

AVAYA ENGAGE®

ORLANDO

June 18-21, 2023

EXHIBIT & SPONSORSHIP **OPPORTUNITIES**

ENGAGE® 2021 BY THE NUMBERS

JOIN US IN ORLANDO, FLORIDA

Don't miss the opportunity to reach thousands of customers at the world's most exclusive gathering of Avaya users.

Your competitors will be there. Will you?



of 2021 sponsors say their main objectives were met



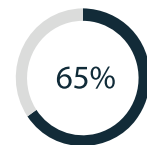
of our exhibitors are planning to show at the 2023 Avaya ENGAGE®

90+ EXHIBITORS

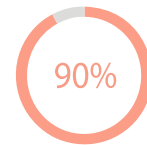
We typically see over **3,000** attendees at

AVAYA
ENGAGE®

Avaya ENGAGE® Attendees



have final decision or heavy influence on purchasing decisions for their organization



spend over 3 HOURS with exhibitors

Attendees at a Glance

Job Title/ Level:

- Analyst: 4%
- C-Suite: 12%
- Director: 26%
- Manager: 28%
- Staff: 15%
- VP: 14%

Annual Spend:

- <\$50K: 22%
- \$50K-\$250K: 23%
- \$250K-\$500K: 13%
- \$500K-\$1M: 16%
- \$1M-\$2M: 8%
- \$2M+: 19%

Industries:

- Technology/Telecom: 59%
- Finance: 5%
- Healthcare: 4%
- Government: 5%
- Others*: 28%

*Education, Manufacturing, Retail, etc.

20% of attendees are International



\$120,000

DIAMOND

THOUGHT LEADERSHIP

- One (1) 20 minute Experience Theater Session to all attendees

and social graphics with specific information about your presence.

PRESENCE

- Booth Included (20'x40')
**Sponsor responsible for booth decorating fees. Please refer to clause 6 on the terms and conditions.*
- Passport to Prizes
**Sponsor to provide prize*
- Ten (10) Lead Retrievals

ENGAGE ACCESS

- 6 Full Conference registrations
- 10 Solutions Expo Plus registrations
- Code for \$100 discount for customer conference passes
- Option to purchase additional registrations at discounted rate

EXPOSURE

- Logo inclusion on website, on-site materials, and conference app
- Placement on digital signage in the venue - large entrance digital sign
- Full spread ad in the digital Conference Guide
- Registration bag insert
**Insert provided by sponsor*
- Sponsorship Offerings (\$50,000 towards a la carte offerings)
- Promotional package with landing page, email template,

POST EVENT ASSETS

- Post conference attendee list
**opt in only*



PLATINUM

\$75,000

THOUGHT LEADERSHIP

- One (1) 20 minute Experience Theater Session to all attendees

PRESENCE

- Booth Included (20'x20')
**Sponsor responsible for booth decorating fees. Please refer to clause 6 on the terms and conditions.*
- Passport to Prizes
**Sponsor to provide prize*
- Five (5) Lead Retrievals

EXPOSURE

- Logo inclusion on website, onsite materials, and conference app
- Registration bag insert
**Insert provided by sponsor*
- Sponsorship Offerings (\$30,000 towards a la carte offerings)

ENGAGE ACCESS

- 4 Full Conference registrations
- 10 Solutions Expo Plus registrations
- Code for \$100 discount for customer conference passes
- Option to purchase additional registrations at discounted rate

POST EVENT ASSETS

- Post conference attendee list
**opt in only*



\$50,000

GOLD**PRESENCE**

- Booth Included (20'x20')
**Sponsor responsible for booth decorating fees. Please refer to clause 6 on the terms and conditions.*
- Passport to Prizes
**Sponsor to provide prize*
- Four (4) Lead Retrievals

EXPOSURE

- Logo inclusion on website, onsite materials, and conference app
- Registration bag insert
**Insert provided by sponsor*
- Sponsorship Offerings (\$20,000 towards a la carte offerings)

ENGAGE ACCESS

- 3 Full Conference registrations
- 8 Solutions Expo Plus registrations
- Code for \$100 discount for customer conference passes
- Option to purchase additional registrations at discounted rate

POST EVENT ASSETS

- Post conference attendee list
**opt in only*



PRESENCE

- Booth Included (10'x20')
**Sponsor responsible for booth decorating fees. Please refer to clause 6 on the terms and conditions.*
- Passport to Prizes
**Sponsor to provide prize*
- Two (2) Lead Retrievals

EXPOSURE

- Logo inclusion on website, onsite materials, and conference app
- Sponsorship Offerings (\$10,000 towards a la carte offerings)

ENGAGE ACCESS

- 2 Full Conference registrations
- 6 Solutions Expo Plus registrations
- Code for \$100 discount for customer conference passes
- Option to purchase additional registrations at discounted rate

POST EVENT ASSETS

- Post conference attendee list
**opt in only*



\$17,500

BRONZE**PRESENCE**

- Booth Included (10'x10')
**Sponsor responsible for booth decorating fees. Please refer to clause 6 on the terms and conditions.*
- Passport to Prizes
**Sponsor to provide prize*
- One (1) Lead Retrieval

EXPOSURE

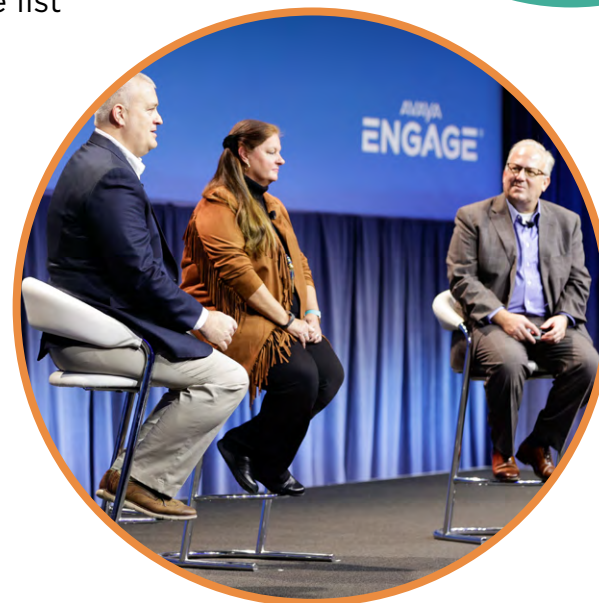
- Logo inclusion on website, onsite materials, and conference app
- Sponsorship Offerings (\$5,000 towards a la carte offerings)

ENGAGE ACCESS

- 2 Full Conference registrations
- 3 Solutions Expo Plus registrations
- Code for \$100 discount for customer conference passes
- Option to purchase additional registrations at discounted rate

POST EVENT ASSETS

- Post conference attendee list
**opt in only*



	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
THOUGHT LEADERSHIP	\$120,000	\$75,000	\$50,000	\$28,000	\$17,500
Experience Theater Session	X	X			
Pre/Post-Event Video on IAUG Channels	X				
EXPO PRESENCE					
Booth Space	20'x40'	20'x20'	20'x20'	10'x20'	10'x10'
Passport to Prizes	X	X	X	X	X
Lead Retrieval	X	X	X	X	X
BRAND EXPOSURE					
Logo Inclusion on website & conference app	X	X	X	X	X
Logo Inclusion on on-site material	X	X	X	X	X
Placement on digital signage at conference venue	X				
Registration Bag Insert (insert provided by sponsor)	X	X	X		
CONFERENCE ACCESS					
Full Conference Registrations	6	4	3	2	2
Solutions Expo Plus Registration	10	10	8	6	3
Personalized \$100 Discount Codes for distribution	X	X	X	X	X
Option to purchase additional registrations at discounted rate	X	X	X	X	X
TAILORED OPTIONS					
A La Carte Items	\$50,000	\$30,000	\$20,000	\$10,000	\$5,000
POST EVENT ASSETS					
Post conference attendee list <i>*opt-in only</i>	X	X	X	X	X

CONNECT & INTERACT



EXHIBITOR ONLY PRICING

Includes 2 Solutions Expo Plus registrations per 10x10

- Booth (10'x10'): **\$10,000**

Let us work with you to build out the ultimate sponsorship package to maximize your ROI at ENGAGE® 2023.

- | | |
|---------------------------------------|---|
| ✓ Experience Theater Sessions | ✓ Marketing and Brand Exposure |
| ✓ Booth Interaction | ✓ Lead Generation |
| ✓ Traffic Drivers | ✓ Customer and On-site Team Registrations |
| ✓ Networking Opportunities | |
| ✓ Experiential features and Giveaways | |

Must be fully paid before being placed on show floor

A LA CARTE OFFERINGS

Networking Opportunity

Professional Head Shots	\$17,500
Cherry Wood Smoked Old Fashion	\$17,000
Margarita Madness	\$15,000
Interactive Mojito Specialty Bar	\$15,000
Digital Caricature Artist	\$10,000
Cocktail Bar	\$10,000
Specialty Coffee Station	\$9,000
La Colombe Cold Brew & Nitro Brew Station	\$9,000
Chocolate Logo Cookies or Brownies	\$5,000
Mini Cupcakes with Chocolate Logos	\$5,000
Ice Cream Station	\$5,000
Poppin' Popcorn Station	\$3,500
Passport to Prizes	\$2,500

Rest & Recharge

Solutions Expo Charge + Recharge Lounge	\$30,000
Foyer Charge + Recharge Lounge	\$25,000
Chair Massage Station	\$15,000
Shoe Shine Station	\$11,500

Learn & Grow

Lunch and Learn	\$27,500
Executive Meeting Room	\$7,000
Customer Connection Session in the Experience Theater	\$5,000

Brand Awareness

Conference Registration Bag	\$40,000
Notepads	\$27,500
Hotel Key Card Branding	\$25,000
Conference Lanyards	\$25,000
Brandable Food Trucks	\$25,000
Wifi Sponsorship	\$10,000
Conference Lunch Sponsorship	\$9,500
Breakfast Sponsorship	\$7,500
Arcade Game	\$6,000
Break Sponsorship	\$5,000
Show Daily Email Ad	\$4,000
Registration Bag Insert/Swag	\$3,000
Welcome Refreshment Beverage Station	contact for pricing
Digital Signage: Southern Hemisphere Escalator	\$12,500
Digital Signage: Atlantic Hall Escalator - Top	\$12,500
Digital Signage: Atlantic Hall Escalator - Bottom	\$12,500
Digital Signage: Atlantic Hall Projector	\$7,500
LED Poster Signs	contact for pricing