



# Sponsorship Prospectus: 2023

Event details, packages, and more

# Welcome from Jessica Dannemann

“We are very excited to be back in London and Stockholm for Opticon, and we’re looking forward to welcoming our sponsoring partners as we bring our global community together. Our strategy is Partners First, and partners lie at the heart of all things we do here at Optimizely. I’m looking forward to connecting for a day full of stimulating conversations and networking, fantastic sessions, and a great amount of fun. I hope you will join us at this event. Thank you for your continued partnership with Optimizely.”



# Thank you to all our 2022 sponsors!

 Google Cloud

 Microsoft

 Contentsquare

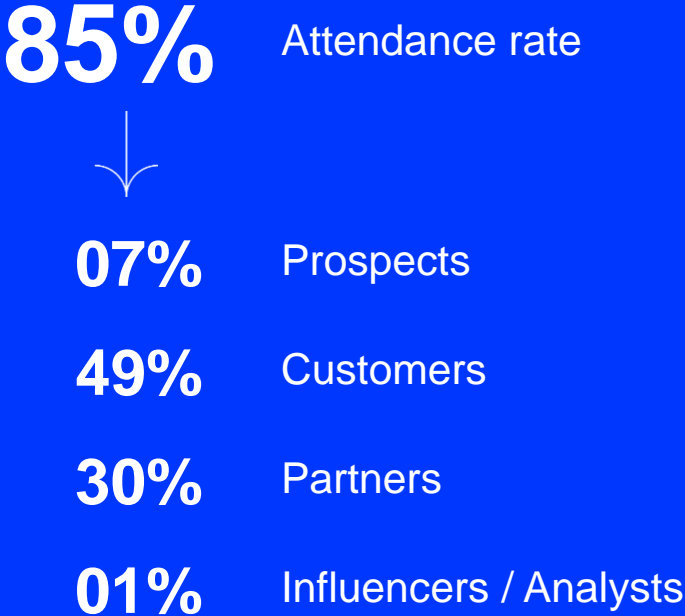
**valtech\_**

**Siteimprove**



# Event stats and details

## Opticon 2022 breakdown



## Target for 2023





Optimizely provided plenty of opportunities for networking. With our booth in the Optiplex, we were able to connect with customers, the Optimizely team, and other partners easily. Really looking forward to 2023.”

– 2022 Sponsor

# About Opticon 2023

Optimizely will once again be bringing technology and business leaders together for an exciting three days filled with leading educational sessions, new connections, and knowledge surrounding the future of the digital industry.

We are excited to offer a wide range of sponsorships designed to welcome all levels of partners to showcase your products and services to Optimizely customers, partners and employees.

Optimizely will also be hosting events in London and Stockholm later this year.



# Opticon London

November 7, Kings Place





# Opticon Stockholm

November 29, Waterfront Congress



# Diamond Package | \$40,000

1 available per location

## Conference Inclusions

- 6 conference passes, which includes all conference meals, access to exhibits, conference sessions, keynotes, and events
- Turnkey demo pod in networking space
- 2 scanners to collect leads at booth and sponsored session

## Thought Leadership

- Mainstage joint customer presentation (format to be approved by Optimizely)
- In partnership with Optimizely Media team, a blog post featuring a joint customer

## Promotions and Benefits

- Social marketing kit for promotional use
- Company logo and URL on Opticon website
- Logo on footer of Opticon emails
- Social mentions promoting main stage session, and thank you post event
- Included in a pre-event press release (agreement must be signed by August 1)
- Quoted in a post-event press release
- Recognition as a Diamond sponsor throughout conference
- Meeting with Optimizely leader of choice (C-Suite or Sales Leadership)
- Registration list for opted in attendees post event



# Gold Package | \$30,000

3 available per location

## Conference Inclusions

- 4 conference passes, which includes all conference meals, access to exhibits, conference sessions, keynotes, and events
- Turnkey demo pod in networking space
- 1 scanners to collect leads at booth and sponsored session

## Thought Leadership

- Opportunity to host a breakout session (format to be approved by Optimizely)

## Promotions and Benefits

- Social marketing kit for promotional use
- Company logo and URL on Opticon website
- Logo on footer of Opticon emails
- Social mentions promoting breakout session, and thank you post event
- Included in a pre-event press release (agreement must be signed by August 1)
- Recognition as a Gold sponsor throughout conference
- Meeting with Optimizely leader of choice (C-Suite or Sales Leadership)



# Bronze Package | \$20,000

4 available per location

## Conference Inclusions

- 2 conference passes, which includes all conference meals, access to exhibits, conference sessions, keynotes, and events
- Turnkey demo pod in networking space
- 1 scanner to collect leads at booth

## Promotions and Benefits

- Social marketing kit for promotional use
- Company logo and URL on Opticon website
- Social mentions in thank you post event
- Recognition as a Bronze sponsor throughout conference





# Additional Sponsorship Opportunities

A la carte items are only available to package sponsors through June. After July 1 anyone can purchase a la carte items.

Package sponsors will receive a 20% discount on a la carte items.

All items are first come first serve.

# A la carte options

## **Wi-fi: \$7,500**

Your logo will appear on Wi-fi login instructions, and your company name will be utilized in the event Wi-fi networking name and/or password.

## **Lanyards: \$7,500 (Available to gold or above)**

These lanyards are used by all attendees to hold and display their badges. As the sponsor, your company name and logo will be seen throughout the conference. With this sponsorship all conference attendees become a walking “billboard” for your company.

## **Pre-event customer dinner: \$5,000**

Join our customers for dinner with Optimizely executives on the night prior to Opticon. Sponsorship includes recognition in agenda, up to two guests in attendance and a toast to welcome our guests.

## **Breakfast: \$3,500**

Your company will sponsor the breakfast provided to all attendees, with all corresponding branding and recognition.

## **Lunch: \$5,000**

Your company will sponsor the lunch provided to all attendees, with all corresponding branding and recognition.

## **Closing reception: \$7,500**

The closing reception is the perfect ending to a great day! This sponsorship includes special event signage, recognition on conference agenda and a signature cocktail.

## **Social feed on mainstage: \$5,000**

As attendees gather in General Session, your logo will remain front of mind with this exclusive sponsorship to sponsor the social wall on mainstage.

## **Pre-event email to all registered attendees (Available to gold or above): \$5,000**

On sponsor’s behalf, Optimizely will send an email pre-event to all attendees with Optimizely’s approved content from Sponsor.

## **Post-event email to all registered attendees (Available to gold or above): \$5,000**

On sponsor’s behalf, Optimizely will send an email post-event to all attendees with Optimizely’s approved content from Sponsor.

## **After Party Host: \$5,000**

The closing party is the highlight of the conference and the chance to market your company to all attendees. This sponsorship includes promotion to all registered attendees and a list of registered guests. Must submit after party plan to Optimizely prior to be selected to host.

# Packages at a glance

		Diamond (1) \$40,000	Gold (3) \$30,000	Bronze (4) \$20,000
<b>Activation</b>	Badge scanners	2	1	1
	Registration passes	6	4	2
	Turn key demo pod	X	X	X
<b>Brand</b>	Marketing kit	X	X	X
	Logo and URL on Sponsor page	X	X	X
	Logo & URL on Event website	X	X	X
	Logo in footer of Opticon emails	X	X	
<b>Social</b>	In partnership with Optimizely PR / Media team, blog customer / partner feature	X		
	Social mentions - wrap up thank you	X	X	X
	Social mention promoting main stage presentation	X		
	Social mention promoting breakout session		X	
	Quoted in a post event press release	X		
	Mentioned in pre-event press release. Sponsorship agreement must be signed by August 1 to be included.	X	X	
<b>Onsite</b>	Meeting with Optimizely executives (CEO, CMO, CPO)	X	X	
	Onsite signage	X	X	X
<b>Thought leadership</b>	Mainstage joint customer presentation	X		
	Breakout session		X	
<b>Post-event</b>	Registration list for opted in attendees post event	X		



# A la carte at a glance

A la carte options will only be available for package sponsors through May.

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## A la carte

20% discount given to package purchase

Lanyards	\$7,500
Conference Wifi	\$7,500
Closing reception	\$7,500
Pre-event customer dinner hosted the night prior	\$5,000
Breakfast sponsor	\$3,000
Lunch sponsor	\$5,000
Sponsor social feed featured on mainstage	\$5,000
After party host (must be a sponsor - sponsor pays for party) - must submit idea ahead of selection	\$5,000
Pre email to all registered attendees (max 1) (Gold or above)	\$5,000
Post event to all registered attendees (max 1) (Gold or above)	\$5,000

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*\*\* Invite only*



# Thank you!

If you are interested in sponsoring, please  
contact [partnermarketing@optimizely.com](mailto:partnermarketing@optimizely.com)