

# FUSION

## FINANCIAL SERVICES

December 4-6, 2017 | Philadelphia, PA

SPONSORSHIP OPPORTUNITIES

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presented by Target  
Marketing

## WHY SPONSOR? LET'S COUNT THE WAYS...

### The FUSION Financial Services Value Proposition is Simple...

As a Sponsor, you'll have guaranteed one-on-one time with executive decision makers. These attendees are responsible for evaluating, purchasing, implementing and managing major marketing technology platforms, tools and solutions for their financial services companies. Our "1:1 Meeting-Case Study-Boardroom" approach creates results at a fraction of the cost compared to attending a large industry trade event or traditional conference.

- **Pre-scheduled 1:1 meetings** with attending senior executives, are the ideal way to drive sales and solidify partnerships. Sponsors schedule meetings with Attendees beginning 3-4 weeks before the event through our online scheduling system, as well as on site.
- **Private Case Study Presentations** with rotating groups of 10-15 senior executives in the process of reviewing marketing technology tools and solutions for implementation at their organizations.
- **Additional networking opportunities including:** receptions, breakfasts, luncheons, dinners, casino night and awards presentation where attending executives vote on the best Sponsor products and presentations.
- **Keynote presentations and panels:** in-depth presentations and panel discussions featuring sponsors whose marketing technology solutions are bringing businesses' to new heights

FUSION Financial Services is an exclusive forum where buyers and sellers come together, in an environment facilitated by experts, to share their experiences, needs, products and services. The entire event experience – from meals and entertainment to the venue and conference program – provides Attendees and Sponsors with first-class networking and unique business development opportunities.

All qualified attendees receive a full participation package that includes travel, hotel accommodations, meals and networking activities. This ensures a cost-effective and quality peer-to-peer experience for Attendees and a 100% qualified audience for participating Sponsors.

### What makes FUSION Financial Services different from other events?

FUSION Financial Services is an invitation-only, hosted summit designed for financial services marketers executives & technology leaders who want to understand how current and future marketing technology platforms, tools and solutions can drive their organizations. This exclusive summit offers strategic level insights into which technologies financial services marketing leaders should be leveraging to optimize their business. Rather than just another tradeshow or exhibition, FUSION Financial Services is focused on building relationships so all members in these complex ecosystems can better understand and advance their needs.

## SPONSORSHIP OPPORTUNITIES

|  | KEYNOTE PARTNER  | DIAMOND PACKAGE  | GOLD PACKAGE   | SILVER PACKAGE   |
|--|--|--|--|--|
| Keynote Introduction Presentation  | ✓  |  |  |  |
| Designated meeting tables in the Attendee 1:1 meeting zone*  | ✓<br><i>*3 Meeting Tables</i><br>Ability to conduct up to <b>35 1:1 meetings</b> with executive attendees<br>First Access to 1:1 self-scheduling | ✓<br><i>*2 Meeting Tables</i><br>Ability to conduct up to <b>25 1:1 meetings</b> with executive attendees<br>First Access to 1:1 self-scheduling | ✓<br><i>*1 Meeting Table</i><br>Ability to conduct up to <b>15 1:1 meetings</b> with executive retail attendees<br>Access to 1:1 self-scheduling | ✓<br><i>*1 Meeting Table</i><br>Ability to conduct up to <b>10 1:1 meetings</b> with executive retail attendees<br>Access to 1:1 self-scheduling |
| Case Study Presentations (25 min sessions in Boardroom setting with up to 15 attendees per session) *            | ✓<br><i>*5 Presentations</i>   | ✓<br><i>*4 Presentations</i>   | ✓<br><i>*2 Presentations</i>   | ✓<br><i>*1 Presentation</i>  |
| Includes free VIP/all access passes for clients/prospects to attend, approved and vetted by Target Marketing*    | ✓<br><i>*10 Passes</i>   | ✓<br><i>*7 Passes</i>  | ✓<br><i>*5 Passes</i>  | ✓<br><i>*3 Passes</i>  |
| Includes all-access sponsor passes*  | ✓<br><i>*5 Passes</i>  | ✓<br><i>*3 Passes</i>  | ✓<br><i>*2 Passes</i>  | ✓<br><i>*2 Passes</i>  |
| Sponsor can provide a gift and/or handout for tote bags to all attendees and/or participate in a giveaway raffle | ✓  | ✓  | ✓  | ✓  |
| Promotional exposure via on-site signage, event website and all advertising and promotional vehicles*            | ✓<br><i>Maximum Exposure</i>   | ✓  | ✓  | ✓  |
| Post-show complete demographics profile of all attending executives  | ✓  | ✓  | ✓  | ✓  |
| Full 4-color page ad in Target Marketing   | ✓  | ✓  | ✓  | ✓  |
| <b>TOTAL</b>   | <b>\$50,000</b>  | <b>\$35,000</b>  | <b>\$17,500</b>  | <b>\$12,500</b>  |

### Qualified Attendees

The attendees that come to our events are targeted. We recruit them and qualify them. We don't use traditional event marketing practices that deliver unknown results in terms of types of attendees. We bring in high level decision makers, not numbers and numbers of unqualified attendees.

When a sponsor comes to FUSION Financial Services, they don't have to "hope" that they have meaningful meetings. Sponsors' 1:1 and group meetings are pre-scheduled so they know exactly what they are getting and how to prepare. The hosted model is a proven approach that gives sponsors and attendees what they came for: ways of improving and advancing their businesses.