



EMERGING BRANDS
SPONSORSHIP PROSPECTUS

www.emergingbrandssummit.com



Helping CPGs scale manufacturing

September 10, 2023 • Las Vegas, NV

ABOUT THE EVENT

Event Overview

Emerging Brands Summit is a one-day event designed for CPGs seeking knowledge, resources, and partners to help scale their manufacturing operations. The event delivers a thoughtful mix of educational programming and networking opportunities, including free consultations with expert advisors and industry suppliers.

YOUR HOST

Kim Overstreet

Director, Emerging Brands Alliance

As the director of the Emerging Brands Alliance, Kim creates and curates content and resources for emerging brands that are scaling up operations. Previously a Senior Content Strategist, she disseminated PMMI Business Intelligence content to *Packaging World*, *Healthcare Packaging*, *Automation World*, *ProFood World* and *OEM*, and covered packaging conferences for PMMI Media Group. Kim has been with PMMI Media Group since 2013 and has a master's degree in journalism from Drake University.



WHAT'S NEW IN 2023

- **No Conflicts!**

Emerging Brands Summit 2023 will be hosted the day prior to the start of PACK EXPO, so you don't need to worry about any conflicts with the show.

- **Speaking Opportunities!**

Stand out as a thought leader in the industry by participating in a Q&A session on the mainstage, joining a panel discussion or leading a breakout session.

- **New Mobile App!**

A dedicated event mobile app with AI matchmaking will make it even easier for you to connect with brand owners and schedule 1:1 meetings. A digital marketplace will also allow you to share product information and resources with participants before, during and after the event.

- **Free Lead Retrieval!**

All registered staff members will have access to badge scanning within our Emerging Brands Summit mobile app.

- **Visibility at a PACK EXPO!**

Emerging Brands Summit sponsors who also exhibit at PACK EXPO Las Vegas will receive special identification as an emerging brand-friendly supplier.

EMERGING BRANDS SUMMIT[™]
Helping new brands scale manufacturing



VENUE

Westgate Las Vegas Resort & Casino

Located adjacent to the Las Vegas Convention Center and just one block from the world-famous Las Vegas Strip, the Westgate Las Vegas Resort & Casino (formerly the Las Vegas Hilton) offers legendary entertainment and some of the most spacious guest rooms in Las Vegas. Additionally, the resort has a Las Vegas Monorail stop onsite for easy access to the rest of the excitement on the Las Vegas Strip.

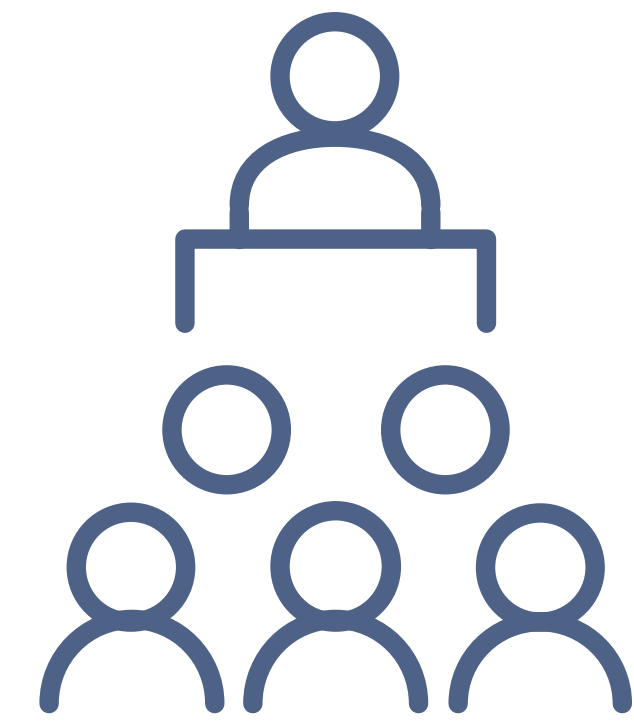


TOP REASONS TO SPONSOR

Branding &
Awareness



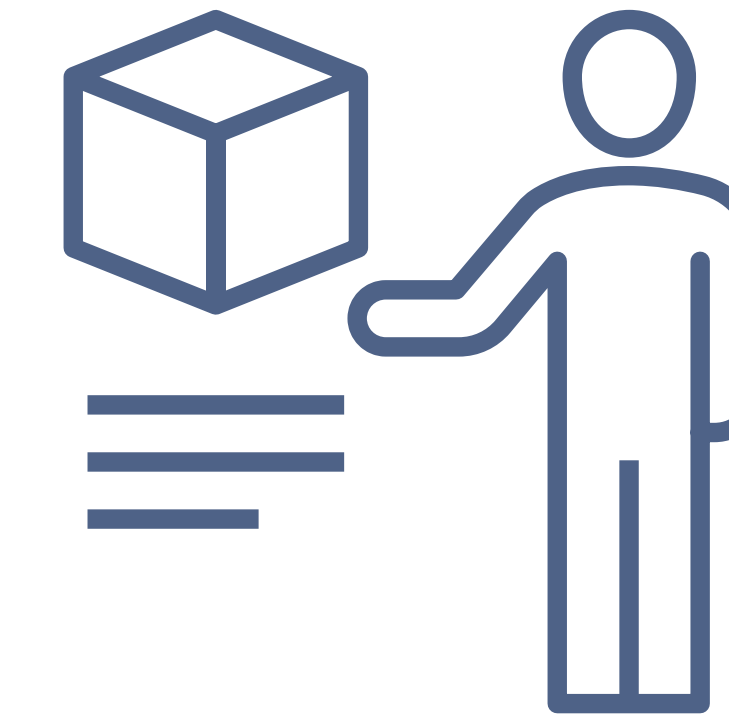
Thought
Leadership



Networking &
Lead Generation



Showcase Products
& Solutions



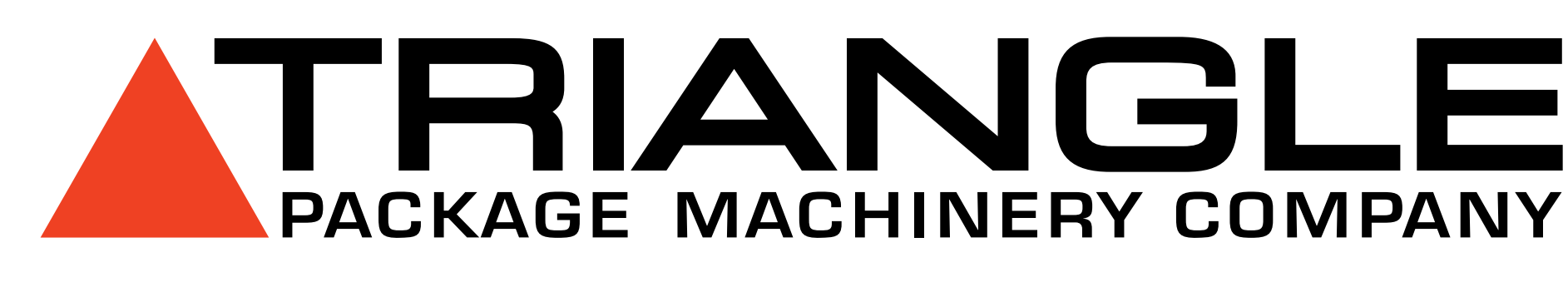
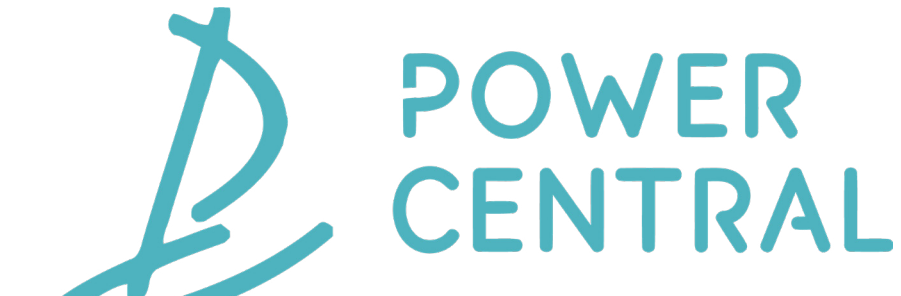
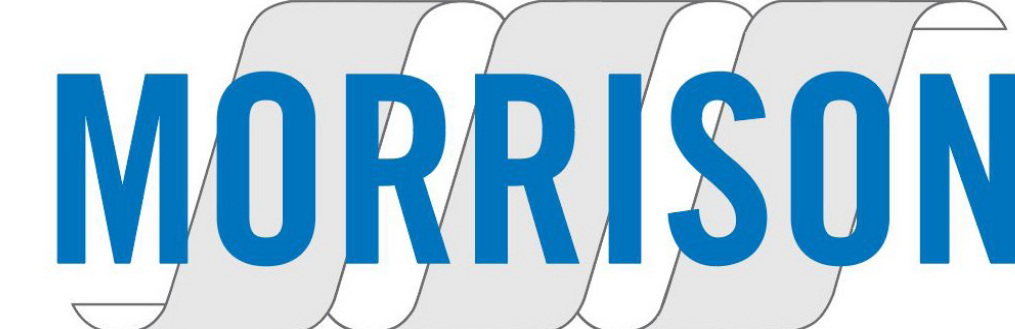
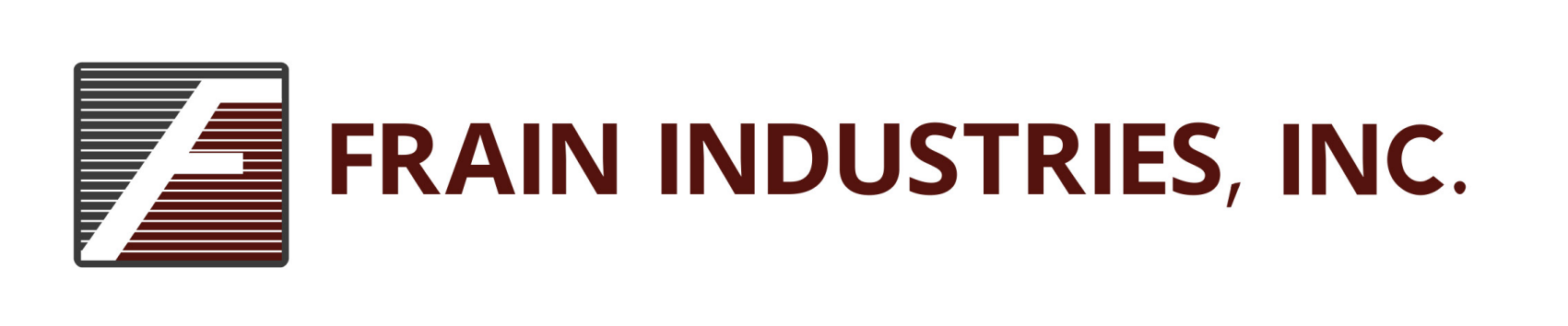
Develop
Relationships



PAST SPONSORS



Advancing Black Women Owned Businesses



AGENDA-AT-A-GLANCE

8:00 AM	Registration Breakfast / Marketplace Opens
8:45 AM	Welcome Address
9:00 AM	Executive Interview (Diamond Sponsor Opportunity)
9:15 AM	Keynote Address
10:15 AM	Sponsored Breakouts (Diamond/Platinum Sponsor Opportunity)
10:45 AM	Marketplace Networking Break
11:15 AM	Editorial Breakouts
11:45 AM	Marketplace Networking Lunch
12:45 AM	Sponsored Breakouts (Diamond/Platinum Sponsor Opportunity)
1:30 PM	Panel Discussion (Gold Sponsor Opportunity)
2:15 PM	Marketplace Networking Break
2:45 PM	Editorial Breakouts
3:30 PM	Executive Interview (Diamond Sponsor Opportunity)
3:45 PM	Closing Keynote Address
4:30 PM	Marketplace Networking Reception & Grant Ceremony
6:00 PM	Close



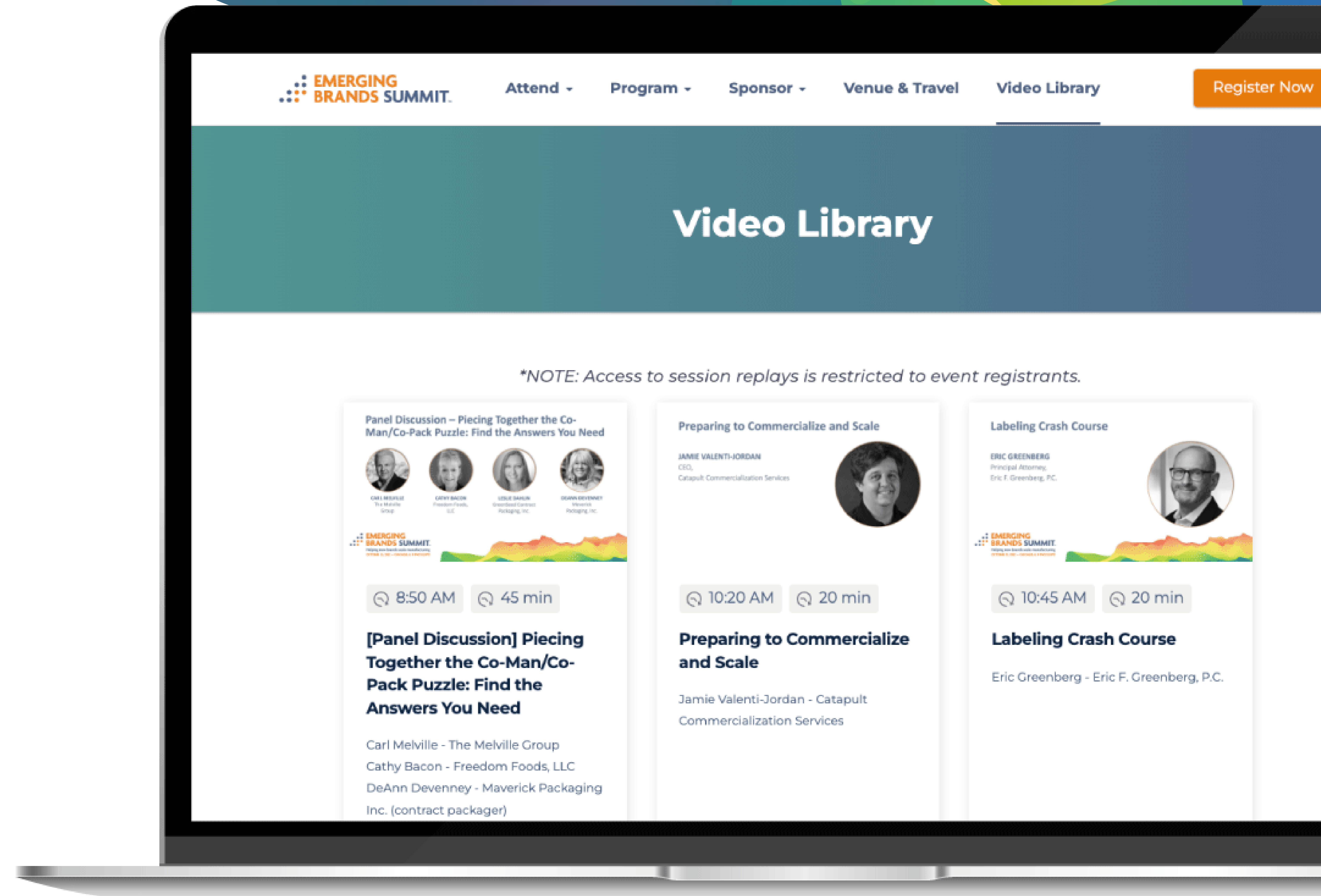
DIGITAL MARKETPLACE & VIDEO LIBRARY

In addition to the Emerging Brands Marketplace at Emerging Brands Summit, there will also be a digital marketplace within the event app where sponsors can display their products or services so attendees can browse and add them to their wishlist.

Following the live event, content will be hosted in our Video Library — extending the reach of your message to a broader audience who may have been interested but were unable to attend in-person.

What this means for sponsors:

- More engagement opportunities pre-, during, and post-event
- Greater lead generation potential
- Wider geographic reach
- More targeted and qualified leads



2022 AUDIENCE PROFILE

Researching Packaging Machinery

79%

Researching Packaging Supplies

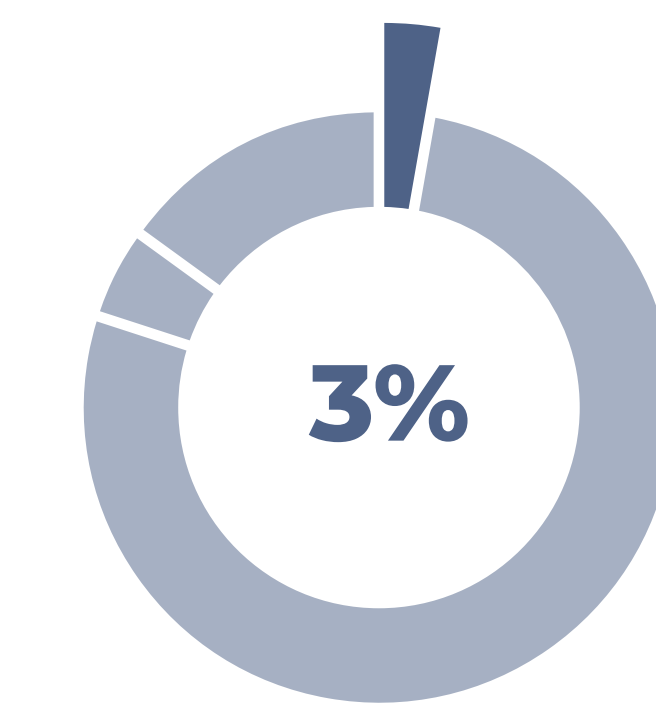
85%

Influence Buying Decision

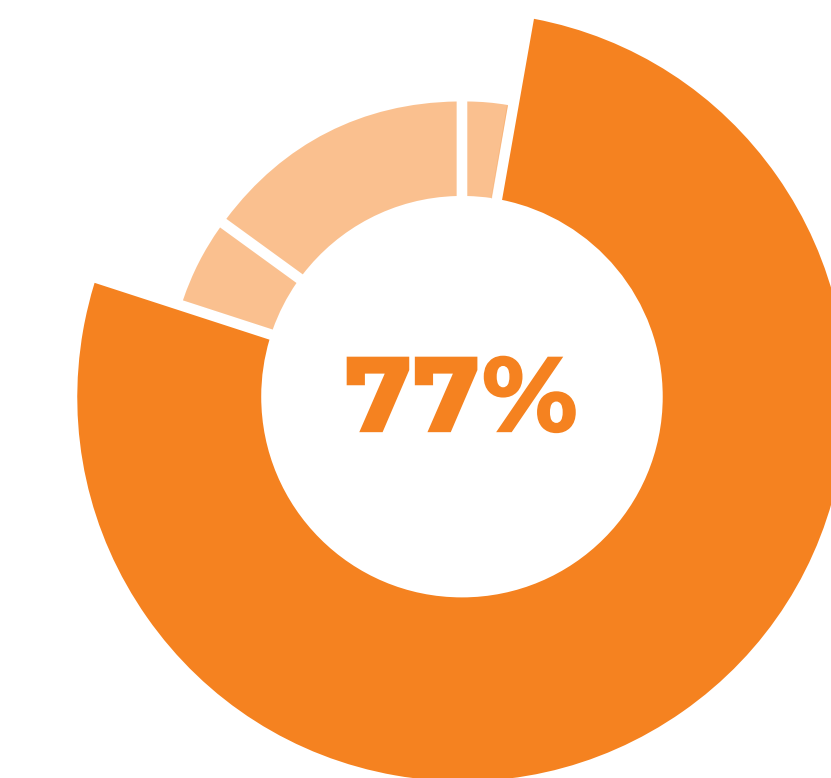
84%

PRIMARY INDUSTRY

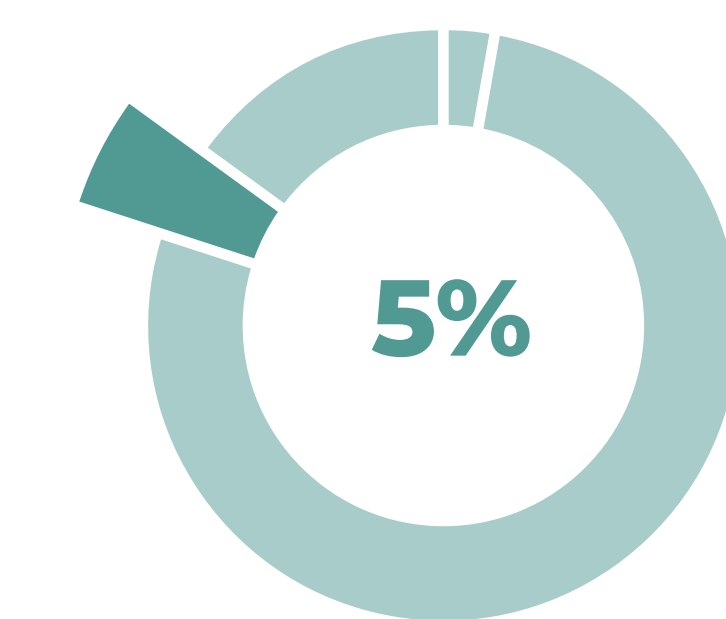
Cosmetics/
Personal Care



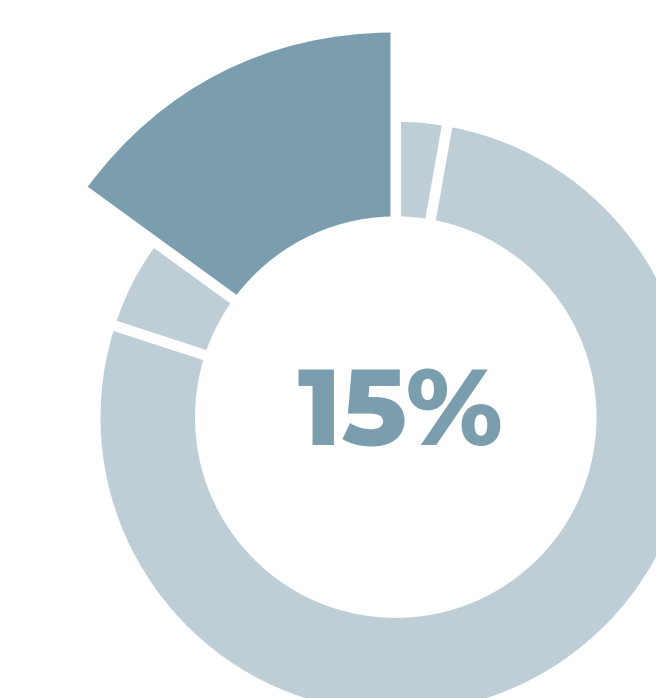
Food & Beverage
Manufacturer



Life Sciences/
Pharma/Healthcare



Other packaged
products



SPONSORSHIP PACKAGES

DIAMOND SPONSORS

2 Available

PRE-EVENT

- Logo, link, and company description on website
- Logo on select marketing materials
- Customizable resource page in mobile app
- Product/service/job listings in mobile app digital marketplace
- 1 Social Media Promotion
- Access to attendee list and meeting scheduling tool (14-days out)
- 10 VIP Meetings – email Introduction to pre-selected attendees for possible matchmaking

ONSITE

Event Access

- 5 Staff passes
- 10 Client/prospect/end user passes (non-staff members)

Brand Awareness

- Logo on event signage
- Logo on mainstage backdrop
- Logo included in mainstage housekeeping loop
- Recognition during welcome address
- Mobile app interstitial ad
- Push notification in mobile app

Engagement & Lead-Generation

- 6' Tabletop with 2 chairs
- Complimentary badge scanning license for all registered staff members
- Gamification - included in QR code scavenger hunt
- Sponsor lunch or networking reception - includes branded signage, beverage napkins, and recognition in agenda

Thought Leadership

- Executive interview on the mainstage (15-min)
- Case-study / thought leadership breakout session (30-min)

POST-EVENT

- Identification at PACK EXPO Las Vegas as an emerging brand-friendly supplier
- **Complete registration list including full contact information
- Session attendance report
- Badge scan report
- Presentation hosted in post-event video library
- Video library registration list
- Video viewer report
- Sponsored content download report

***(Attendee Name, Title, Company, Country, Email Address)*

Note: Some package deliverables are deadline-dependent and may not be available at the time contract is signed.

SPONSORSHIP PACKAGES

PLATINUM SPONSORS

4 Available

PRE-EVENT

- Logo, link, and company description on website
- Logo on select marketing materials
- Customizable resource page in mobile app
- Product/service/job listings in mobile app digital marketplace
- 1 Social Media Promotion
- Access to attendee list and meeting scheduling tool (14-days out)
- 5 VIP Meetings – email Introduction to pre-selected attendees for possible matchmaking

ONSITE

Event Access

- 4 Staff passes
- 8 Client/prospect/end user passes (non-staff members)

Brand Awareness

- Logo on event signage
- Logo included in mainstage housekeeping loop
- Recognition during welcome address
- Mobile app interstitial ad
- Push notification in mobile app

Engagement & Lead-Generation

- 6' Tabletop with 2 chairs
- Complimentary badge scanning license for all registered staff members
- Gamification - included in QR code scavenger hunt
- Sponsor refreshment break - includes branded signage, beverage napkins and recognition in agenda

Thought Leadership

- Case-study / thought leadership breakout session (30-min)

POST-EVENT

- Identification at PACK EXPO Las Vegas as an emerging brand-friendly supplier
- **Complete registration list including full contact information
- Session attendance report
- Badge scan report
- Presentation hosted in post-event video library
- Video library registration list
- Video viewer report
- Sponsored content download report

***(Attendee Name, Title, Company, Country, Email Address)*

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SPONSORSHIP PACKAGES

GOLD SPONSORS

2 Available

PRE-EVENT

- Logo, link, and company description on website
- Logo on select marketing materials
- Customizable resource page in mobile app
- Product/service/job listings in mobile app digital marketplace
- Access to attendee list and meeting scheduling tool (7-days out)

ONSITE

Event Access

- 3 Staff passes
- 6 Client/prospect/end user passes (non-staff members)

Brand Awareness

- Logo on event signage
- Logo included in mainstage housekeeping loop
- Push notification in mobile app

Engagement & Lead-Generation

- 6' Tabletop with 2 chairs
- Complimentary badge scanning license for all registered staff members
- Gamification - included in QR code scavenger hunt

Thought Leadership

- Invite a client or internal subject matter expert to join a mainstage panel discussion, moderated by a PMG editor (45-min)

POST-EVENT

- Identification at PACK EXPO Las Vegas as an emerging brand-friendly supplier
- Session attendance report
- Badge scan report
- Presentation hosted in post-event video library
- Video library registration list
- Video viewer report
- Sponsored content download report

*** (Attendee Name, Title, Company, Country, Email Address)*

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SPONSORSHIP PACKAGES

SILVER SPONSORS

40 Available

PRE-EVENT

- Logo, link, and company description on website
- Logo on select marketing materials
- Customizable resource page in mobile app
- Product/service/job listings in mobile app digital marketplace
- Access to attendee list and meeting scheduling tool (3-days out)

ONSITE

Event Access

- 2 Staff passes
- 4 Client/prospect/end user passes (non-staff members)

Brand Awareness

- Logo on event signage
- Logo included in mainstage housekeeping loop
- Push notification in mobile app

Engagement & Lead-Generation

- 6' Tabletop with 2 chairs
- Complimentary badge scanning license for all registered staff members
- Gamification - included in QR code scavenger hunt

POST-EVENT

- Identification at PACK EXPO Las Vegas as an emerging brand-friendly supplier
- Badge scan report
- Sponsored content download report

Note: Some package deliverables are deadline-dependent and may not be available at the time contract is signed.

ADD-ON OPPORTUNITIES

VIP DINNER - \$15,000

- VIP Dinner – a private dinner for VIP attendees, plus staff at a premiere restaurant onsite
- Attendees – VIP invitation and registration services. A max of 25 VIP dinner guests may attend, plus staff members from PMG and sponsor attendees. Full contact info for all conference VIP attendees provided (name, company, title, email)
- Introduction – sponsor representative can make introductory remarks and welcome guests during dinner
- Branding – sponsor branding on signage as well as the dinner menus

REGISTRATION SPONSOR - \$10,000

- Welcome Signage – sponsor branding on conference registration counters
- Check-In Kiosk – sponsor branding on iPad check-in screen
- Lanyard – exclusive branding on conference badge lanyards
- Registration Email – branding on attendee email confirmations

WATER STATIONS - \$4,500

- Branded water jug covers and reusable water bottles

WIFI - \$4,500

- Sponsor receives brand recognition on the attendee name badges, within the mobile app, and on the event website.

MOBILE APP - \$4,500

- Sponsor receives brand recognition on the attendee name badges, within the mobile app, and on the event website.

PRODUCT DEMO - \$2,500

- 15-minute timeslot listed in agenda during a networking break
- Hosted at sponsor's tabletop
- Includes monitor rental

KEYNOTE SEAT DROP - \$2,500

- Provide an item to be placed on each seat prior to a keynote

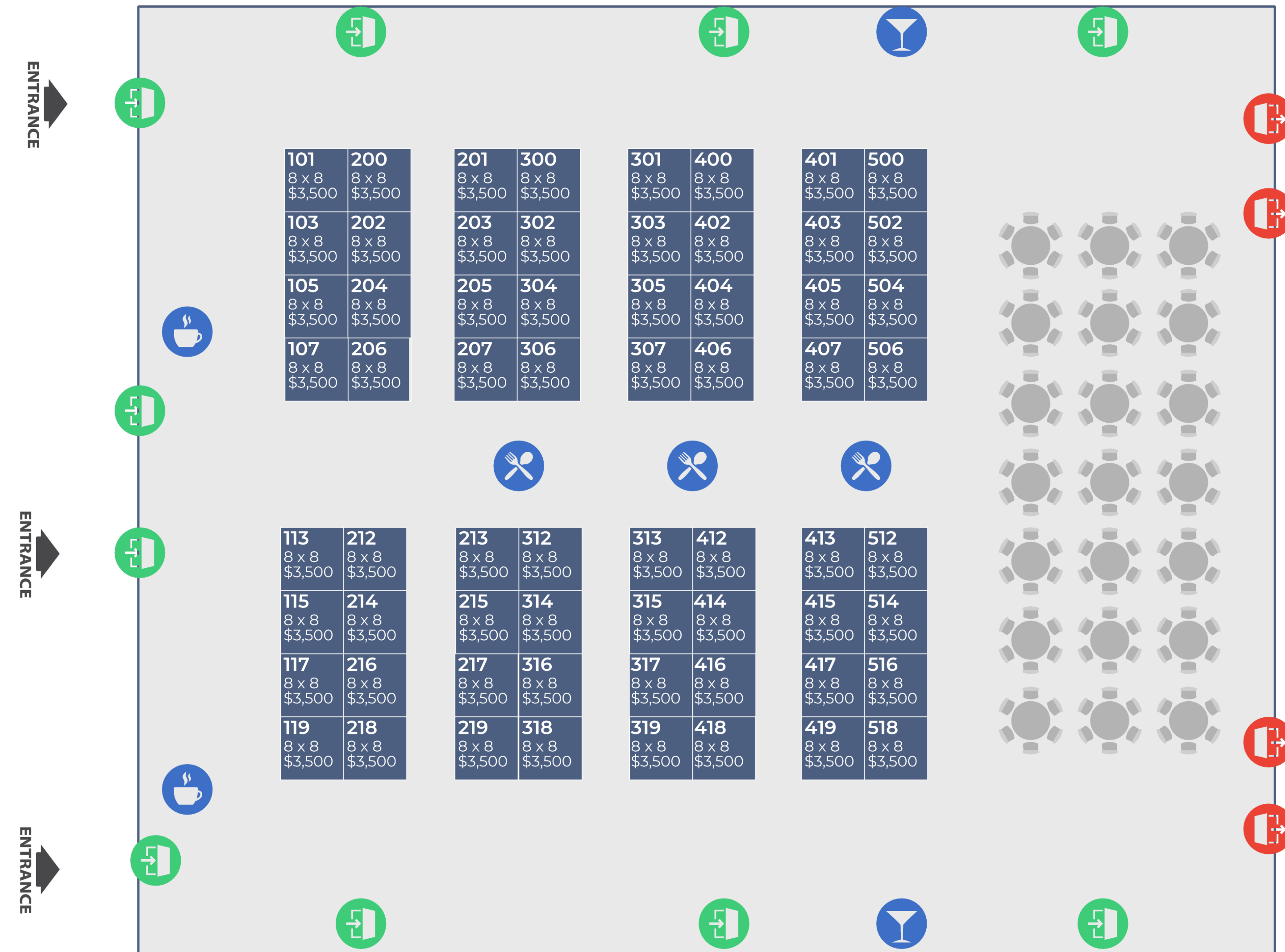
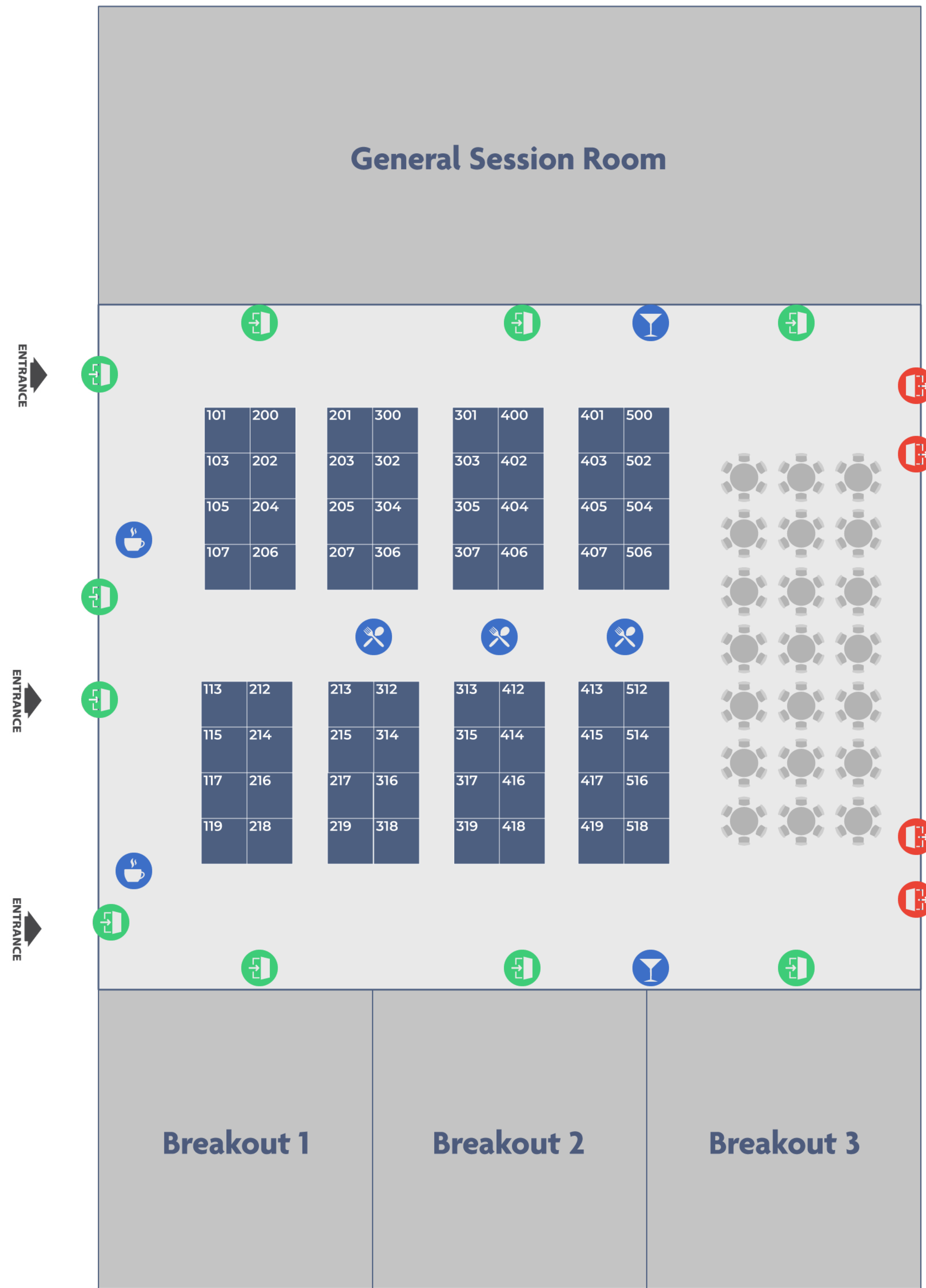
PACKAGE COMPARISON		DIAMOND	PLATINUM	GOLD	SILVER
	Total Available Price	2 \$25,000.00	4 \$20,000.00	2 \$15,000.00	40 \$3,500.00
PRE-EVENT					
	Logo, link, and company description on website	X	X	X	X
	Logo on select marketing materials	X	X	X	X
	Customizable resource page in mobile app	X	X	X	X
	Product/service/job listings in mobile app digital marketplace	X	X	X	X
	One (1) Social Media Promotion	X	X		
	Access to attendee list and meeting scheduling tool	14-days out	14-days out	7-days out	3-days out
	VIP Meetings – email Introduction to pre-selected attendees for possible matchmaking	10	5		
ONSITE					
	Event Access				
	Staff passes	5	4	3	2
	Client/prospect/end user passes (non-staff members)	10	8	6	4
	Brand Awareness				
	Logo on event signage	X	X	X	X
	Logo on mainstage backdrop	X			
	Logo included in mainstage housekeeping loop	X	X	X	
	Recognition during welcome address	X	X		
	Mobile app interstitial ad	X	X		
	Push notification in mobile app	X	X	X	
	Engagement & Lead-Generation				
	6' Tabletop with 2 chairs	X	X	X	X
	Complimentary badge scanning license for all registered staff members	X	X	X	X
	Gamification - included in QR code scavenger hunt	X	X	X	X
	Sponsor lunch or networking reception - includes branded signage, beverage napkins, and recognition in agenda	X			
	Sponsor refreshment break - includes branded signage, beverage napkins and recognition in agenda		X		
	Thought Leadership				
	Executive interview on the mainstage (15-min)	X			
	Case-study / thought leadership breakout session (30-min)	X	X		
	Invite a client or internal subject matter expert to join a mainstage panel discussion, moderated by a PMG editor (45-min)			X	
POST-EVENT					
	Identification at PACK EXPO Las Vegas as an emerging brand-friendly supplier	X	X	X	X
	Complete registration list including full contact information <i>(Attendee Name, Title, Company, Country, Email Address)</i>	X	X		
	Session attendance report	X	X	X	
	Presentation hosted in post-event video library	X	X	X	
	Video library registration list	X	X		
	Video viewer report	X	X	X	
	Sponsored content download report	X	X	X	X

Note: Some package deliverables are deadline-dependent and may not be available at the time contract is signed.

FLOOR PLAN

- Available
- Reserved
- Sold

REGISTRATION





ABOUT US

Emerging Brands Alliance

The Emerging Brands Alliance provides year-round education, resources, and growth opportunities for brands looking to scale operations. We are a community...where member brand owners can ask questions, network with each other, find educational content and news, and take advantage of resources such as the 'ask an expert' forum, co-manufacturers/co-packagers, or machinery/materials supplier directories, and much more. Membership is free!



PMMI Media Group

PMMI Media Group is a market leading B2B media company that produces information and events for processing and packaging professionals, bringing together solution providers and end users and facilitating connectivity throughout the supply chain. Our world class media brands—*Packaging World*, *Healthcare Packaging*, *Contract Packaging*, *OEM*, *ProFood World* and *Mundo PMMI*—are proven leaders in covering this diverse and dynamic marketplace, and our digital products incorporate leading edge media technologies to deliver informed, actionable business intelligence to the industry.



CONTACT US

Aleks Apkarian

Event Sponsorship Sales Representative

(973)590-4276

aapkarian@pmmimediagroup.com

