



MindShare 2019
May 14-16, 2019 Austin, TX

Sponsor Prospectus

The background of the slide features a photograph of a modern office interior with large windows. Three men in business suits are silhouetted against the bright light coming from the windows. Outside, a brick building is visible. An orange banner at the top left displays the Zilliant logo, and another orange banner in the center displays the word "MindShare".

zilliant

MindShare

You're invited.

MindShare is one of the most important events of the year for industry leaders who are implementing data science and predictive analytics to drive profitable growth. Attendees from around the globe come to hear firsthand how B2B enterprises have turned their data into actionable pricing and sales intelligence for a competitive advantage.

As a sponsor, you're invited to attend to network with 200 sales leaders, pricing leaders, operations leaders, and P&L owners to discuss what's driving their profitable growth.

75%

of attendees above or are at managerial level

15+

industries are represented

87%

of attending companies are above \$500m

50%

attendee growth from 2017 to 2018

Why Sponsor?

MindShare is an experience like no other. We are the only conference designed for B2B manufacturers and distributors who would benefit from using AI to increase profitable growth.

MindShare draws a global audience of Pricing, Sales, and Operation Executives, VPs, Managers and Directors, across various key industries including:

- Industrial Parts and Equipment
- Specialty Chemicals and Plastics
- Building Products and Materials
- Electrical Products
- Business Services
- Metals
- Food Service and Producers
- Electronic Components
- Automotive
- And more

As a MindShare sponsor, you can expect to:

- Expand your network by capturing new leads from new markets, from a plethora of industries.
- Meet with representatives from several of the world's largest companies. At least 87% of our attendees are from organizations with more than \$500M in revenue.
- Have numerous opportunities to share the ways your customers use your solutions and services. As a sponsor, you'll be able to attend all of the sessions, along with an astounding ten hours of dedicated networking time over two and a half days.
- Learn in a variety of settings. You'll be immersed in hands-on workshops, thought-provoking keynote sessions, industry-specific breakouts, and intimate round-table discussions.
- Build relationships that will flourish well beyond the days of MindShare. We're all about connections. It's part of that southern hospitality charm.

"It is great to hear success stories along with common struggles other companies face. It makes you feel like you are not alone in what you are doing and gives you motivation to keep fighting to improve your business."



Why Austin?



J.D. Power released results of a new, first-of-its-kind study, and in its inaugural year, Austin took the #1 spot in the Southwest and the #2 spot in the nation in the J.D. Power 2016 Destination Experience Satisfaction Study.



Austin consistently sits atop Forbes annual lists of the best cities in the nation, so it's no surprise that in 2016, Forbes named Austin the #1 city for the next **decade**.



The Austin-Bergstrom International Airport is centrally located, close to downtown and hosts 350 daily flights with nonstop service to more than 65+ national and international destinations. The airport has also been named the #7 Best Time-Saving Airport per American Fitness Index and is located a mere 8 miles from The LINE Austin.



Carbon neutral by 2020, Austin Energy's goal is to power the city solely on clean energy within reach. Acreage in Austin that's devoted to green space includes 206 parks, 12 preserves, 26 greenbelts, and more than 50 miles of trails. Numerous hotels around the city, including The LINE Austin, are taking steps to up their environmentally friendly rankings as well.

Meet The LINE.

At the crossroads where Town Lake meets downtown, the LINE draws influence from both the surrounding natural beauty and the creative energy that fuels the city. The convergence of the lush landscape and the vibrancy of the Capitol, historic theaters, music culture, and contemporary art is reflective of the spirit of Austin itself—green at heart and full of life.

All attendees' stays will include expansive lake and city views through floor-to-ceiling windows, free wifi, fitness center, and direct access to Town Lake through hike and bike trails adjacent to downtown Austin.



2019 Event Details

May 14-16, 2019

The LINE Austin

111 E Cesar Chavez St, Austin, TX 78701



Sponsorship Opportunities

We're pleased to offer an array of sponsorship opportunities to maximize your time at MindShare and help facilitate as many meaningful introductions and interactions as possible. We're confident that the connections you build during your time at MindShare will continue to grow throughout the days, weeks, and years after the event.

The following sections give details on our standard sponsorship packages. After reviewing, please do not hesitate to reach out to discuss. We're always willing to customize any package to ensure we're creating a partnership guaranteed to achieve your specific event goals.

“Excellent content in each program. The networking time was incredibly valuable.”

Platinum Package

(1 available)

Thought Leadership

- **Keynote** session speaker (30 minutes)

Branding

- Logo on Sponsor section of event website
- Logo recognition throughout event space
- Logo and description on Sponsor page of onsite guide
- 1 page ad in onsite guide

Attendee List

- Opt-in attendee list two weeks prior to and following the show

Social and PR

- Social Media Mention
- Press Release Mention

Attendee Passes

- Two (2) attendee passes

Exhibit Space in the Solutions Showcase

- Includes: 6' table, 2 chairs, room for 8x10 fabric back wall or similar, 1 monitor and stand
- Hardwire internet and lead device not included, but available for purchase

Gold Package

(2 available)

Thought Leadership

- **Breakout** session speaker (30 min) OR **Round-table moderator** (30 min x 2)

Branding

- Logo on Sponsor section of event website
- Logo recognition throughout event space
- Logo and description on Sponsor page of onsite guide
- 1 page ad in onsite guide

Attendee List

- Opt-in attendee list two weeks prior to and following the show

Social and PR

- Social Media Mention
- Press Release Mention

Attendee Passes

- Two (2) attendee passes

Exhibit Space in the Solutions Showcase

- Includes: 6' table, 2 chairs, room for 8x10 fabric back wall or similar, 1 monitor and stand
- Hardwire internet and lead device not included, but available for purchase

Bronze Package

Branding

- Logo on Sponsor section of event website
- Logo recognition throughout event space
- Logo on Sponsor page of onsite guide

Attendee List

- Opt-in attendee list following the show

Social and PR

- Social Media Mention
- Press Release Mention

Attendee Passes

- One (1) attendee pass

Exhibit Space in the Solutions Showcase

- Includes: 6' table, 1 chair, room for 8x10 fabric back wall or similar
- Hardwire internet, lead device, monitor and stand not included, but available for purchase



Next Steps

I'm sold. How do I participate?

To confirm your sponsorship or discuss a customized plan, please contact Katy Fritz, Director, Global Events, at katy.fritz@zilliant.com.

We look forward to partnering with you!

“One of the best-run conferences I've experienced.”

“I found the event extremely beneficial and informative. I am so glad that I came last minute. I am even more motivated to get my company on the bandwagon with digital transformation, value-based selling, and price optimization.”

Interested in speaking at an upcoming event?
Please contact events@zilliant.com.



For more information on how to maximize customer lifetime value • visit www.zilliant.com
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