



# Sponsorship Prospectus: 2023

Event details, packages, and more

# Welcome from Jessica Dannemann

“We are very excited to be back in San Diego 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 three days 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!

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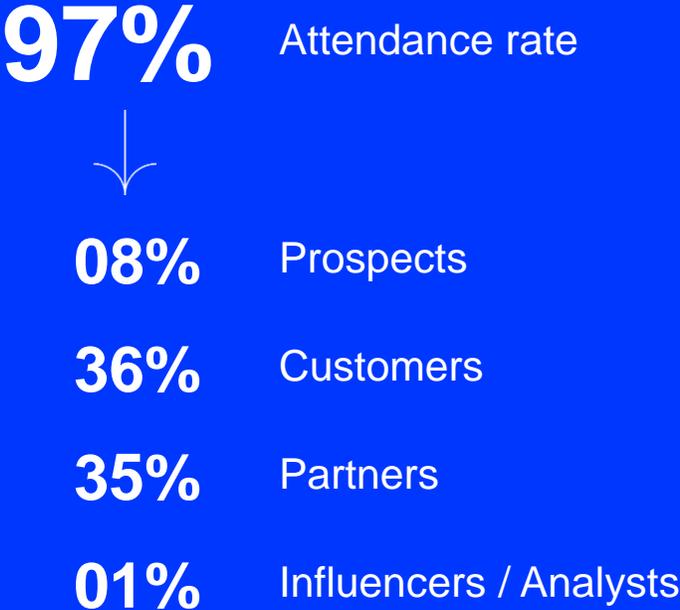
 User Testing

 WHEREOWARE

 Heap

# 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

Opticon will be returning to the  
Marriott Marquis in San Diego  
California, October 10-12, 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.

# Diamond Package | \$100,000

## 2 Available

### Conference Inclusions

- 10 conference passes, which includes all conference meals, access to exhibits, conference sessions, keynotes, and events
- 10 additional conference passes for additional attendees and customers at 50% discount
- Turnkey demo pod in Optiplex
- 2 scanners to collect leads at booth and sponsored session

### Thought Leadership

- Mainstage joint customer presentation (format to be approved by Optimizely)
- Opportunity to host a breakout session (session content 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 & mobile app
- Logo on footer of Opticon emails
- Social mentions promoting main stage session, breakout session and thank you post event
- Included in a pre-event press release (agreement must be signed by July 1)
- Quoted in a post-event press release
- Recognition as a Diamond sponsor throughout conference, on signage and in General Session
- Digital ad on media outside Optiplex and General Session (no sound)
- Meeting with Optimizely leader of choice (C-Suite or Sales Leadership)
- Push notification to all attendees
- Registration list for opted in attendees post event



# Platinum Package | \$75,000

**4 Available**

## Conference Inclusions

- 8 conference passes, which includes all conference meals, access to exhibits, conference sessions, keynotes, and events
- 10 additional conference passes for additional attendees and customers at 50% discount
- Turnkey demo pod in Optiplex
- 2 scanners to collect leads at booth and sponsored session

## Thought Leadership

- Opportunity to host a breakout session (session content 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 & mobile app
- 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 July 1)
- Recognition as a Platinum sponsor throughout conference, on signage and in General Session
- Digital ad on media outside Optiplex and General Session (no sound)
- Meeting with Optimizely leader of choice (C-Suite or Sales Leadership)
- Registration list for opted in attendees post event



# Gold Package | \$50,000

10 Available

## Conference Inclusions

- 6 conference passes, which includes all conference meals, access to exhibits, conference sessions, keynotes, and events
- 10 additional conference passes for additional attendees and customers at 25% discount
- Turnkey demo pod in Optiplex
- 2 scanners to collect leads at booth and sponsored session

## Thought Leadership

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

## Promotions and Benefits

- Social marketing kit for promotional use
- Company logo and URL on Opticon website & mobile app
- Social mentions promoting breakout session and thank you post event
- Included in a pre-event press release (agreement must be signed by July 1)
- Recognition as a Gold sponsor throughout conference, on signage and in General Session
- Digital ad on media outside Optiplex and General Session (no sound)
- Meeting with Optimizely leader of choice (C-Suite or Sales Leadership)



# Silver Package | \$30,000

5 Available

## Conference Inclusions

- 4 conference passes, which includes all conference meals, access to exhibits, conference sessions, keynotes, and events
- 10 additional conference passes for additional attendees and customers at 20% discount
- Turnkey demo pod in Optiplex pre-function space
- 1 scanner to collect leads at booth and theater session

## Thought Leadership

- Opportunity to host a theater session in the Optiplex during networking breaks.

## Promotions and Benefits

- Social marketing kit for promotional use
- Company logo and URL on Opticon website & mobile app
- Social mentions in thank you post event
- Recognition as a Silver sponsor throughout conference, on signage and in General Session
- Meeting with Optimizely sales leader of choice



# Bronze Package | \$20,000

5 Available

## Conference Inclusions

- 2 conference passes, which includes all conference meals, access to exhibits, conference sessions, keynotes, and events
- 5 additional conference passes for additional attendees and customers at 20% discount
- Turnkey demo pod in Optiplex pre-function space
- 1 scanner to collect leads at booth and theater session

## Promotions and Benefits

- Social marketing kit for promotional use
- Company logo and URL on Opticon website & mobile app
- Social mentions in thank you post event
- Recognition as a Bronze sponsor throughout conference, on signage and in General Session



# Additional Sponsorship Opportunities

A la carte items are only available to package sponsors through May. After June 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.

# Exclusive a la carte details

## **Mobile App: \$10,000**

The app with the attendee list, agenda, floor plan, and more—it will feature your brand with all download instructions, logo as a banner in-app, and one customized push notification to all users.

## **Wi-fi: \$10,000**

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: \$15,000 (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 email to all registered attendees (Available to gold or above): \$7,500**

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

## **Welcome reception - \$20,000**

The welcome reception on Tuesday night will be an evening filled with delicious drinks, canapes and networking in the Optiplex. This sponsorship includes event signage, branded napkins, and a joint champagne toast to kick off Opticon 2023.

## **Closing party - \$25,000**

The closing party is the highlight of the conference and the change to market your company to all attendees. This sponsorship includes special event signage, VIP sitting area and a signature cocktail.

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

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

## **Post-event email to all registered attendees (Available to gold or above): \$7,500**

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

# Limited a la carte details

## **4 charging stations: \$5,000**

Attendees will “charge up” and have extended exposure to your branding while they wait in high-traffic areas.

## **2 breakfast: \$5,000**

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

## **2 lunch: \$7,500**

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

## **2 afternoon breaks: \$2,500**

Your company will sponsor one of the afternoon breaks provided to all attendees, with all corresponding branding and recognition.

## **2 specialty coffee stations: \$5,000**

Your company will sponsor a specialty coffee station in the Optiplex during the morning breakfast. Signage, branded napkins, and custom lattes will be included.

## **2 room drops: \$5,000**

Provide one small item to be delivered to each attendee’s room at the Marriott Marquis. Sponsor is responsible for providing the item and it must be approved by Optimizely.

## **2 lunch: \$7,500**

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

## **2 snack breaks: \$7,500**

Sponsor a snack break provided to all attendees with branding recognition on the event agenda and in the break area.

# Invite-only options

## **Media / Analyst Hospitality Suite: \$7,500**

Attendees will “charge up” and have extended exposure to your branding while they wait in high-traffic areas.

## **Co-Host Media / Analyst Dinner: \$5,000**

Join our media and analysts for dinner with Optimizely executives on the first night of Opticon. Sponsorship includes recognition in media and analyst agenda, up to two guests in attendance, and a toast to welcome our guests.

## **Customer Advisory Board Meeting: \$7,500**

Your company will sponsor the Customer Advisory Board session to begin Opticon. Sponsorship includes recognition in the agenda, signage within the space and a 10 minute presentation during the meeting.

# Packages at a glance

		Diamond (2) \$100,000	Platinum (4) \$75,000	Gold (10) \$50,000	Silver (5) \$30,000	Bronze (5) \$20,000
<b>Activation</b>	Badge scanners	2	2	2	1	1
	Registration passes	10	8	6	4	2
	Registration discount for customers/additional attendees	10 at 50% off	10 at 50% off	10 at 25% off	10 at 20% off	5 at 20% off
	Turn key demo pod	In Optiplex	In Optiplex	In Optiplex	In pre-function space	In pre-function space
<b>Brand</b>	Marketing kit	X	X	X	X	X
	Logo and URL on Sponsor page	X	X	X	X	X
	Sponsor recognition on Opticon digital platform	X	X	X	X	X
	Logo in attendee emails	X	X			
	Logo & URL on event website	X	X	X	X	X
<b>Social</b>	Social mentions - Wrap up + Thank you	X	X	X	X	X
	Social mention promoting breakout session	X	X	X		
	Mentioned in pre-event press release. Only if signed by July 1st	X	X	X		
	Partner with Optimizely PR team, + blog customer/partner feature	X	X			
	Social mention promoting main stage presentation	X				
	Quoted in a post event press release	X				
<b>Thought leadership</b>	Onsite signage	X	X	X	X	X
	Mobile app sponsor page listing	X	X	X	X	X
	Meeting with Optimizely leader of choice (Csuite, sales leadership)	X	X	X		
	Meeting with Optimizely sales leadership				X	
	Digital ad on media (no sound)	X	X	X		
	Push notification to all attendees	X				
<b>Post-event</b>	Breakout session	X	X	X		
	Mainstage joint customer presentation	X - Optimizely approval				
	Theatre session				X	
	Logo in post event emails	X	X	X		
	Registration list for opted in attendees post event	X	X			

# A la carte at a glance

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

## A la carte

20% discount given to package purchase

Lanyards (Gold or above)	\$15,000
Pre-event email to all registered attendees (Gold or above)	\$7,500
Post-event email to all attendees (Gold or above)	\$7,500
Conference Wifi	\$10,000
Specialty coffee station (2 available)	\$5,000
Welcome reception & opening champagne toast	\$20,000
Closing celebration	\$25,000
Mobile app	\$10,000
Breakfast sponsor (2 available)	\$5,000
Lunch sponsor (2 available)	\$7,500
Charging station (4 available)	\$5,000
Photo booth	\$7,500
Room drop	\$5,000
Afternoon break sponsor (2 available)	\$2,500
Sponsor social feed featured on mainstage	\$5,000
Media/Analyst suite sponsor: Includes 10 minute presentation during their program**	\$7,500
Co-host Media/Analyst dinner with welcome toast**	\$5,000
Customer advisory board sponsorship: Includes a 10 minute presentation during their program**	\$7,500

\*\* Invite only



# Thank you!

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