Sponsorship Opportunities
Sept. 6–9, 2022 | Boston & Digital
A professional excursion for those looking to expand their perspectives and power their evolution through HubSpot.

70% IN KEY DECISION MAKING ROLES

IN-PERSON
10K + UPMARKET INFLUENCERS & HUBSPOT FANATICS

DIGITAL
55k + GROWTH-FOCUSED PROFESSIONALS

INBOUND: Built by You Powered by HubSpot
It’s not a conference...

It’s a chance to celebrate with a community to build what’s next.
Past Marquee Talent

- Chelsea Handler
- Jennifer Garner
- Spike Lee
- Hasan Minhaj
- Deepak Chopra
- Serena Williams
- Jesse Williams
- Michelle Obama
- Bob Iger
- Alexis Ohanian
- Chip & Joanna Gaines
- Oprah Winfrey
- Katie Couric
EXPERIENCING INBOUND IN 2022

Sep 6
- In-Person Customer & Partner Kickoff Party (Invite Only)

Sep 7–9
- Boston Convention and Exhibition Center
  3-Day, In-Person INBOUND Experience
- Digital 3-Day INBOUND Experience

Sep 2022–2023
- Post Experience Content Library
Why Partner With INBOUND

<table>
<thead>
<tr>
<th>TARGETED INTEGRATION</th>
<th>THE AUDIENCE</th>
<th>A TRUSTED BRAND</th>
<th>MARQUEE TALENT</th>
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</thead>
<tbody>
<tr>
<td>Customized campaigns &amp; activations tailored to meet individual business KPIs</td>
<td>A group of passionate &amp; inclusive tech enthusiasts, who don't ask “what now”, they ask “what's next?”</td>
<td>INBOUND has developed organically over 10 years into what is the now the standard for a culturally relevant B2B tech experience</td>
<td>A curated collection of speakers &amp; entertainers from all walks of life and industries, delivering unique and timely perspectives</td>
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WELCOME ABOARD WITH...

1. Hybrid Packages
2. Digital Platform Packages
3. Sponsored Content
4. Custom Activations
**INBOUND 22**

**Turnkey Hybrid Packages**

The Remarkable | The Inspirational | The Memorable | The Standard

**Sponsorship Packages**
The Remarkable

What’s Included?

SPONSORED CONTENT SESSION
Co-created speaker session

REGISTRATION LEADS
Custom email list from interested attendees

ONLINE PRESENCE
Partner page, Gift Bag, Sponsor Listing, In-platform banner

DIGITAL MARKETING
Dedicated social post + email inclusion, half-day in person digital signage

INBOUND ACCESS
Access to happy hours & entertainment
5 VIP passes | 5 GA passes | 10 Digital passes

$100,000
The Inspirational

What’s Included?

- **REGISTRATION LEADS**
  Custom email list from interested attendees

- **ONLINE PRESENCE**
  Partner page, Gift Bag, Sponsor Listing, In-platform banner

- **INBOUND ACCESS**
  Access to happy hours & entertainment
  8 GA Passes | 8 Digital Passes

Digital Inclusion

$65,000
The Memorable

What’s Included?

REGISTRATION LEADS
Custom email list from interested attendees

ONLINE PRESENCE
Partner page, Gift Bag, Sponsor Listing, In-platform banner

INBOUND ACCESS
Access to happy hours & entertainment
6 GA Passes | 6 Digital Passes

Digital Inclusion

$43,000

Single Sided Structure
The Standard

What’s Included?

REGISTRATION LEADS
Custom email list from interested attendees

ONLINE PRESENCE
Gift Bag, Sponsor Listing, In-platform banner

INBOUND ACCESS
Access to happy hours & entertainment
4 GA Passes | 4 Digital Passes

$35,000
Digital Platform Offerings

Sponsorship Packages
Included Elements:

- Book Meetings Feature
- Live Chat
- 5 Slots to Host Content
- Digital Opt-in Lead Generation
- Logo on Website
- 8 Complimentary Digital Powerhouse Passes

Partner Page

$15,000
Homepage Billboard
$10,000

• Rotational AD Links to Partner Page
Giveaways
$7,500

Included Elements:

• Branded Tile within the Giveaway tab
• 250 Word description of company / offer
• Shoppers Redirected to Company url for redemption
• Opt-in Lead Generation
• Logo on Website
• 2 Complimentary Digital Powerhouse Passes
Expand Your Reach

Enhance your hybrid & digital packages by adding on a promotional package or a la carte item.

The additional exposure will increase your campaign’s reach & drive additional traffic to your exhibition, partner pages and website.

<table>
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<tr>
<th>Promotional Sponsorships</th>
<th>Gold Promotional Package</th>
<th>Silver Promotional Package</th>
<th>Ad Placement (In-Platform)</th>
<th>1 Email Feature</th>
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<td>$13,500</td>
<td>Ad Placement</td>
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<td>1 Half Day Digital Signage (in-Person)</td>
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Presenting Stage Sponsor

Starting at $60,000

Stand out as a presenting sponsor at one of our official INBOUND stages. Opportunities include: The Founders Stage, The Customer Stage and The INBOUND Podcast Stage

Included Elements:

- Sponsored Content
- Branded Stage
- Passes & Promotional
In-Person Sponsored Content Sessions

Starting at $25,000

Podcast Stage
Deep Dives
Founders, Trends, & Customer Stages
Digital-Only Sponsored Content Sessions

Starting at $30,000

- Lead Gen Opt-In Module
- Chat Feature
- Pre-Roll Video
- Takeaways
- Banner Ad
- Lives in Content Library
- Content Coaching
Custom Activations

Sponsorship Packages
Pre Function Space
Starting at $30,000

Lounge Space
Starting at $120,000

Lawn On D
Starting at $30,000
Integrated Partnerships

*Inquire For Pricing

Stand out from the crowd. Let the INBOUND Team be your end-to-end full-service agency. From Ideation to Activation, INBOUND has you covered with a fully customized campaign.

Included Elements:

• Agency Service
• Ideation
• Experiential Build
• Activation
Meetups

Starting at $25,000

Dedicated to connecting INBOUND attendees around a variety of themes and activities. Much more than a standard networking session, Meetups are the perfect sponsorship opportunity for partners looking to facilitate a connection experience for attendees around a particular topic. INBOUND Meetups are the place to connect and grow.

Entertainment & Happy Hour

Starting at $50,000

Maximize your brand visibility by becoming a presenting sponsor at one of the multiple Happy Hour opportunities at INBOUND. From our Day 1 VIP Partner Experience to our cumulation on day 3, our evening socials and entertainment opportunities will allow your brand to leave a lasting impression on INBOUND attendees.
THANK YOU TO OUR 2021 SPONSORS
Want to Learn More?  
Let’s Talk!

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Brian Barton, Manager Sponsorships, bbarton@hubspot.com