

# perform2019

HOST ANALYTICS ANNUAL CONFERENCE



## The Cloud EPM Event of the Year

LAS VEGAS, NEVADA | MAY 20-22, 2019

### **WE ARE EXCITED TO ANNOUNCE PERFORM 2019!**

This is Host Analytics largest annual event and gathering of customers, partners, industry experts, and employees, where we join each other to learn, collaborate, and share new capabilities and strategies that help your business grow to new levels of efficiency, productivity, and performance.

This year's event promises to be even more successful than the last, with overwhelming support from the Host Analytics customer base of more than 700 companies and takes place at the Aria Resort & Casino in Las Vegas, NV on May 20 - 22, 2019. Perform 2019 is where customers, partners, industry and Host Analytics experts come together to:

- **Network** with experts and peers to generate new ideas for your business.
- **Empower** your users and organization with product training and best practices for getting the most out of Host Analytics.
- **Innovate** your approach to enterprise performance management to drive broader benefits across the organization.

This year, Perform 2019 is pushing the boundaries with an agenda featuring in-depth business and technical content, and the largest gathering of Host Analytics experts. We are preparing a fantastic program for 2019, with detailed training, more defined sponsor networking hours, and “a la carte” exclusive sponsorship opportunities. We would consider it a privilege to have you attend and sponsor Perform 2019. It will be an innovation-focused event showcasing collaboration and imagination to solve EPM issues and transform your enterprise performance. The program focuses on business, technology, and applications which highlight the delivery of Host Analytics Solutions, along with our customer and partners presenting their own success stories, results, and lessons learned from solving their Finance challenges. Last year's event drew over 700 attendees and we project that this year's conference will have even more participants.

## WHY SPONSOR?

As a sponsor of this event, you have a unique opportunity to showcase your products and services, extend your brand identity, and create a strong visible presence at the single largest gathering of Host Analytics customers, partners, and experts. Attendees come for education, collaboration, discussion, and demonstration of best practices in solving their finance challenges. These are just a few examples of the great educational opportunities in store at this year's event.

- More than 50+ breakout **education** sessions that help maximize the value of the Host Analytics solution
- Host Analytics, partner and guest keynote speakers
- Birds-of-a-Feather Roundtable **discussions**
- Pre-Conference Training - Customer pre-conference **training** that teaches effective ways to use Host Analytics applications
- Hands-on product **demonstrations**
- "Meet the Experts" interactive **collaboration**
- Exclusive **access** to new technologies and applications with an updated Product Strategy and numerous previews and demos
- **Networking** opportunities with Host Analytics executives, customers, partners, and other industry experts to learn real-world business tips and best practices for Host Analytics applications
- **Earn Continuing Professional Education (CPE) credits.** CPE credits are available to CPA's for General and Breakout Sessions offered during the conference, up to a maximum of 17 hours

## STIMULATE DEMAND FOR YOUR PRODUCTS AND SERVICES

The Perform 2019 Sponsorship Program facilitates sponsor communication with new prospects and current customers in a dedicated Host Analytics environment – an accessible atmosphere showcasing customer successes using Host Analytics to solve their most challenging budgeting, planning and consolidation problems. Among the many benefits available to you as a Perform 2019 sponsor are:

- Increased **visibility** among Host Analytics customers to promote your solutions expertise to drive new deals for your business
- Develop brand **awareness** as an industry cloud expert and Host Analytics trusted advisor
- **Connect** with Host Analytics executives, product experts, engineers and sales representatives to advance your company
- **Access** to conference advertising resources to help support your marketing goals for 2019 and beyond

In addition, your participation sets you apart and establishes you as an industry leader among customers, prospects and your peer group at our event.

## SPONSORSHIPS AT-A-GLANCE

		PLATINUM	GOLD	SILVER
<b>PRICING</b>		<b>\$50,000</b>	<b>\$25,000</b>	<b>\$15,000</b>
<b>SPEAKING OPPORTUNITIES</b>				
Premier Speaking Slot		■		
Breakout Session			■	
<b>SOLUTION BOOTH</b>				
Deluxe Exhibit Kiosk		■		
Exhibit Kiosk			■	■
<b>MARKETING &amp; BRANDING</b>				
Welcome Reception/Solution Showcase Reception Co-Sponsorship		■		
Breakfast or Lunch Sponsor			■	
Logo, Company Description on Conference Guide, Conference Website, General Session and Signage		100-word description	100-word description	50-word description
Conference App	Logo, Company Description	100-word description	100-word description	50-word description
	Banner Ad	■	■	
	Push Notification	■	■	
Promotional Email		■	■	
Hospitality Suite		■		
Showcase Passport Program		■	■	■
<b>NETWORKING &amp; ATTENDANCE</b>				
Full Conference Passes		(6) conference passes	(4) conference passes	(2) conference passes
Host a Birds-of-a-Feather Session		■	■	■

The Platinum Sponsorship is a premium offer available for recognition at Perform 2019. Only two (2) Platinum Sponsorships are available to offer maximum exposure and deliver optimal brand and company awareness to all attendees. Sponsorship is granted on a first-come, first-served basis and is subject to Host Analytics approval.

**Sponsorship Deadline is January 31, 2019.** Sponsorship applications received after the deadline will be approved on a case by case basis. Host Analytics will attempt to fulfill as many package inclusions as possible, but cannot guarantee inclusion of all marketing items for sponsorships received after the deadline specifically the breakout session.

To apply to become a Sponsor, please contact the Perform 2019 Sponsor Team at [performspansors@hostanalytics.com](mailto:performspansors@hostanalytics.com)

Platinum Sponsorship Fee is **\$50,000** (The first company to commit to Platinum sponsorship has the option to purchase an exclusive sponsorship at an additional fee)

ITEM	DESCRIPTION
<b>SPEAKING OPPORTUNITY</b>	
<b>Premier Speaking Slot</b>	(1) Premier Speaking Slot will be given to Platinum Sponsors. Abstracts must be submitted via the Call for Speakers Portal and are subject to approval by Host Analytics. Email marketing promotion of breakout session to Perform 2019 attendees.
<b>SOLUTION BOOTH</b>	
<b>Deluxe Exhibit Kiosk</b>	Includes header with company name, booth counter space, (2) stools, (1) flat-panel monitor, custom side panel printed with three bullet points (bullet points provided by sponsor, due date to be provided), (1) 500 watt/5 amp power outlet, and Wi-Fi access.
<b>MARKETING &amp; BRANDING</b>	
<b>Welcome Reception/ Solution Showcase Reception</b>	Co-sponsor one of the two receptions. This includes logo and branding on signage and in conference guide. Offered on a first-come, first-served basis based on contract submission date.
<b>Logo, Company Description</b>	Your name, logo and 100-word company description will be featured prominently on the conference website. Your logo will be featured in the conference guide, general session, and sponsor signage throughout the event.
<b>Conference App</b>	Your name, logo and 100-word company description will be featured in the conference app. You may also provide a one-page pdf that will be available to conference attendees via the app. Conference app banner ad and landing page. Banner ads appear at the top of the app Dashboard page. When tapped, users are directed to a full-screen app landing page. (Content and artwork subject to approval by Host Analytics.) Platinum Sponsors will also have one Push Notification in the app where they can send a message to attendees at a certain date/time. Content and scheduling of the push notification subject to approval by Host Analytics.
<b>Promotional Email</b>	(1) Pre-show email will be sent to attendees on your behalf. (Content subject to approval by Host Analytics.)
<b>Hospitality Suite</b>	Access to hospitality suite exclusive for your use. Food and beverage at your cost
<b>Showcase Passport Program</b>	Generate traffic and collect leads by participating in this program. To participate, sponsors must donate a prize with a \$200 minimum value.
<b>NETWORKING &amp; ATTENDANCE</b>	
<b>Full Conference Passes</b>	(6) Full-conference passes (\$7,770 value. Expo-only passes are not available.) Additional full passes can be purchased at the discounted early-bird rate of \$995 each.
<b>Birds-of-a-Feather Session</b>	Facilitate (1) Birds-of-a-Feather Session.

The Gold Sponsorship is a premium offer available for recognition at Perform 2019. Sponsorship is granted on a first-come, first-served basis and is subject to Host Analytics approval.

**Sponsorship Deadline is January 31, 2019.** Sponsorship applications received after the deadline will be approved on a case by case basis. Host Analytics will attempt to fulfill as many package inclusions as possible but cannot guarantee inclusion of all marketing items for sponsorships received after the deadline.

To apply to become a Sponsor, please contact the Perform 2019 Sponsor Team at [performsponsors@hostanalytics.com](mailto:performsponsors@hostanalytics.com)

Gold Sponsorship Fee is **\$25,000**

ITEM	DESCRIPTION
<b>SPEAKING OPPORTUNITY</b>	
<b>Breakout Session</b>	Abstracts must be submitted via the Call for Speakers Portal and are subject to approval by Host Analytics. Email marketing promotion of breakout session to Perform 2019 attendees.
<b>SOLUTION BOOTH</b>	
<b>Exhibit Kiosk</b>	Includes header with company name, booth counter space, (1) stool, (1) flat-panel monitor, (1) 500 watt/5 amp power outlet, and Wi-Fi access.
<b>MARKETING &amp; BRANDING</b>	
<b>Breakfast or Lunch Sponsor</b>	Give your company additional branding at the conference by sponsoring one of the (2) breakfasts or (2) lunches. Host Analytics will provide thank you signage at each meal station. Assignment of meal sponsorship is on a first-come, first-served basis.
<b>Logo, Company Description</b>	Your name, logo and 100-word company description will be featured prominently on the conference website. Your logo will be featured in the conference guide, general session, and sponsor signage throughout the event.
<b>Conference App</b>	Your name, logo and 100-word company description will be featured in the conference app. You may also provide a one-page pdf that will be available to conference attendees via the app.  Conference app banner ad and landing page. Banner ads appear at the top of the app Dashboard page. When tapped, users are directed to a full-screen app landing page. (Content and artwork subject to approval by Host Analytics.)  Gold Sponsors will also have one Push Notification in the app where they can send a message to attendees at a certain date/time. Content and scheduling of the push notification subject to approval by Host Analytics.
<b>Showcase Passport Program</b>	Generate traffic and collect leads by participating in this program. To participate, sponsors must donate a prize with a \$200 minimum value.
<b>NETWORKING &amp; ATTENDANCE</b>	
<b>Full Conference Passes</b>	(4) Full-conference passes (\$5,180 value. Expo-only passes are not available.) Additional full passes can be purchased at the discounted early-bird rate of \$995 each.
<b>Birds-of-a-Feather Session</b>	Facilitate (1) Birds-of-a-Feather Session.

The Silver Sponsorship is a premium offer available for recognition at Perform 2019. Sponsorship is granted on a first-come, first-served basis and is subject to Host Analytics approval.

**Sponsorship Deadline is March 1, 2019.** Sponsorship applications received after the deadline will be approved on a case by case basis. Host Analytics will attempt to fulfill as many package inclusions as possible, but cannot guarantee inclusion of all marketing items for sponsorships received after the deadline.

To apply to become a Sponsor, please contact the Perform 2019 Sponsor Team at [performspendors@hostanalytics.com](mailto:performspendors@hostanalytics.com)

Silver Sponsorship Fee is **\$15,000**

ITEM	DESCRIPTION
<b>SOLUTION BOOTH</b>	
<b>Exhibit Kiosk</b>	Includes header with company name, booth counter space, (1) stool, (1) flat-panel monitor, (1) 500 watt/5 amp power outlet, and Wi-Fi access.
<b>MARKETING &amp; BRANDING</b>	
<b>Logo, Company Description</b>	Your name, logo and 50-word company description will be featured prominently on the conference website. Your logo will be featured in the conference guide, general session, and sponsor signage throughout the event.
<b>Conference App</b>	Your name, logo and 50-word company description will be featured in the conference app. You may also provide a one-page pdf that will be available to conference attendees via the app.
<b>Showcase Passport Program</b>	Generate traffic and collect leads by participating in this program. To participate, sponsors must donate a prize with a \$200 minimum value.
<b>NETWORKING &amp; ATTENDANCE</b>	
<b>Full Conference Passes</b>	(2) Full-conference passes (\$2,590 value. Expo-only passes are not available.) Additional full passes can be purchased at the discounted early-bird rate of \$995 each.
<b>Birds-of-a-Feather Session</b>	Facilitate (1) Birds-of-a-Feather Session.

## A LA CARTE SPONSORSHIP ITEMS

Host Analytics is pleased to offer an array of opportunities to showcase your company at Perform 2019. All a la carte sponsorships are granted on a first-come, first-served basis, limited to (1) per company and are subject to Host Analytics approval. A la carte sponsorships do not include conference passes. Passes must be purchased in addition to an a la carte item. Conference passes are available at the discounted early bird rate of **\$995**.

### Sponsorship Deadline is March 1, 2019.

To apply to become a Sponsor, please contact the Perform 2019 Sponsor Team at [performspendors@hostanalytics.com](mailto:performspendors@hostanalytics.com)

OPPORTUNITIES	NUMBER AVAILABLE	PRICE
<b>Electronic Device Charging Station</b> The Electronic Device Charging Station sponsorship is an exclusive opportunity that enables your company to brand a designated area where attendees can recharge during the conference. Host Analytics will provide the sponsor with custom logo'd signage on the electronic charging station. Sponsor may leave collateral at the charging station.	(1) Exclusive	<b>\$7,500</b>
<b>After Party Sponsor</b> (Available to sponsors only.) Be the exclusive sponsor of the After Party, scheduled to take place on Tuesday evening from 9pm - midnight!	(1) Available	<b>\$10,000</b>
<b>Conference App Overall Sponsorship</b> Be front and center with attendees as the Conference App Overall Sponsor. Users will see your full-screen ad when they log in and updates are being performed. You will also have a banner ad that appears on the Dashboard page and when tapped users are directed to your full-screen landing page.	(1) Available	<b>\$5,000</b>
<b>AM/PM Break Sponsorship</b> Give your company additional branding at the conference by sponsoring one of our AM or PM Breaks. Host Analytics will provide thank you signage at each break station. Assignment of break sponsorship is on a first-come, first-served basis.	(4) Available	<b>\$5,000</b>
<b>Conference Wi-Fi Sponsor</b> Take advantage of the Wi-Fi sponsorship and you'll benefit from your logo being included on the most popular signs at the conference. Attendees are always looking for the Wi-Fi username and password and we will have many signs posted around the conference which will include your logo.	(1) Available	<b>\$5,000</b>
<b>Hotel Guest Room Drop</b> Connect with attendees at their home away from home. Provide a branded giveaway item to Host Analytics hotel guests. You provide the giveaway - we will deliver on your behalf.	(2) Available	<b>\$5,000</b>
<b>Hotel Guest Room Key Cards</b> (Available to sponsors only.) Welcome attendees to Perform with branded hotel key cards. Branded key cards help ensure your company name is one of the first things attendees see when they arrive. Cost of keycard production is additional.	(2) Available	<b>\$5,000</b>