

WebexOne 2024 Prospectus

October 21-24, 2024

The Diplomat
Miami Area, FL

Big ideas. Bold innovations. A new experience.

WebexOne 2024 will blend the best of in-person and virtual experiences for a unique, immersive event like no other.

Take advantage of special curated experiences crafted to align to your event strategy. It's not just about how much, it's about how partners can contribute to the attendee experience. Come with us to extend your reach, grow your community and amplify your exposure at WebexOne a live and digital event experience.



webexone²⁴

The AI collaboration and customer experience event of the year.



Featuring insightful breakout sessions, technical training courses, hands-on labs, inspiring keynotes, epic entertainment, showcase & expo, customer awards, meet the experts, 1:1 Executive meetings, partner program, CXO event, and much more!

Oct 21-24, 2024 | Miami Area & Virtual
The Diplomat Beach Resort | Hollywood, FL

Last year's attendees agree:*

WebexOne is a can't-miss event!

- 90% said WebexOne is a "MUST ATTEND" event
- 96% had an amazing experience
- 100% of the training courses were sold out

*849 attendees completed survey



2023 Sponsors



WebexOne 2023 audience demographics

By Job Role



- In-Person Attendees: 1.3k
- Virtual Audience: 22k
- On-Demand Event: 7.8k views

WebexOne 2024 projected audience demographics

By Job Role



- In-Person Attendees: 2k
- Virtual Audience: 30k

Sponsorship opportunities

In-person

THOUGHT LEADERSHIP

	Platinum \$150,000	Gold \$100,000	Silver \$50,000	Bronze \$25,000
Theater speaking session (30 min)	1			
Lightning Talk speaking session (10 min) - NEW	1	1		
Sponsor Interview (pre-recorded) - NEW	1	1		

1 SOLD

3 SOLD

10 SOLD

PRESENCE

	Platinum	Gold	Silver	Bronze
Custom turnkey exhibit space	10x20	10x10	Large kiosk	Small Kiosk
Private Meeting Pod	X	X		

EXPERIENCES

Opening Reception sponsor - NEW	X			
Choice of one branded activation* - NEW	X	X	X	

ACCESS

Full Conference Passes	6	4	3	2
Discounted conference passes (additional)	X	X	X	X
Lead Retrieval App licenses for lead capture	6	4	3	2

BRANDING & PROMOTION

Logo placement on digital signage throughout venue	X	X	X	X
Logo placement on printed signage throughout venue	X	X	X	X
Expo Hall Gamification Program - NEW	X	X	X	
QR code to landing page of choice for one breakout session (pending Webex approval) - NEW	X	X	X	

Sponsorship opportunities

Virtual

Platinum
\$150,000

Gold
\$100,000

Silver
\$50,000

Bronze
\$25,000

PRESENCE

Interactive Virtual Booth with content of your choice and company description

X

X

X

X

External links in Virtual Booth (e.g. Social media or additional websites)

4

3

3

2

Live Text Chat with attendees - (optional)

X

X

“Request Follow-Up” Button & Custom URL Button in Virtual Booth

X

X

X

X

BRANDING & PROMOTION

Event Push Notification

1

1

Custom Digital Banner Graphic

1

Thank you to our sponsors Digital Banner Graphic

X

X

X

X

30 second commercial broadcast during break between breakout sessions

1

1

Game challenges featuring your company

2

1

1

Logo inclusion in pre-event emails including Know Before You Go

X

X

X

Logo & company description on event website / mobile app

X

X

X

X

Platinum Experiences

Exclusive Platinum Benefit:

Opening Reception Event

- Will take place on Tuesday night inside the expo hall
- Includes food and beverage
- Sponsor co-branded signage and tabletop tents with QR code
- DJ shout-outs

Select **one** of the following opportunities:

Expo Hall Activations (3 available)*

- Professional Head Shot
- Brand Markers customized swag bar
- McLaren Racing Simulators
- Choice to sponsor one of the planned expo hall activations
- Activation will be placed next to sponsor booth for increased traffic
- Co-branded signage
- Logo placement with activation in mobile event app

* First come first serve



Gold Experiences

Select **one** of the following opportunities

AM & PM Breaks

Wednesday & Thursday
2 available

- Customized F&B experience next to your booth space
- Sponsor co-branded signage

Breakfast Sponsor

Wednesday & Thursday

- Tabletop tents at tables with QR code to site of choice
- Meter Boards with branding/messaging

Lunch Sponsor

Wednesday & Thursday

- Tabletop tents at tables with QR code to site of choice
- Meter Boards with branding/messaging

DJ Experience

2 Available

- A co-branded DJ station in a high traffic area of the event
- Virtual and in-person shout-outs throughout the day
- One DJ station included for use Tuesday, Wednesday and Thursday of the conference.



Silver Experiences

Select **one** of the following opportunities

Branded Meter Boards
(5 available)

- Meter boards will be located in the hallway leading to the expo hall

Digital Signage Ad
(5 available)

- Located throughout the event, the digital ad will be rotated multiple times each day of the conference

15 second commercial/Ad
(5 available)

- Featured during the breaks in between breakout sessions for the virtual audience (estimated audience in 2024: 30k)



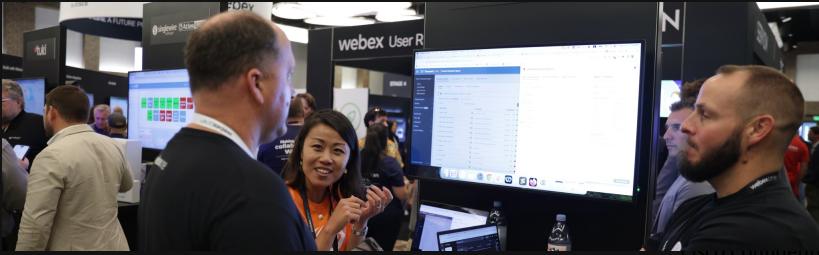
Additional In-Person Activation Opportunities

	Price
Meeting Room Reservation (5 available) <ul style="list-style-type: none">Meeting room is located onsite – up to 1 meeting room per sponsor for two days (Wednesday & Thursday)	\$20,000
10-minute Lightning talks (10 available) <ul style="list-style-type: none">Lightning talks will take place onsite and will be featured on the agenda and in promotions	\$15,000
Networking Lounge sponsor (Exclusive) <ul style="list-style-type: none">Tabletop tents with messaging and QR code to your landing page/content with co-branded signage and logo placement with activation in mobile app	\$15,000
Bag insert (3 available) (2 available) 1 SOLD <ul style="list-style-type: none">Sponsor to choose from Webex approved list of items to brand with their logo and/or messaging	\$10,000
Poolside Cabana Rental (10 available) <ul style="list-style-type: none">Cabana rentals will belong to the sponsor to use for meetings and networking, each rental is for one day at the conference	\$10,000



Additional In-Person Branding Opportunities

	Price
WebexOne Hotel Shuttle (Exclusive) <ul style="list-style-type: none">Attendees will be staying at multiple hotels. Co-branded signage at all hotels on the shuttle route, branding in the mobile app and on each shuttle.	SOLD
Wellness Break (2 available) <ul style="list-style-type: none">The wellness breaks will be held onsite at WebexOne. Co-branded signage and logo placement with activation in mobile app	\$5,000
Branded Meter Boards (5 available) <ul style="list-style-type: none">Co-branded meter boards will be located in the hallway leading to the expo hall	\$5,000
Digital Signage Ad (10 available) <ul style="list-style-type: none">Located throughout the event, the digital ad will be rotated multiple times each day of the conference	\$5,000



Custom Brand-only Sponsor

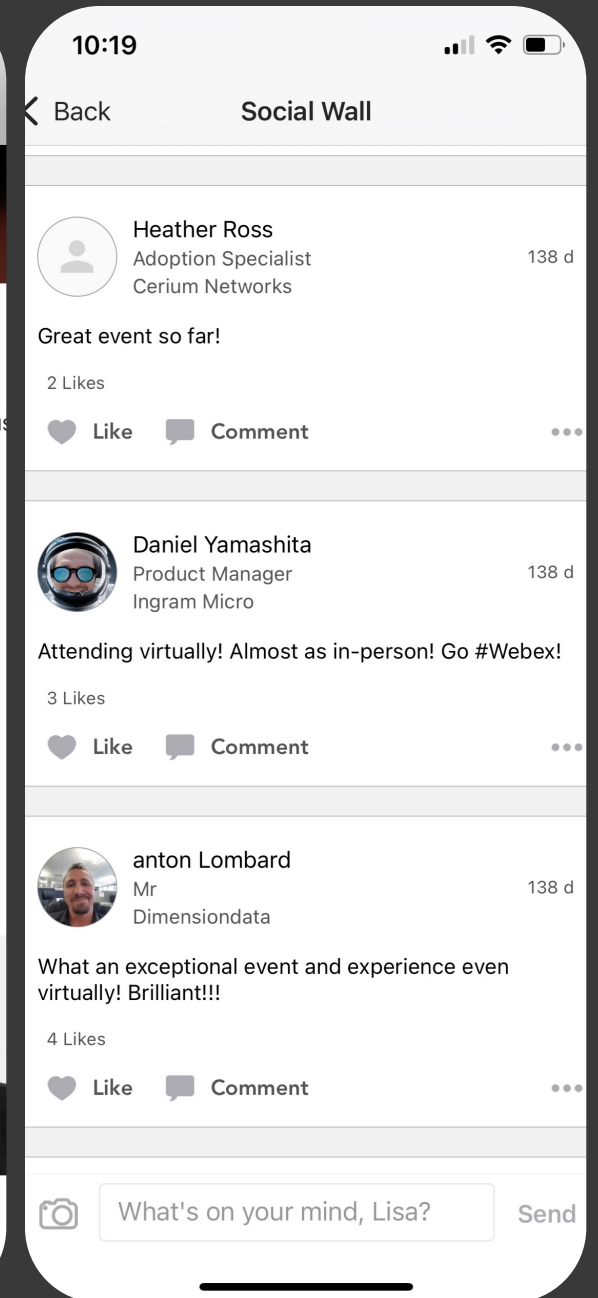
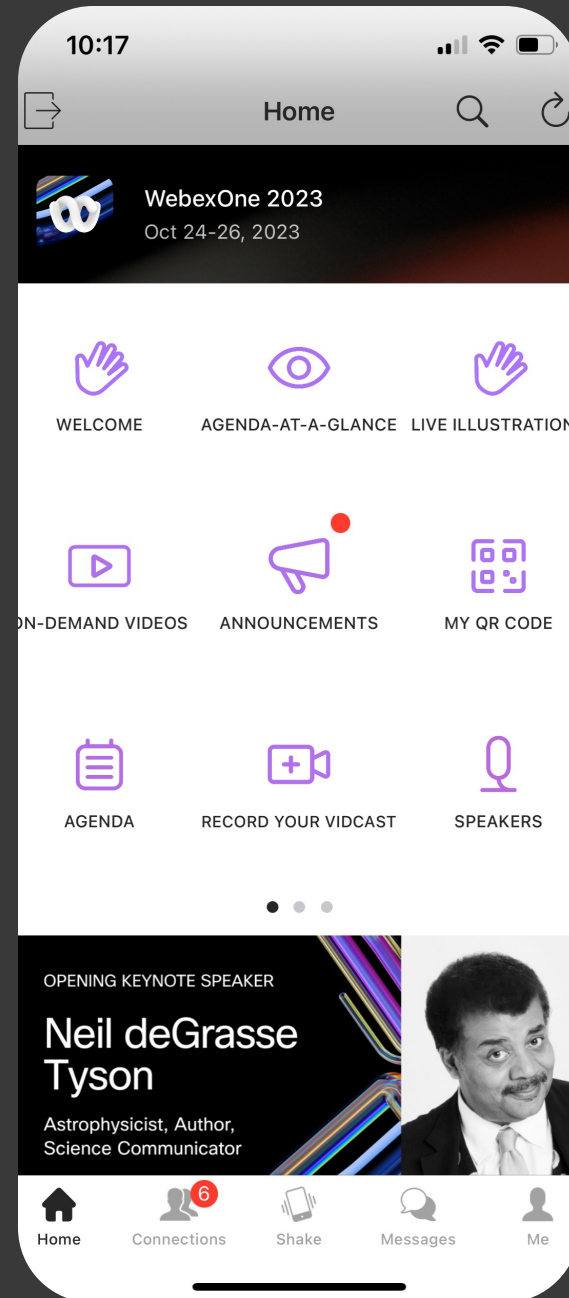
Investment: \$20,000 +

This is a great opportunity to build a brand-only sponsorship that fits your sponsorship goals and company needs.

Sponsorship benefits:

- Includes company logo and company description on WebexOne website
- Interactive virtual booth
- Physical branding opportunities throughout the venue
- Digital branding opportunities throughout the venue
- Breakout Session branding/asset sharing
- More customizations based on your needs
- 2024 projected attendance: 30k virtual, 2k in-person

Availability: Multiple



Network, Network, Network!

Reserve a room or venue at the Diplomat Beach Resort to create an experience for Webexone attendees or an off-site meeting for your team.

Details:

- Space: Various indoor and outdoor space for attendees from 5 - 100.
- Seating: Configurations are customizable (classroom, theater, boardroom, reception, etc.)
- Snack display of choice and non-alcoholic beverages drinks included in rental price
- Meals and additional F&B can be added on at sponsors' cost
- A/V can be added on at the sponsors' cost

Availability: Multiple

Contact us to learn more and discuss pricing!



Virtual Only Sponsor

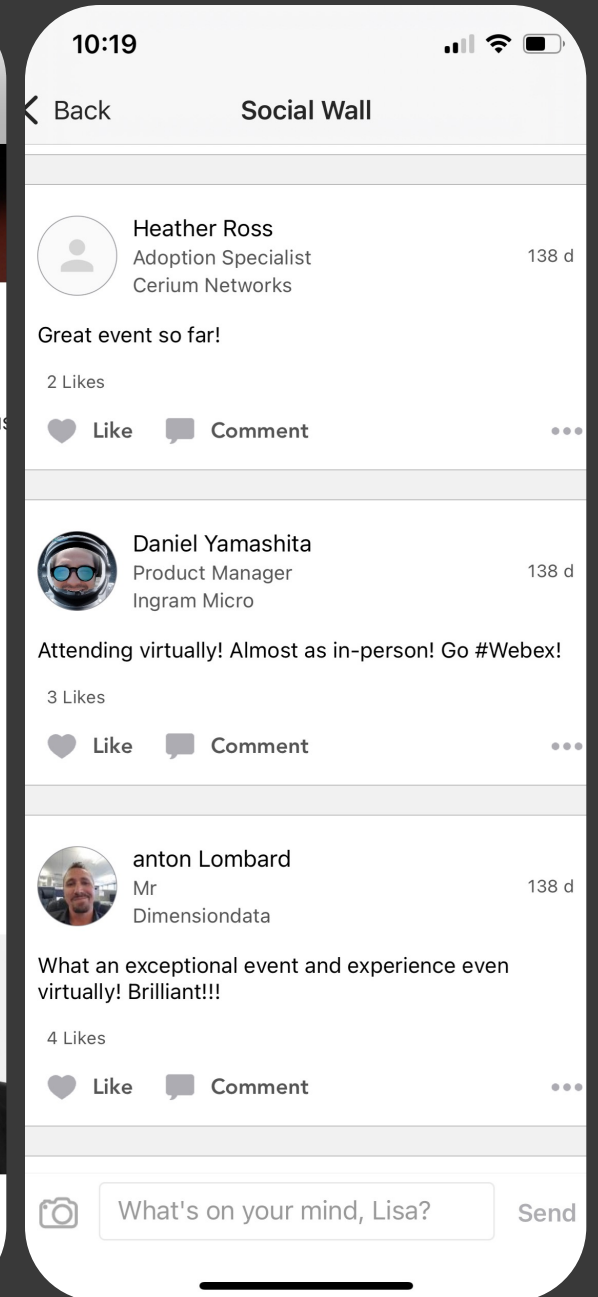
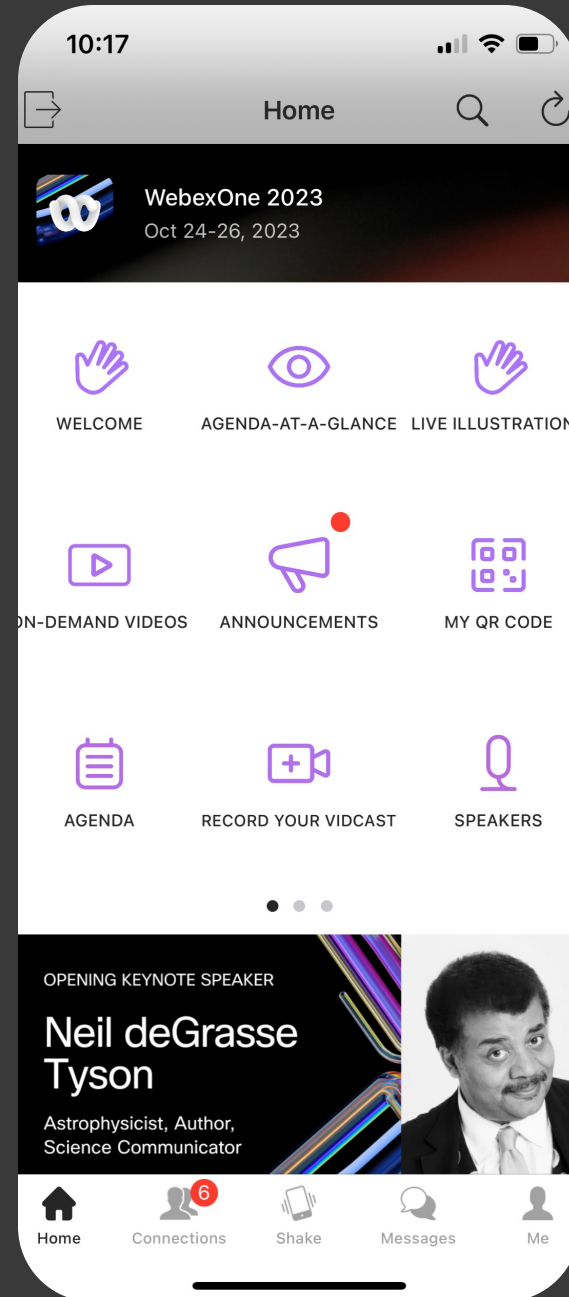
Investment: \$10,000

As a virtual sponsor, you will have visibility in the mobile app to both the in-person and virtual audiences.

Sponsorship benefits:

- Includes company logo and company description on WebexOne website
- Interactive virtual booth
 - Includes company logo and company description
 - Your choice of an embedded video, PDF, or website
 - External links (e.g. social media or additional websites)
 - “Request Follow-Up” Button and Custom URL Button
 - Allows you to fully engage and connect with the audience
 - Attendees will access the mobile
 - 2024 projected attendance: 30k virtual, 2k in-person

Availability: Multiple
webexone



Secure your sponsorship today!

Submit your inquiry [HERE](#) or contact us at WebexOneSponsors@freeman.com





webex
by **CISCO**