

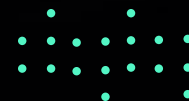
SPONSOR PACK



CLICKSUMMIT

marketing & sales conference

PORTUGAL - 2022



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General overview

What is

The 6th edition of the annual meeting of digital business professionals is where the community comes together to learn, exchange insights and do their work a little better. You can expect to rub shoulders with international tech executives, marketing leaders, policymakers, book authors. Also, CLICKSUMMIT creates the opportunity for decision makers from leading online businesses to learn about multiple solutions and services that can improve the impact of online business.

Local

Online and In-person event (Lisbon and Porto)

Participants

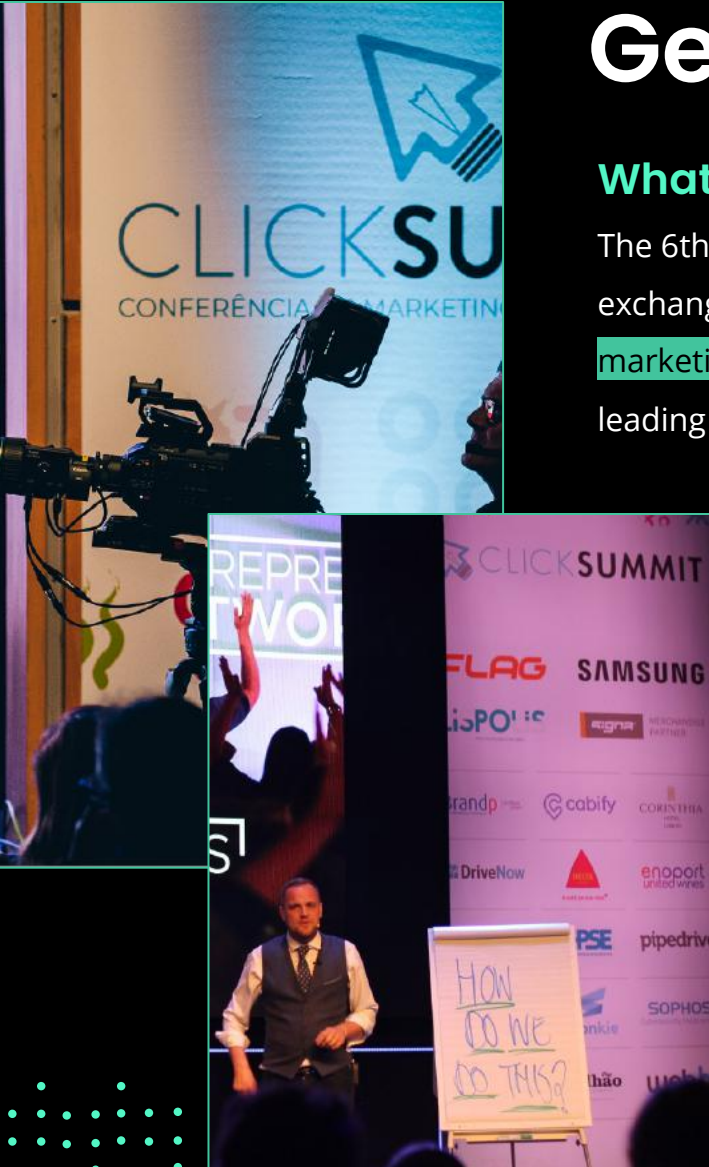
Professionals in the field marketing, online business and sales management
CEO, CMO, COO, CTO, CIO, Head of and Managers.

Format differentiators

- Regular presentations in 20m
- Pre-scheduled 1 on 1 meetings
- Permanent networking zone

Objectives for partners

- Knowing decision-makers personally and reducing sales costs
- Generate highly qualified leads
- Get the most up-to-date trends and knowledge



Our history



2017
AULA MAGNA



2016
ESCS



2018
LISPOLIS

2014
2015

First Editions

The first two editions were online with a combined total of 6700 registrants

2016

First in-person edition

The third edition of the event, and the first in person, brought together 500 people

2017
2018

In-Person

The face-to-face events in the following years took place in Lisbon, bringing together an average of 550 people per event

2022
2023

In the pipeline

We intend to develop a set of online initiatives in 2022 and boost two in-person events next year

Media Results

Have spoken about CLICKSUMMIT

In the last edition we had 72 news items published about the event, with a return on investment of 159,834.75 euros (estimated by CISION).

We boost our events in partner with PR Agency.

Our regular event promotion

Television (Cable TV): Past Media Partner - SIC notícias

Radio (National): Past Media Partner - Renascença

Newspapers (National): Past Media Partner - Jornal Público, others

Online Media (National): Past Media Partners – dinheiro vivo, others

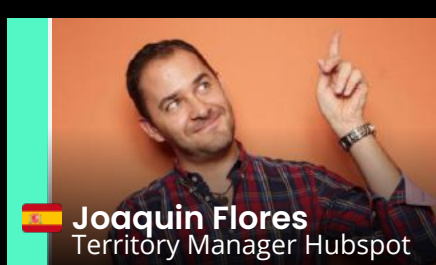
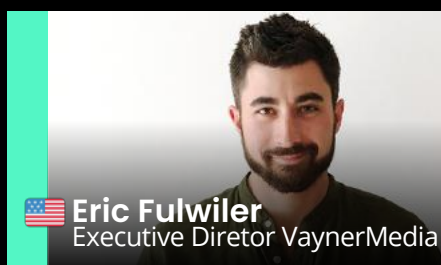
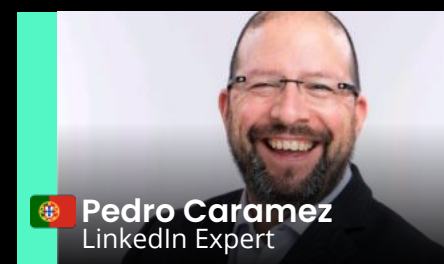
Internet (advertising on Google, Facebook and other social networks)

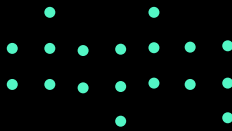
Permission Marketing Campaign

Public Relations



Some of our 164 vibrant past speakers





Our Audience

An average of 550 participants per event



Average age between 33 and 39 years



55% Female
45% Men



55% Lisbon
30% Centro
10% North
3% Porto
2% Islands



26% Head of Digital
23% MKT/Communication Diretor
13% Executive Diretor/CEO/Founder

L'ORÉAL

SONAE

OLX

Millennium
bcp

Intermarché
SUPER

accenture

DELTA
CAFES

PROSEGUR

DECO
PROTESTE

Hootsuite™

e-goi
MULTICHANNEL
MARKETING AUTOMATION

Auchan | RETAIL

BAR | agily

cuf

CARGLASS®

moviflor

WM
WAVEMAKER
MEDIA. CONTENT. TECHNOLOGY.

havas

MINISTÉRIO DA JUSTIÇA

LANIDOR

Event Facts

[2018 EXAMPLE] 5TH EDITION

3,023 POSTS WITH #CLICKSUMMITPT

12.6 MILLION TOTAL REACH OF PUBLICATIONS

62 PUBLICATIONS PER HOUR

261 POSTS ON INSTAGRAM



Current Database (GDPR COMPLIANT)

4790 qualified contacts

We aim to grow the database to

12,000 qualified subscribers

until 2023

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Other Digital Assets

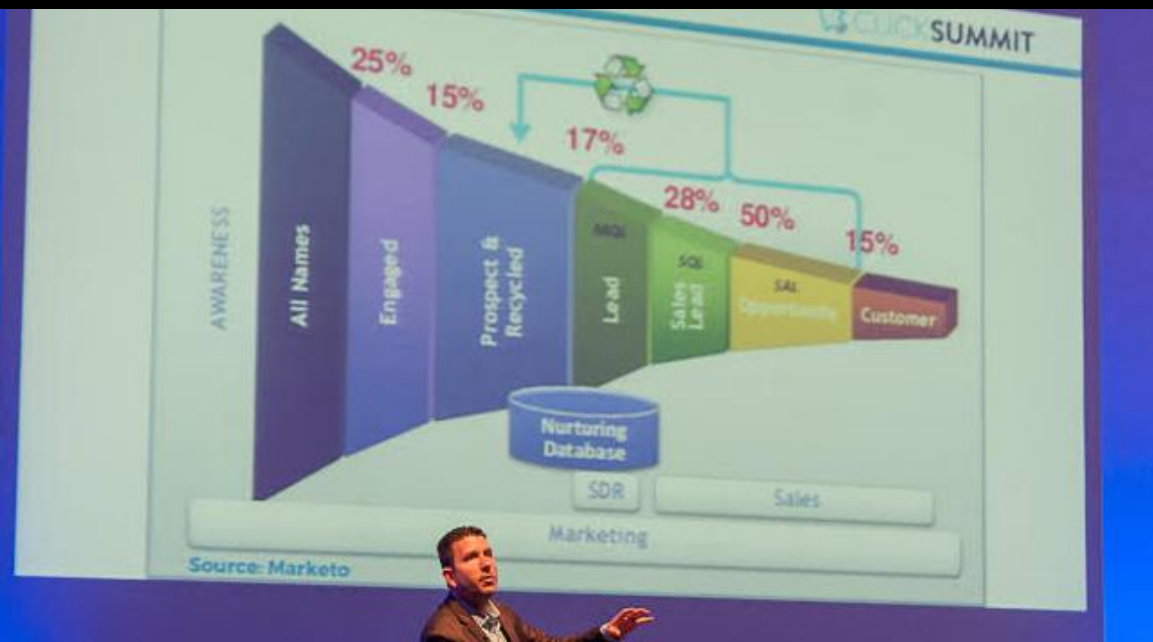
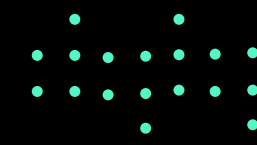
12 643 followers on Facebook Page

1 260 followers on LinkedIn Page

Excellent website positioning in

Google organic searches





Our differentiating factor



[Watch one's event edition >](#)

Case Studies

In 20-minute sessions, case studies of brand strategy, platform solutions and news are presented. We've had Netflix (Narcos case studie), Google and countless companies presenting their solutions.

Pre-scheduled 1 on 1 meetings

Unique moments with decision-makers to get more detailed about solutions and initiate agreements.

Networking for business

During the event there will be several moments to socialise and develop trusting relationships. Our organisation will seek to facilitate these connections and make the necessary introductions.

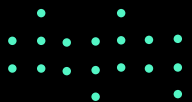
2022 > 2023

What we are organising

The latest trends & innovations

- ✓ Online Business Management
- ✓ Brand Strategy
- ✓ Marketing Trends
- ✓ Digital Marketing Hands-On

The content initiatives will take place in the organisation of online and in-person events with different stages.





Event ^{\database}warm-up

Masterclass Day (5 free online events), 2022



In-person event in Estoril (near Lisbon), 2023



MasterClass Day (2 free online events), 2023



In-person event in Porto, 2023



To ensure maximum awareness projection of our speakers, partners and brand strength, we will run small online initiatives to warm up until in-person events.

Sprint Initiatives (phase 1)

May 2022 to April 2023

Stimulation actions to create a marathon of brand awareness, business opportunities for our partners and the natural sharing of knowledge with the community that these initiatives provide.



SEO Day

Online free event, May, 2022



Social Media Day

Online free event, June, 2022



Automation Marketing Day

Online free event, September, 2022



Digital Leadership Day

Online free event, November, 2022



Content Marketing Day

Online free event, January, 2023



In-Person, Paid - 2 day Event

Estoril (near Lisbon), April, 2023

Sprint Initiatives (phase 2)

June to October 2023

Stimulation actions to create a marathon of brand awareness, business opportunities for our partners and the natural sharing of knowledge with the community that these initiatives provide.



E-Commerce

Online free event, June, 2023



Search Marketing

Online free event, September, 2023



In-Person, Paid - 2 day Event

Porto, October, 2023

In person event

April 2023

Estoril (near capital City)



6 – 7 Abril 2023 (Thursday – Friday)



2 days | 09:00 – 17:00 AM

We designed the event to take place, in the fabulous **Estoril Congress Center (ECC)**, 25 km away from Lisbon airport. The Venue can accommodate up to 500 people and is set with world class facilities, fully accessible to attendees with conditioned mobility. The ECC has a wide range of options in Estoril centre: 5, 4 and 3-star hotels, as well as excellent public transport facilities.



In person event

October 2023

• Porto (2nd largest city in Portugal)

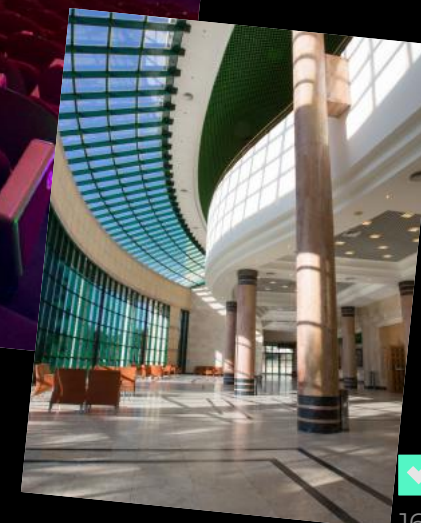


5 – 6 October 2023 (Thursday – Friday)



2 days | 09:00 – 17:00 AM

We idealized the second face-to-face event of the year in Europarque, 30m from Oporto's airport. A space with extended parking capacity for stands , auditorium and where we estimate 500 committed participants.



In person event

Ticket Types

Online Only

Free

- Access to selected stream talks live on Thursday & Friday.

UPGRADE TO A REPLAY TICKET

- Watch the replays at any time for a year.

In-Person Friend

€220_{+VAT}

- A guaranteed ticket to the in-person conference on Thursday & Friday
- T-shirt & goody bag
- Plus all the benefits of our online replay tickets
- Ticket prices increase to €250_{+VAT}, 2 months earlier

In-Person Fringe & Conference

€330_{+VAT}

- Access to Social Media Masterclass Day, Search Marketing or E-Commerce Day, on Wednesday.
- Entrance to CLICKSUMMIT on Thursday & Friday
- Plus all the benefits of our Friend tickets including access to the online talk replays
- Ticket prices increase to €370 _{+VAT}, 2 months earlier

In-Person Training & Conference

€720_{+VAT}

- A day of training from our expert trainers on Wednesday
- Entrance to CLICKSUMMIT on Thursday & Friday
- Plus all the benefits of our Friend tickets including access to the online talk replays
- Ticket prices increase to €780 _{+VAT}, 2 months earlier



Sponsorship Levels

there's always a way to expose your brand to the top industry leaders and decision makers.





Increase Brand Awareness

Your business will be visible to a select group of professionals in senior and specialist positions.



Boost Your Sales

Your product or service will be showcased to decision makers where you can engage with relevant prospects.

Why Sponsor CLICKSUMMIT



Generate New Leads

Find, meet and build deeper relationships to get your qualified database and create more business opportunities.



Recruit New Talent

It's a great opportunity to hire fresh new talent for your team.

Summary of the main advantages

We offer four different sponsorship levels. The price shown is only for the first phase (May 2020 to April 2023).
If you are considering joining both phases (two in-person events) there will be a commercial discount.



Limited to floor occupation

Bronze Sponsor

€1.990_{+VAT}

- 1 vertical banner (1 metre wide per 2m)
- 1 stand pass
- 1 MasterClass Ticket
- 1 two-Day conference ticket



⚠️ (9) Sponsors Only

Silver Sponsor

€3.700_{+VAT}

- 20-minute MasterClass lecture in Fringe event (Wednesday)
- 2 tickets to main conference Thursday & Friday
- Offer in the Welcome Pack - 1 small piece



⚠️ (3) Sponsors Only

Gold Sponsor

€7.300_{+VAT}

- One Fringe event (Masterclass room) powered by
- Stage presence: Panel Debate on the Main Stage
- 20m speech Fringe event
- 5 two-Day conference tickets
- Stand 4m²
- Offer in the Welcome Pack medium merch

⚠️ (1) Sponsor Only

Main Sponsor

€13.000_{+VAT}

- Association with the event on all marketing efforts
- Naming of the main conference room
- 20m Main Stage Lecture
- 10 two-Day conference tickets
- Stand 9m²
- Offer in the Welcome Pack large merch

Prices increase by 20% for all packages from December 2022

In-person Sponsorship Levels

Part 1



Bronze
Sponsor



Silver
Sponsor



Gold
Sponsor

Main
Sponsor

LOGO PLACEMENT & MERCH

Stage presence: 20m Talk on the Main Stage (in-person event)

Stage presence: Debate Panel on the Main Stage (in-person event)

Stage presence: 20m speech Frindge event, on wednesday (in-person MasterClass)



STANDS & BANNERS

Stand Passes

Exhibition area

1 stand pass

2 stand pass

3 stand pass

4 stand pass

1 vertical banner
(1 metre wide per 2m)

2m² (21sq ft) on
the venue hall

4m² (43sq ft) on
the venue hall

9m² (90 sq ft)
on the venue hall

Sponsor profile online with description & link



TICKETS

Tickets for In-Person Two-Day Event (Thursday & Friday)

Tickets for Fringe event - MasterClass Day (Wednesday)

Partners & Speakers Exclusive Dinner

1 ticket

1 ticket

1 invitation

2 tickets

2 tickets

2 invitations

5 tickets

5 tickets

1 tickets offer




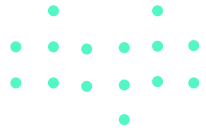
10 tickets

10 tickets

2 tickets offer

In-person Sponsorship Levels

Part 2

	 Bronze Sponsor	 Silver Sponsor	 Gold Sponsor	 Main Sponsor
ACTIVATION				
Sharing of the total list of participants before the event (name, company, position, vertical)	✓	✓	✓	✓
Privileged activation on stage by the host (product offer, other)				✓
Possibility of placing 2 roll-ups on entrance of the MasterClass room (Wednesday)			✓	✓
Offer an experience voucher to participants for each Masterclass Day	✓	✓	✓	✓
Video interview for CLICKSUMMIT Digital Channels (during the event)	✓	✓	✓	✓
200 seats in the audience of the Main Stage with the brand's logo (on the back)				✓
BRANDING				
Logo in website and newsletter footer with hyperlink	✓	✓	✓	✓
Logo displayed on the event's Photo Call			small logo	medium logo
Logo on the Event Badge				✓
Logo displayed on the main stage's Led Wall (in rotation with other brands)		small logo	medium logo	large logo
Promotional Video in the Main Stage breaks (in-person)			time 14s	time 30s
Offer in the Welcome Pack to be given to the participants		1 small merch item	medium merch	large merch

Online Sponsorship Levels

Part 1



Bronze
Sponsor



Silver
Sponsor



Gold
Sponsor

Main
Sponsor

BRANDING & ACTIVATION

Sponsored session on the event's schedule **for lead generation**

Placing logo on event landing page (homepage and waiting rooms)

Frame around the viewing video, branded with the sponsors logo/name

Polls or surveys **powered by**

Hashtag for anyone who shares the experience online

Sponsored Gifts Sent to Attendees (sending 1 time, those who sign up for an online event a branded gift prior to the event)

Pre-event disclosure of the solution/service via newsletter (in line with the day of the sponsored session)

On-demand content **powered by**

1 session
small

2 sessions
medium

4 sessions
large

small

medium





OPENING PARTY

⚠️ (1) Sponsor Only

Exclusive access to this intimate gathering of freshly arrived speakers and attendees by sponsoring our amazing opening Party. Run a small presentation and mingle while everyone sips cocktails

€2.900



CLOSING PARTY (ALL EYES ON YOU)

⚠️ (1) Sponsor Only

Post-event social between all participants with Beer / Wine / Snacks. This is going to be an evening to remember. You'll be free to interact with attendees as you please.

€3.550

Other in-person Sponsorship Items

Apart from our standard sponsorship levels, you can also opt to sponsor specific items. Focused and with maximum impact



HAPPY HOUR

⚠️ (1) Sponsor Only

Cool off from a great day of learning in a relaxed place in the sun. It's a great chance for you to network with attendees over a cold beer.



€2.300



STAGE BREAK SPONSORSHIP

⚠️ (3) Sponsors Only

Showcase your company and what you can do for the attendees in unique 14s videos between all Tracks planned.

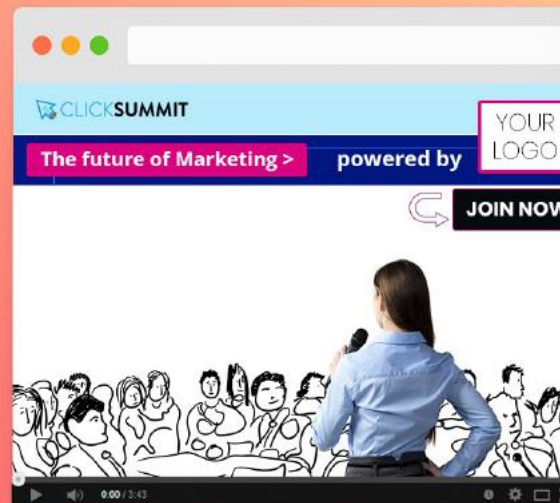
As the **Track Break** Sponsor you will have exposure across all of our Tracks, with opportunity to capture leads from our entire attendee base!

7 activities designed for PRE-EVENT; DURING THE EVENT; POST EVENT

€1.700

Other online Sponsorship Items

Get premium exposure to 12,000+ digital marketing experts for your company.



TRACK DAY SPONSORSHIP

⚠️ (2) Sponsors Only

Put your company center stage in front of 12,000+ of the world's leading digital marketers. Your company will own a specific track related to your industry or service. This will provide both branding and lead potential, making sure your investment yields results.

9 activities for PRE-EVENT; DURING THE EVENT; POST EVENT

€2.300



SPEAKING SPONSORSHIP (online track day)

Want your company to be positioned as an authority in the digital business community? Companies will have the opportunity to have their founder, head of marketing, growth manager or other influential team member share content that positions the company as a leader in the community.

↓ Activities Breakdown Example ↓

€1290

PRE-EVENT

✓ Schedule Listing

Your presentation, company name and speaker added to the schedule to be seen directly all attendees.

✓ Logo Listing

Company logo added to **CLICKSUMMIT** website and Event Page with backlink to your company's website.

✓ Speakers Page Listing

Company representatives listed on the Speakers Page with their headshot alongside **CLICKSUMMIT** top headliners! This will be seen by all visitors leading up to the event.

✓ Social Media Post

Dedicated magazine-style speaker announcement post to all **CLICKSUMMIT** followers on social media.

✓ Pre-Show Email

Inclusion in our "Meet the Sponsors" Email announcement to all attendees pre-show.

DURING THE EVENT

✓ Speaker Slot

We'll conduct a 20 minute interview style presentation with your company representative, showcasing your company's expertise in the industry and position your company as an authority among **CLICKSUMMIT** attendees.

✓ Speakers Directory Listing

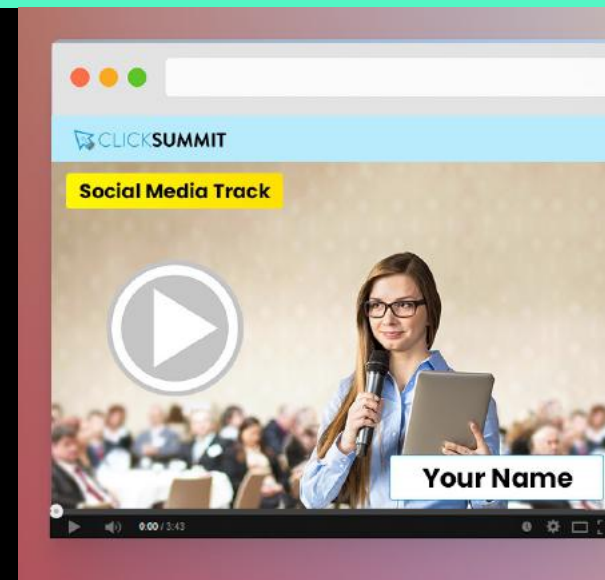
Company representative listed on the Speakers directory within the **CLICKSUMMIT** event platform, seen by all attendees.

✓ Lead Capture: Perks Page

Be added to our Perks Page where you will offer a discount, trial or coupon. For an attendee to redeem, they must share their contacts with you.

✓ Lead Capture: Download Resources

Attendees must exchange their contacts (lead capture) to download your presentation resource.



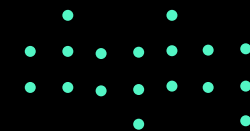
POST-EVENT

✓ Official Partner Listing

Website listing on our Partners Page.

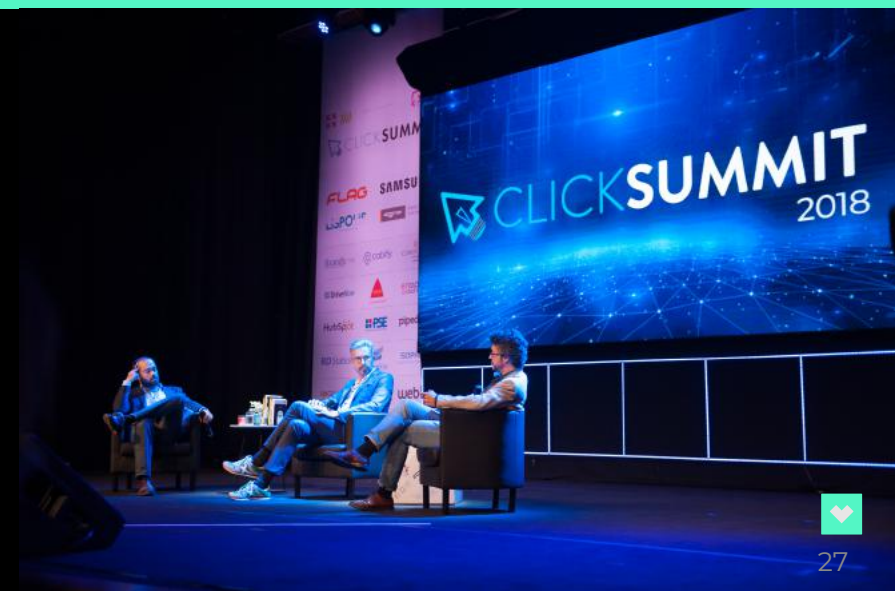
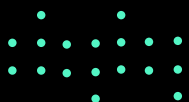
✓ Post-Show Email

Inclusion in our post-show wrap email.



MAIN STAGE

CLICKSUMMIT in pictures





OUTSIDE FIRE-CHAT



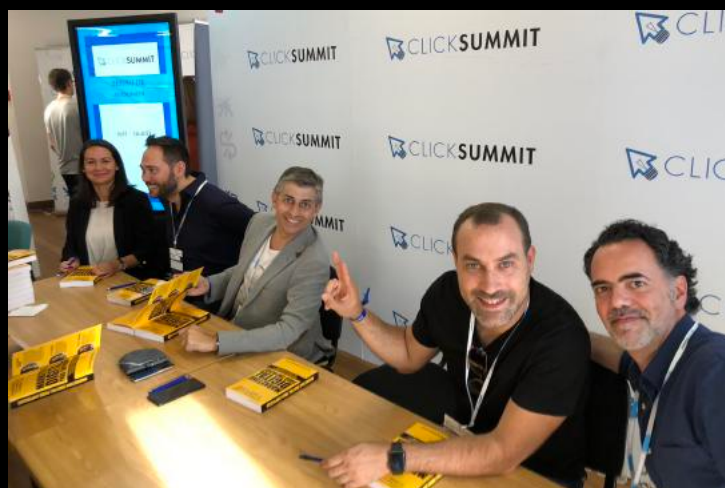
MARKETING TRENDS STAGE (PAST EVENT)



AUDITORIUM (PAST EVENT)



CHECK IN



BOOK SIGNING



LIVE REPORT



EXHIBITION AREA



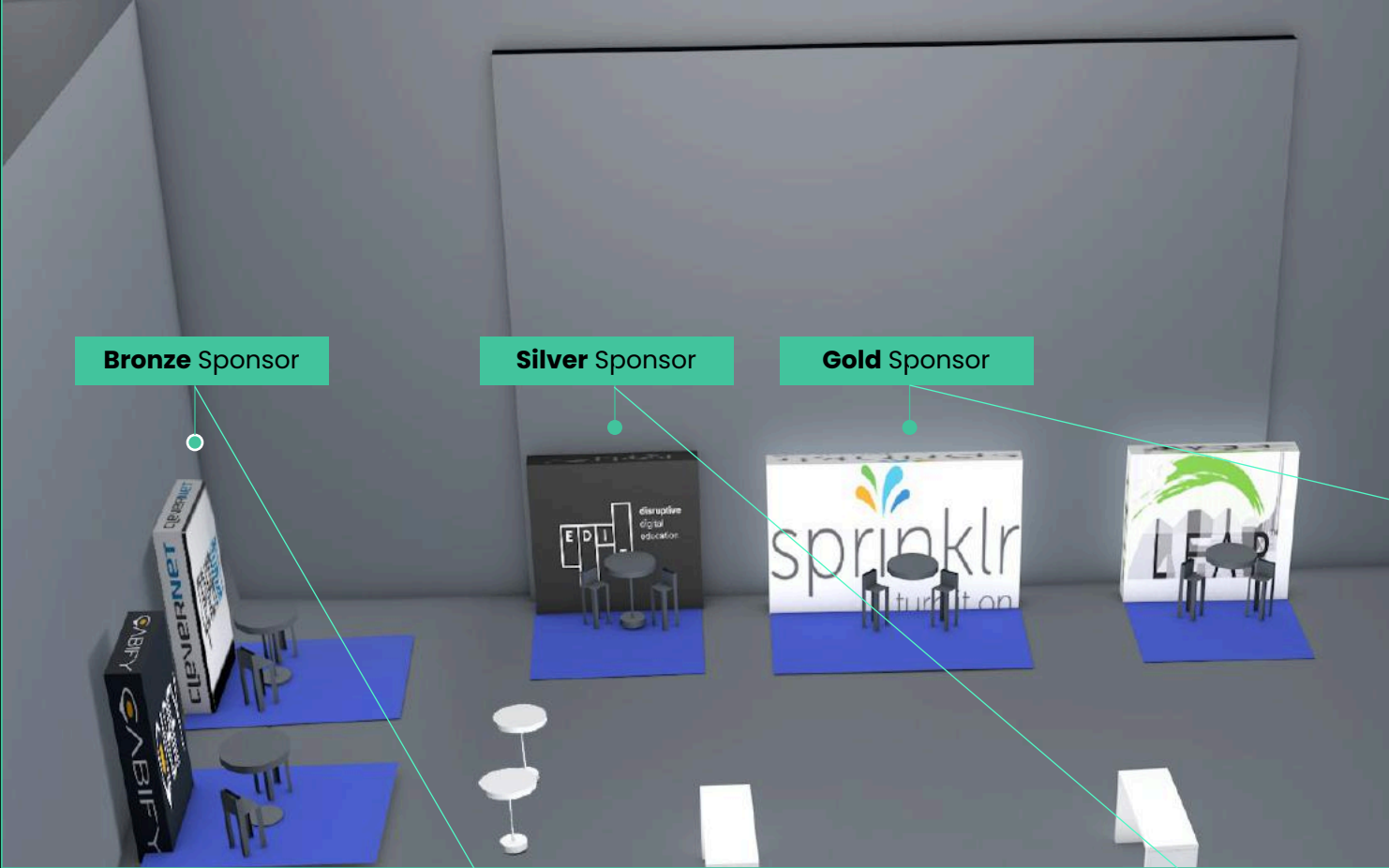
SPEAKERS SERVICE

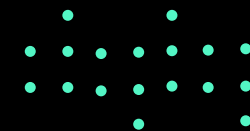


NETWORKING

Stand Visuals

After confirmation of your decision to sponsor the event(s), we will send you the exhibition floor to select the position of your stand.





Contact us

Sponsorship puts your brand in the limelight and CLICKSUMMIT is a fantastic place for that.

Take this Sponsor Pack as a starting point.

If you need something that fits your brand, we're open to discuss new ideas and build a custom-tailored package to help you reach your marketing goals.

Reach out to us and will figure out how we can make it work.



+351 91 501 55 08

frederico.carvalho
@clicksummit.org



www.clicksummit.org