



EVOLVE

The moment you stop growing, is the moment you start dying.

A statement worth remembering for event industry pioneers and game changers. While growth can take many forms, the need to never stop innovating, adjusting, and optimizing with your customers at the center of your world ensures business success. And yet, in B2B events, the temptation to rationalize “doing things the way they’ve always been” done is large.

Are you an innovation leader in the event space? If so, you need to be include yourself in Project Evolve. Developed by deeply experienced and award winning industry innovators, Project Evolve provides data and insights, case studies, and paths to innovation highlighting some of the industries most successful events and how they stay at the head of the pack.

Far beyond just a study of successful innovation opportunities, Project Evolve gives you a chance to show the event industry why you are their partner for innovative and revolutionary success to grow their event, wow attendees, deliver against ROI goals and enhance efficiency.

If you have the skills and can prove your prowess in innovation, apply to sponsor Project Evolve today! Companies satisfied with the status quo or the “easy” path, need not apply.

**Contact Project Evolve
for more information at:**

projectevolve@alwaysdriveinnovation.com
or via phone at **210-861-2813**

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“For the company that knows they are a leader in innovation, this is your chance to “own” the discussion around innovation through Project Evolve for the 2020/2021 edition.

- Innovation By YOU

As the sponsor Powering innovation through Project Evolve, you receive the following tangible benefits:

- Front cover reference (Innovation Powered by....) on the order page for Project Evolve and on the outside cover of the digital report.
- Opportunity to highlight your client in the “case studies” section of the report looking to events using innovation and showing illustrations of your innovation in action.
- You control the Innovation Insert*. Use this 4 page spread in separating the data report section from the case studies as an advertising opportunity to highlight your expertise and why people should call you. Right in the middle of the content everyone will want, will be you.
- Tribute to your sponsorship will be included in all emails sent to prospects, subscribers, and survey respondents
- While other sponsorships provide the opportunity to elevate your brand above your competition. The “Buyout” opportunity for Project Evolve is the only way to create a competitive block everywhere except the service/innovation directory(Any company wishing to participate in the innovation central service directory may do so regardless of sponsorships or partnerships to ensure industry integrity and acceptance).
- Full page ad* included in the front three pages of the digital publication.
- Referenced in all video segment supplement emails with Innovation powered by language highlighting your company.
- “Innovation powered by” language referenced in all presentation decks highlighting data from the innovation Project Evolve Innovation study
- 1/4 page ad inside the innovation central service directory.

Buyout Sponsorship: \$147,000**

* Sponsor is required to provide all final art files for advertising and inserts. If Project Evolve is required to develop sponsor creative, a reasonable design quote will be provided in addition to sponsorship fees.

** Sponsorship fees are due within 14 days of contract signature.

Lead the way in event industry innovation. Work with events and industry leaders looking to build the best in attendee experience, event ROI for exhibitors and trade connectivity around the globe.

Your ad will reach:

- Over 350+ Event Directors managing the most influential events in North America, Latin America, and Europe.
- 1000's of event management decision makers, creative strategists, agencies, exhibitors and event project managers.

Element	Per Unit Cost	Size
Innovation Central Use this 1/2 page to tell prospects your contribution to innovation. How do you build their events and engage their attendees? May include embedded links.	\$3500	1/4 page ad plus a 1/4 page of copy.
Title/Lead Sponsors Highlight your company's dedication and ability to deliver to your customers most creative and innovative ideas. Includes ads, logo placement, email communications and more to the world's leading event producers and managers.	\$18000 (Not available if buyout sponsor is in place)	
Video Unit emails Each Project Evolve subscriber receives 8 video interviews over the course of 8 weeks for 8 industry game changers and innovators. Ensure you are part of that story every week.	\$750 (Only available to noncompeting companies with Buyout sponsor)	
Ad pages Use this traditional advertisement to sell your untraditional ideas to event directors and managers. May include embedded links. Show your creativity in these limited ad spaces.	\$2500 Full \$2000 half	
Create Your Own Do you find existing ad blocks and traditional advertisements to limiting? Create your own innovation insert to highlight your organization's prowess. Rise above the competition by highlighting your skills via your category exclusive 4 to 6 page insert.	\$11,500 (Not available if Buyout sponsor is sold)	1/8 of page. Limited slots available
Venue Direct Can your venue host innovative, creative, game changing conferences and B2B events? Do you want to empower event greatness? Make sure you tell Project Evolve subscribers you're open for their business through Venue Direct. Includes your ad in the publication.	\$1850	1/4 page ad plus a 1/4 page of copy. Or half page ad