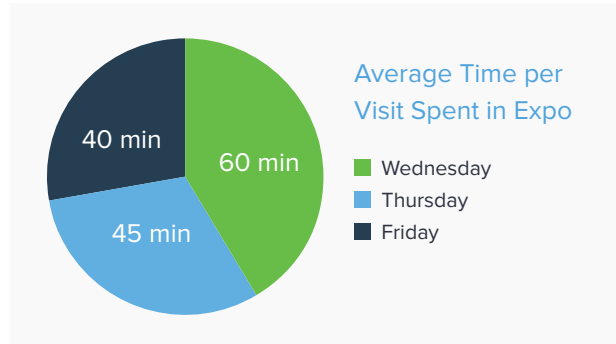
Reach

In 2014, ICON attracted nearly 3,000 small business owners and entrepreneurs to the conference and over 3,500 viewers on the online virtual event. Most attendees were Infusionsoft customers or partners.

This year, we are expecting to host over 4,000 small business attendees at the Phoenix Convention Center and an additional 5,000 viewers to our online broadcast of the event, for a total reach of 9,000 entrepreneurs and small business owners.

Demographics

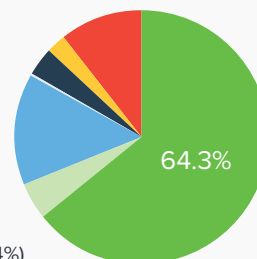
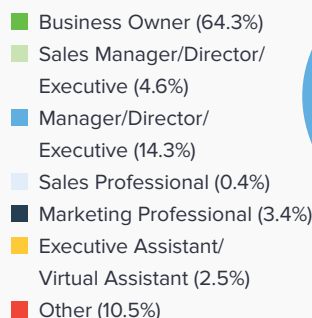
Over 64% of ICON attendees are small business owners and make the purchasing decisions for their business, which range in size from start-ups to mature companies with \$10 million in annual revenue.



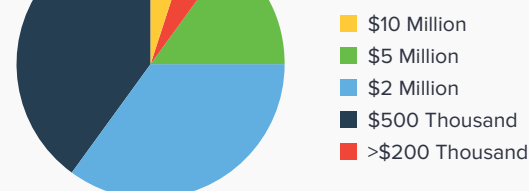
Engagement

The ICON Expo Hall is the place to connect with partners, customers and small business influencers. In 2014, most attendees spent at least 40 minutes exploring the Expo Hall and connecting with exhibitors. With the addition of new networking events and attractions in the Expo Hall in 2015, we expect this engagement to increase.

ICON Attendee Title



Company Revenue



Sponsors

ICON attendees are primarily small business owners seeking education and business solutions.

Previous ICON sponsors have offered solutions from a broad range of industries, including:

- Accounting and legal services
- Banking
- Consulting
- Graphic design
- Health insurance
- Human resources
- Insurance services
- Mailing/Fulfillment
- Merchant services
- Mobile payment services
- Office equipment
- Payroll services
- Printing
- SEO/PPC tools & services
- Virtual Assistance
- Website hosting & design

BE A PART OF THE GROWING CONVERSATION

ICON is an event with international and targeted reach that has been steadily growing year over year. The status of ICON as the premier event for small business success is reflected in the media and in the small business community.

Social Influence

Small businesses are talking, liking and sharing—ICON has been a trending topic on Twitter for the past two years, and gains exponential momentum on social media every year.

“ICON is a great opportunity to get a finger on the pulse of the market.”

Feedback from 2014 Media, Analyst & Influencer Survey



Media Attendance

During ICON, we organize special events for media analysts and influencers to garner media attention and generate awareness about the conference. We host representatives from publications, including Forbes, Huffington Post, MSNBC, Gleanster, Phoenix Business Journal, The Arizona Republic, Small Biz Technology and many more.



EXPO HALL HIGHLIGHTS

The ICON Expo Hall is the place where 4,000 passionate small business owners and entrepreneurs go to network and learn about products and services to enable their success. We will drive traffic to the Expo Hall in a variety of ways.

NETWORKING MIXERS

Attendees loved the opening night networking mixer so much last year, we are extending it to two nights. So grab a drink and get to know ICON attendees during the events, which are hosted inside the Expo Hall to maximize your exposure.

“ASK THE EXPERTS” ROOM

Infusionsoft customers love the “Ask the Experts” Room because they get free product coaching and support. You’ll love it for the steady flow of foot traffic it brings to the Expo Hall throughout the day.

PARTNER THEATER

Take the stage at the Partner Theater in the Expo Hall to showcase your innovative products, services and Infusionsoft apps.

SPEAKER “MEET & GREETINGS”

After each keynote presentation, our notable presenters are available in the Expo Hall for autographs, photos or a quick chat with attendees.

BOOKSTORE

The ICON Bookstore carries the latest works from our speakers, as well as a collection of our favorites on sales, marketing and small business success.

BREAKFAST

Learning is hard work, which is why we start each day at ICON with a hearty breakfast, served in the Expo Hall.

PRODUCT DEMOS

The Infusionsoft Demo Station gives customers and partners a sneak peek of what’s coming next from the Infusionsoft family of products.

EXPO HOURS*

Monday, March 30

Vendor load in

Tuesday, March 31

7:00 AM to 8:00 PM

(closed during keynotes)

Wednesday, April 1

7:00 AM to 8:00 PM

(closed during keynotes)

Thursday, April 2

7:00 AM to 1:30 PM


(event ends at 12:30 PM, with final book signing from 12:30-1:30)

Friday, April 3

Continued load-out if needed

**Expo hours are subject to change.*





SPONSORSHIP PACKAGES

Title Sponsor

Gold Sponsor

Silver Sponsor

Bronze Sponsor

Additional Sponsorships

TITLE SPONSOR

\$75,000 (One available – by invitation only)

Enjoy premium brand visibility and high customer interaction throughout the event.

PACKAGE INCLUDES:

- 20-minute breakout session co-presented with Infusionsoft or a small business* (\$20,000 value)
- 20x20 booth in the Expo Hall in a premium location (\$12,000 value)
- 2 20-minute Partner Theater sessions in the Expo Hall (\$6,000 value)
- 6 conference passes (\$3,600 value)
- Prominent signage throughout the convention center and main ballroom
- 60-second video played from the main stage before each keynote presentation and during breaks (4,000 reach)
- 5-minute interview on ICON live stream (4,000 viewers)
- 60-second video aired repeatedly during the ICON live stream (4,000 viewers)
- Top placement on the ICON website (almost 200k unique visitors)
- Top placement on ICON conference materials (4,000 reach)
- Collateral and promo item insert in the conference welcome bag (4,000 reach)
- One collateral or promotional chair drop in the general session (4,000 reach)
- Banner on ICON mobile app (3,000 users)
- Dedicated blog post (40,000-60,000 reach)
- Recognition in our customer newsletter (20,000)
- Recognition on our social channels (100k reach)

*At sponsor's expense



GOLD SPONSOR

\$50,000 (4 available)

Become the exclusive sponsor of one of four educational tracks at the conference.

PACKAGE INCLUDES:

- 20-minute breakout session co-presented with Infusionsoft or a small business* (\$20,000 value)
- 20 x 20 booth in the Expo Hall (\$12,000 value)
- 20-minute Partner Theater session in the Expo Hall (\$3,000 value)
- 4 conference passes (\$2,400 value)
- Prominent signage in your sponsored educational track throughout the event (7 total sessions with an average of 1,000 attendees each time)
- 30-second video played in your sponsored educational track before each session (7 total sessions with an average of 1,000 attendees each time)
- 5-minute interview on ICON live stream (4,000 viewers)
- 30-second video aired repeatedly during the ICON live stream (4,000 viewers)
- Premium placement on the ICON website (almost 200k unique visitors)
- Premium placement on ICON conference materials (4,000 reach)
- Collateral and promo item insert in the conference welcome bag (4,000 reach)
- One collateral or promotional chair drop in your breakout session (1,000 reach)
- Mobile app listing (3,000 reach)
- Dedicated blog post (40,000-60,000 reach)
- Recognition in our customer newsletter (20,000)
- Recognition on our social channels (100k reach)

*At sponsor's expense



SILVER SPONSOR

\$15,000 (15 available)

Get great exposure for your solutions with an upgraded booth in the ICON Expo Hall.

PACKAGE INCLUDES:

- 10 x 20 booth in the Expo Hall (\$20,000 value)
- 20-minute Partner Theater sessions in the Expo Hall (\$3,000 value)
- 3 conference passes (\$1,800 value)
- ICON website listing (almost 200k unique visitors)
- 30-second video aired during the ICON live stream (4,000 viewers)
- Collateral and promo item insert in the conference welcome bag (4,000 reach)
- Mobile app listing (3,000 reach)

BRONZE SPONSOR

\$10,000 (25 available)

Showcase your company in the ICON Expo Hall.

PACKAGE INCLUDES:

- 10 x 10 booth in the Expo Hall (\$10,000 value)
- 2 conference passes (\$1,200 value)
- ICON website listing (almost 200k unique visitors)
- Collateral and promo item insert in the conference welcome bag (4,000 reach)
- Mobile app listing (3,000 reach)

*At sponsor's expense



ADDITIONAL SPONSORSHIP OPPORTUNITIES

Lunch Sponsor

\$20,000 (1 available)

Gain prominent brand exposure as the exclusive ICON Lunch Sponsor. Includes:

- Prominent, exclusive signage in the lunch area on Tuesday and Wednesday (4,000 reach)
- ICON website listing (almost 200k unique visitors)
- Collateral and promo item insert in the conference welcome bag (4,000 reach)
- 30-second video aired during lunch on the ICON live stream (4,000 viewers)
- Mobile app listing (3,000 reach)
- Recognition on our social channels (100k reach)

Livestream Sponsor

\$15,000 (1 available)

Be the official provider of our live stream conference, which is expected to attract over 4,000 unique viewers. Includes:

- Prominent branding on the live stream video page (4,000 viewers)
- Prominent branding in all live stream promotions (50,000 reach)
- 30-second video aired repeatedly during the ICON live stream (4,000 viewers)
- Collateral and promo item insert in the conference welcome bag (4,000 reach)
- Mobile app listing (3,000 reach)
- Recognition on our social channels (100k reach)

Internet Sponsor

\$15,000 (1 available)

Be the official provider of Internet access during the conference. Includes:

- Prominent signage throughout the event and on the login page (4,000 reach)
- Multiple mentions from main stage (4,000 reach)
- 30-second video aired during the ICON live stream (4,000 viewers)
- Collateral and promo item insert in the conference welcome bag (4,000 reach)
- Mobile app listing (3,000 reach)
- Recognition on our social channels (100k reach)

Networking Sponsor

\$10,000 (2 available)

Sponsor one of our networking mixers to connect directly with attendees. Includes:

- Prominent signage throughout the networking event (3,000 reach)
- Collateral and promo item insert in the conference welcome bag (4,000 reach)
- Mobile app listing (3,000 reach)
- Recognition on our social channels (100k reach)

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Hotel Room Drop

\$15,000

Want to get your message to attendees where they live during the conference? This sponsorship allows you to drop a piece of collateral under the doors of 1,800 attendee rooms. Collateral is provided by the sponsor and must be approved by Infusionsoft.

Pedicab Sponsor

\$10,000 (4 sets available)

Get premium branding on a set of five pedicabs driving around downtown Phoenix during the conference. The cabs will prominently display your logo and drivers will wear your t-shirt (sponsor provided). You also have the option to provide a promotion item to each attendee that rides in your sponsored pedicab.

Recharge Stations

\$8,000 (4 stations available)

Connect with attendees every time they need to charge their device or take a break. Your logo will be featured prominently in the area and all the necessities for powering attendees' devices will be included.

Partner Theater Session

\$3,000 (multiple available)

Showcase your product or service from stage in the ICON Expo Hall. This sponsorship includes a 20-minute presentation in the Partner Theater, inclusion on the ICON website agenda page and a listing in the mobile app agenda builder.



LET'S TALK

Contact us now about sponsoring the biggest small business event of the year.

Courtney McNeese | Infusionsoft Sponsorship Manager

 sponsorship@infusionsoft.com

 202.297.6427