

2018 SPONSOR GUIDE



The Art and Science of Content Marketing

About CMC



Ann Handley, one of our CMC17 Keynote speakers , best summarizes last years CMC.

*“*REALLY* great event! Thanks for having me! Your team killed it. Are you keeping CMC18 in Boston, I hope? Will pencil in the dates of May 2-4, 2018.”*

Our recognition in Forbes and Entrepreneur Magazine that named CMC one of the top marketing conferences has helped us get the word out, and bring attendees in to our conference, year after year.

The Westin Boston Waterfront delivers the first class venue that our sponsors and attendees expect from a world-class conference. And this year’s theme, The Art and Science of Content Marketing, offers some very special opportunities for **sponsors to create personalized “experiences” for attendees** as part of the sponsorship, promoting your brand in the most memorable way.

Do reach out if you have questions, or want to brainstorm how to create, design and execute an “experience” at CMC 2018 in a remarkable and profitable way.

Byron White

Chair, Content Marketing Conference



CONTENT MARKETING
CONFERENCE

2017 Highlights

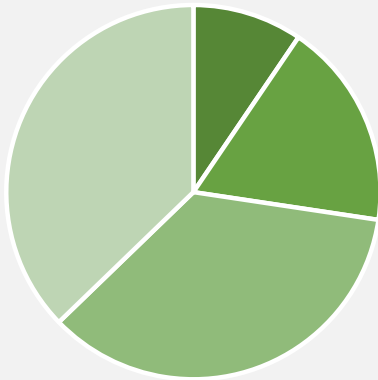


CMC 2017 SOLD OUT with 400 attendees, sporting 14 keynotes, 30 sessions, and 6 workshops. Attendees raved about the quality content that once again focused on actionable tactics—our signature for Content Marketing Conference over the years. Highlights include the Life is Good, Stories are Great event featuring speakers from The Moth, and the Comedy Marketing Club evening event that's not a signature event at the conference.

2017 CMC Demographics

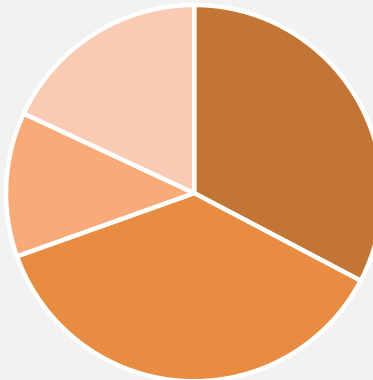
Our attendees come from a wide variety of industries and company sizes, which ensures that all sponsors can reach their target audience. More than 60% of CMC attendees are management level and decision-makers, making Content Marketing Conference the perfect place to engage new business.

Titles



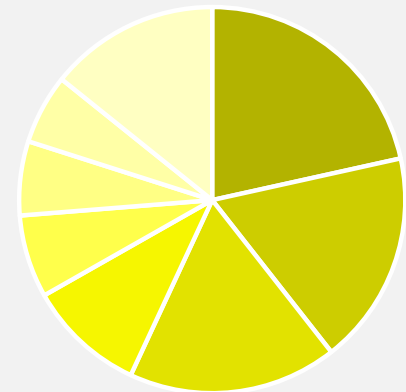
- Founder/C-Level | 9%
- Director | 18%
- Manager | 35%
- Individual Contributor | 37%

Company Size



- 1 - 50 | 33%
- 51 - 1,000 | 37%
- 1,001 - 5,000 | 12%
- 5,001+ | 18%

Industries



- Software & Technology | 22%
- Marketing & Advertising | 18%
- Retail & Consumer Services | 18%
- Health, Pharma, & Biotech | 10%
- Finance & Banking | 7%
- Education | 6%
- Business Services | 6%
- Other | 14%

2017 Brands at CMC

11%

24%

64%

Agencies

Big Brands

SMBs to Mid-Sized Companies

1-800 Contacts

ABH Pharma

AthenaHealth

Better Business Bureau

Brady Corporation

Broad Institute

Charles Schwab

Cisco

Cliento MX

Club Med

Corning Incorporated

Credit Karma

Crimson Hexagon

Disqus

Dropbox

Encompass Insur., Allstate

Foxtail Marketing

Francesca's

GE Appliances

Getty Images

GfK

Harper Collins

Harvard Business Publishing

Helix Education

Hubbell Power Systems

iMatrix

Kelly Services

LevelUp

Liberty Mutual Insurance

Mary Kay

MD Connect

Microsoft

MIT Alumni Association

Mutual of Omaha

Omnicom Media Group

Oxford University Press

Paint Nite

Planet Fitness

Purdue University

Quicken Loans

Razorfish

Red Hat

Saatchi & Saatchi

Salesforce.com

Sephora

Singapore Econ. Development

Smarter Travel

The Hershey Company

The Weather Company, IBM

Titleist

Tufts Medical Center

U.S. Green Building Council

Viator, TripAdvisor

Vistaprint

Waters Corporation

White River, Bass Pro Shops



CONTENT MARKETING
CONFERENCE

CMC 2018 In a Nutshell

7

Workshops led by world-class industry leaders and trainers

9

Tracks covering content planning, creation, optimization, amplification, performance, and experimentation

20

Keynotes diving deeply into the art and science of content marketing

45

Speakers covering content marketing A-to-Z sessions

600

Highly-engaged attendees expected this year

275,000

Opt-in subscribers for marketing, promotions, and webinars








CONTENT MARKETING
CONFERENCE




CMC 2018 Session and Keynote Agenda

AGENDA AT A GLANCE









Wednesday May 2

- 7:00 AM – 8:00 AM  **Breakfast**
- 8:00 AM – 12:00 PM  **Workshops**
- 12:00 PM – 1:00 PM  **Lunch**
- 1:00 PM – 5:00 PM  **Workshops**
- 6:00 PM – 8:00 PM  **Welcome Reception**








Comedy Marketing Conference

- 11:30 PM – 12:30 PM  **Lunch**
- 12:30 PM – 6:00 PM  **10 Keynotes**
- 6:00 PM – 8:00 PM  **Reception**

Thursday May 3

- 7:00 AM – 8:00 AM  **Breakfast**
- 8:00 AM – 11:00 AM  **Keynotes**
- 11:30 AM – 12:10 PM  **Sessions**
- 12:10 PM – 1:00 PM  **Lunch**
- 1:00 PM – 4:00 PM  **Sessions**
- 4:00 PM – 6:00 PM  **Keynotes**
- 6:00 PM – 8:00 PM  **Art & Science Reception**
- 8:00 PM – 11:00 PM  **Comedy Marketing Club**

Friday May 4

- 7:30 AM – 8:30 AM  **Breakfast**
- 8:30 AM – 10:00 AM  **Keynotes**
- 10:30 AM – 12:30 PM  **Sessions**
- 12:30 PM – 1:15 PM  **Lunch**
- 1:15 PM – 2:30 PM  **Sessions**
- 2:30 PM – 4:00 PM  **Keynotes**
- 4:00 PM – 6:00 PM  **Closing Reception**

2018 Speakers and Keynotes



- Tim Ash
- Josh Bernoff
- **Jon Burkhart**
- Jessica Best
- Margot Bloomstein
- **Marilyn Cox**
- Andy Crestodina
- **Andrew Davis**
- Chris Dayley
- **Chelsey Delaney**
- Melanie Deziel
- Katie Farrer
- **Erin Gargan**
- Jill Grozalsky
- John Hall
- **Ann Handley**
- **Nancy Harhut**
- **Nadya Khoja**
- **Larry Kim**
- Jonathan Kranz
- Arnie Kuenn
- **Norm Laviolette**
- Brandy Lawson
- Margaret Magnarelli
- **Luna Malbroux**
- Lindsay Marder
- Katie Martell
- Sam Martin
- **Sandra Matz**
- **Peter McGraw**
- Rachel Meyer
- **David Nihill**
- Chad Pollitt
- **Vesselin Popov**
- Mike Roberts
- Veronica Romney
- Justin Rondeau
- Neal Schaffer
- Ayat Shukairy
- Samantha Stone
- Nikoletta Vecsei Harrold
- **Tim Washer**
- Byron White
- Sarah Wiese
- AJ Wilcox

Bold = Keynotes



CONTENT MARKETING
CONFERENCE

2018 Sponsor Show Floor Hours and Schedule

HIGH TRAFFIC SHOW FLOOR

THURSDAY

8 AM to 9 AM

11 to 11:30 AM

12:00 PM to 1 PM

3:45 PM to 4:15 PM

6 PM to 8:30 PM

FRIDAY

8 AM to 9 AM

9:50 AM to 10:30 PM

12:30 to 1:15 PM

2:40 to 3:10 PM

SHOW FLOOR HOURS

Wednesday Setup 5 to 8 PM

THURSDAY 8 AM to 9 PM

FRIDAY 8 AM to 4:00 PM

Friday Packup: 4:00 PM

SHOW FLOOR SPECIAL EVENT

THURSDAY

6 PM to 8:30 PM

Comedians Show Floor

Food and Cocktail Stations

Sponsor Best Cocktail Competition



CONTENT MARKETING
CONFERENCE

2018 Sponsor Show Floor Special Event

On Thursday Evening, May 3rd, CMC will host a special Show Floor event from **6 to 8:30 PM featuring** extravagant food stations, 3 comedians and a mixed drink competition powered by a Boston mixologist featuring 'stirring cocktail mixer' with your brand. (Available for all sponsors with signed contracts by April 1st, 2018).



CONTENT MARKETING
CONFERENCE

Bronze Sponsors

\$5,000



Bronze Sponsors include a 10' x 6' booth space on the Expo Floor, including pipe, drape, skirted table, electricity and WIFI.

BOOTH SPACE	10' X 6'	LOGO FEATURED ON SITE	✓
ALL-ACCESS CONFERENCE PASSES	2	LOGO/DESC IN MOBILE APP	✓
ADDITIONAL PASS DISCOUNT	25%	LOGO/DESC IN SHOW GUIDE	✓
WORKSHOP PASSES	2	PRE-EVENT EMAIL TO ATTENDEES	✓
COMEDY MARKETING CLUB PASSES	2	SOCIAL MEDIA MENTIONS	✓
LEADS: CMC ATTENDEE LIST	600+	PIPE, DRAP, SKIRTED TABLE	✓
BRANDING: WEBSITE	100,000+	ELECTRICITY AND WIFI	✓
BRANDING: PROMOTIONAL EMAILS	1,000,000+		

Silver Sponsors

\$7,000



Silver Sponsors get a 10' x 10' booth on the Expo Floor, full access to the CMC attendee list after the show(600+ leads), one panel speaking slot(subject to availability) and one webinar hosted by CMC, delivering 300 to 1,200 leads.

BOOTH SPACE	10' X 10'	PANEL SPEAKING SPOT (Subject to Avail)	✓
ALL-ACCESS CONFERENCE PASSES	2	LOGO FEATURED ON SITE	✓
ADDITIONAL PASS DISCOUNT	25%	LOGO/DESC IN MOBILE APP	✓
WORKSHOP PASSES	2	LOGO/DESC IN SHOW GUIDE	✓
COMEDY MARKETING CLUB PASSES	2	PRE-EVENT EMAIL TO ATTENDEES	✓
LEADS: CMC ATTENDEE LIST	600+	KEYNOTE MENTION	✓
LEADS: GUEST WEBINAR	300-1,200	PIPE, DRAP, SKIRTED TABLE	✓
BRANDING: WEBSITE	100,000+	ELECTRICITY AND WIFI	✓
BRANDING: PROMOTIONAL EMAILS	1,000,000+		

Gold Sponsors

\$10,000



Gold Sponsors get a 10' x 10' booth on the Expo Floor, full access to the CMC attendee list after the show, one solo speaking slot in a session (subject to availability) and one webinar, delivering 300 to 1,200 leads.

BOOTH SPACE	10' X 10'	SOLO SPEAKING SPOT (Subject to Avail)	✓
ALL-ACCESS CONFERENCE PASSES	2	LOGO FEATURED ON SITE	✓
ADDITIONAL PASS DISCOUNT	25%	LOGO/DESC IN MOBILE APP	✓
WORKSHOP PASSES	2	LOGO/DESC IN SHOW GUIDE	✓
COMEDY MARKETING CLUB PASSES	2	PRE-EVENT EMAIL TO ATTENDEES	✓
LEADS: CMC ATTENDEE LIST	600+	SOCIAL MEDIA MENTIONS	✓
LEADS: GUEST WEBINAR	300-1,200	PIPE, DRAP, SKIRTED TABLE	✓
BRANDING: WEBSITE	100,000+	ELECTRICITY AND WIFI	✓
BRANDING: PROMOTIONAL EMAILS	1,000,000+		

Platinum Sponsors

SOLD OUT

\$32,000

Platinum Sponsor will have all exclusive branding and promotion for the signature Comedy Marketing Club event on Thursday evening, May 3rd. The Gold Sponsor gets prime location for a 10' x 10' booth space on the Expo Floor, full access to the CMC attendee list, solo speaking session and guest appearance on a webinar promoted to 180,000 subscribers, delivering 300 to 1,200 additional leads.

EXPO BOOTH	10' X 10'	SPEAKING SPOT	✓
EXCLUSIVE COMEDY CLUB SPONSOR	Exclusive	LOGO FEATURED ON SITE	✓
ALL-ACCESS CONFERENCE PASSES	8	LOGO/DESC IN MOBILE APP	✓
WORKSHOP PASSES	8	LOGO/DESC IN SHOW GUIDE	✓
COMEDY MARKETING CLUB PASSES	8	PRE-EVENT EMAIL TO ATTENDEES	✓
LEADS: CMC ATTENDEE LIST	600+	KEYNOTE MENTION	✓
LEADS: GUEST WEBINAR	300-1,200	SOCIAL MEDIA MENTIONS	✓
BRANDING: WEBSITE	100,000+		
BRANDING: PROMOTIONAL EMAILS	1,000,000+		

Platinum Sponsorship

SOLD OUT

(Continued)



Platinum sponsors will exclusively sponsor our most popular and biggest event called **Comedy Marketing Club** on Thursday evening, May 3rd, located at the Improv club in the Westin Waterfront Hotel, Laugh Boston. This special event makes beer shoot from your nose and brings together all attendees and leading Boston comedians to demonstrate how comedy can build brand loyalty in strange and mysterious ways. This event will be open to all attendees and any special guests that the sponsor would like to include on the guest list.

PARTY LOCATION

Laugh Boston, Westin

DATE & TIME

Thursday, May 3

EVENT HOURS

9 PM to 12 AM

MAX CAPACITY

500

SUPPORT STAFF

✓

IMPROV COMEDIANS

✓

OPEN BAR & LIGHT FOOD

✓

GUEST LIST MANAGEMENT

✓

BRANDED: CUSTOM T-SHIRTS

✓

UNLIMITED GIVEAWAYS

✓



CONTENT MARKETING
CONFERENCE

Titanium Sponsor

\$40,000

One Titanium Sponsor will work with our team to develop an unforgettable experience for all attendees at the conference, highlighted at the **Art & Science Reception** on Thursday evening, May 3rd. The Platinum Sponsor will also get the prime 10' x 20' booth space on the Expo Floor, plus exclusive signage and full access to all CMC attendee list. One speaking slot is included. And one webinar hosted by CMC, delivering an additional 300 to 1,200 leads with the program.

EXPO BOOTH	10' X 20'	SPEAKING SPOT	✓
ART & SCIENCE RECEPTION SPONSOR	Exclusive	LOGO FEATURED ON SITE	✓
ALL-ACCESS CONFERENCE PASSES	4	LOGO/DESC IN MOBILE APP	✓
WORKSHOP/COMEDY PASSES	2	LOGO/DESC IN SHOW GUIDE	✓
COMEDY MARKETING CLUB PASSES	10	KEYNOTE MENTION	✓
LEADS: CMC ATTENDEE LIST	600+	SOCIAL MEDIA MENTIONS	✓
LEADS: GUEST WEBINAR	300-1,200	BAG DROP	✓
BRANDING: WEBSITE	100,000+		
BRANDING: PROMOTIONAL EMAILS	1,000,000+		

Titanium Sponsor

(Continued)



The Titanium will work with team to transform this magnificent outdoor glass room into an unforgettable **Art & Science Reception** featuring your brand as the centerpiece. Numerous ideas are in the development stage, and the possibilities are endless. The Platinum Sponsor cost includes all expenses for extravagant food, desserts from local Boston chefs, cocktail reception, personalized “experience” and giveaways for all attendees that are sure to WOW.

PARTY LOCATION

Westin Pavilion

DATE & TIME

Thursday, May 3

EVENT HOURS

6 PM to 9 PM

RSVP ATTENDEE LIST

600+

SUPPORT STAFF

✓

EXPERIENCE DESIGN

✓

FOOD & BEVERAGES

✓

BRANDED GIVEAWAYS

✓



CONTENT MARKETING
CONFERENCE

Speaker Reception Sponsor

SOLD OUT

\$5,000

Sponsor the spectacular Welcome Reception for 50+ CMC speakers in a private dining room in Boston. Work with our chair and team to develop a unique experience for each of the speakers and influencers that can help your brand in many ways. Price includes 2 attendees from your team joining the event, and two All Access Passes to the conference.

Our 2017 Reception: Legal Harborside

SPEAKER RECEPTION	60 Guests
BRANDING & SIGNAGE	✓
CATERED FOOD	✓
BEVERAGES	✓
REGISTRATION LIST	✓
WELCOME GIFT (Optional)	✓



CONTENT MARKETING
CONFERENCE

WIFI Sponsor

\$5,000

Sponsor the WiFi for all attendees of the conference at the Boston Westin Waterfront Resort , including your logo and short description on the landing page registration, and selection of WiFi password. Price includes one All Access Passes to the conference.

OFFICIAL WIFI SPONSOR

600+ Guests

BRANDING ON WIFI LOGON
PAGE



ONE ALL ACCESS PASS



Welcome Reception Sponsor

\$7,500

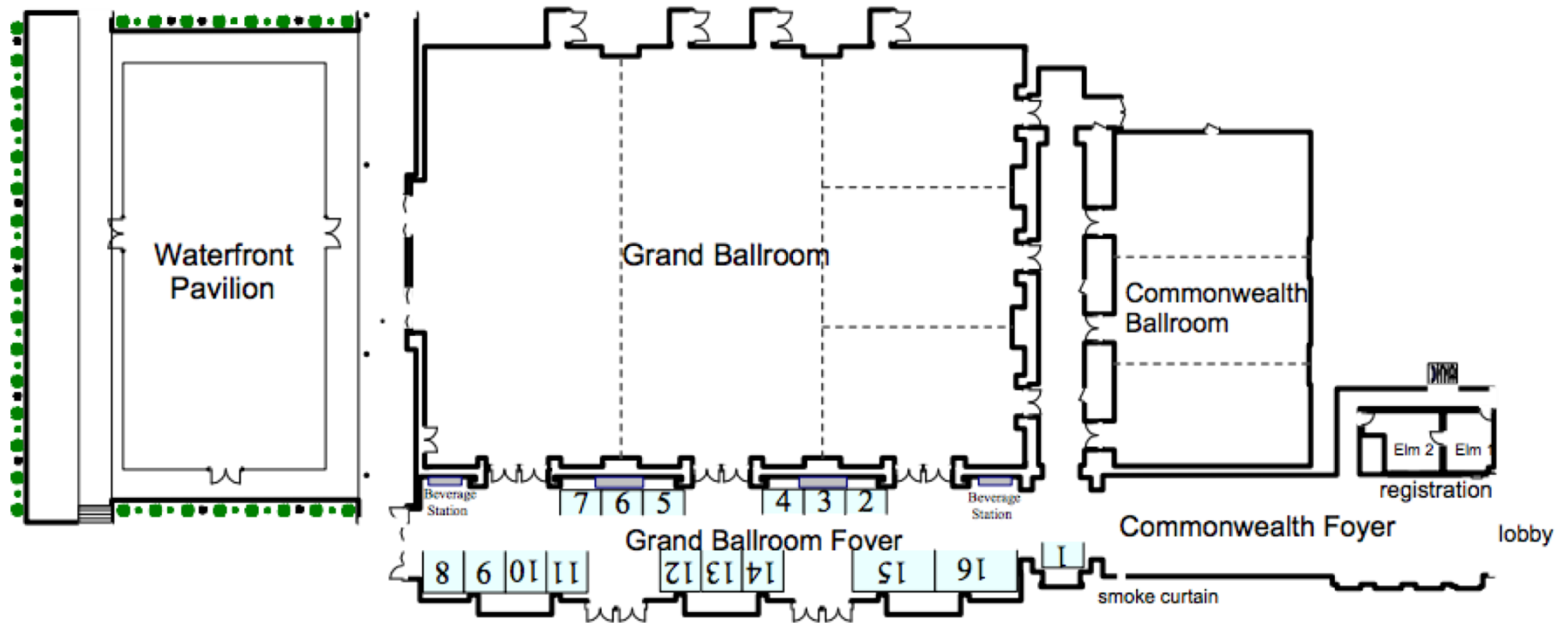
Sponsor the Welcome Reception all CMC attendees at the Boston Improve located on the Boston Westin Waterfront resort property.. Price includes logo and special promotion area, drink tickets featuring your brand for hand-out and distribution, and two All Access Passes to the conference.

WELCOME RECEPTION	600+ Guests
BRANDING & SIGNAGE	✓
CATERED FOOD	✓
BEVERAGES	✓
REGISTRATION LIST	✓
WELCOME GIFT GIVEAWAY (OPTIONAL)	✓



Floor Plan

Take a look at the floor plan and email us for an update on availability: Conciege@WriterAccess.com



CONTENT MARKETING
CONFERENCE

What Past Attendees are Saying

“ Great insight and valuable tips that are not necessarily available in the public domain yet. ”

Stephen Turcotte
President, Backbone Media, Inc.

“ An excellent conference all-around that provided both novices and, for those already engaged in content marketing, deep insights and actionable strategies to achieve success. ”

Amit Vyas
CEO, Company Nexa, Dubai

“ CMC is worth every minute and investment of time and attention. Start planning for next year's early; you'll be submerged into a pool of networking, priceless business growth ideas and exceptional mentoring. ”

Deborah-Lynn Senger
Senger Financial Recovery Service

“ Truly enlightening. Tons of great, insightful speakers giving actionable tips and highlighting great content marketing hacks. ”

Jackie Jaquez
Marketing Manager, Pioneer Infotech

“ It's exhilarating to meet other content creators and to fuel off our combined creativity. ”

Dan Holmes
Marketing Team Lead, BigWing Interactive



CONTENT MARKETING
CONFERENCE

Need More?

Contact Us for Pricing

Explore unique opportunities for attendees to experience your brand and boost your exposure during and after the conference, including the first-of-a-kind Beernote (Keynote) address by Jon Burkhart.

WIFI

PHOTO BOOTH

FLEECE BLANKETS

SELFIE STICKS

STORYBOARDS

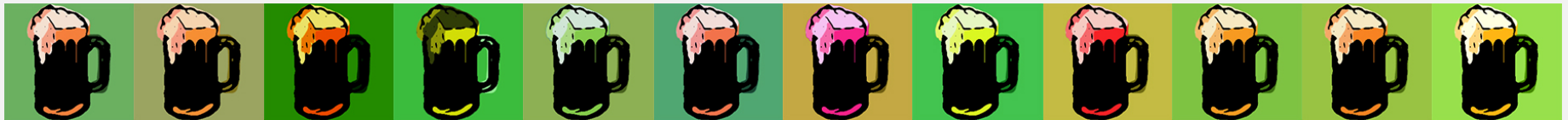
ATTENDEE BAGS

LANYARDS

AD IN CONFERENCE APP

BAG DROP / ROOM DROP

BEERNOTE SPONSOR



CONTENT MARKETING
CONFERENCE

The CMC Team

Contact us to discuss how our amazing team can help you develop a memorable experience that will stay with attendees for the long haul, delivering the ROI you demand for your investment.



Byron White, CMC Chair

Byron@ContentMarketingConference.com



Meghan Law, Event Manager

Concierge@ContentMarketingConference.com



Heather Welborn, Sales

Heather@ContentMarketingConference.com



Keith Raab, Sales

Keith@ContentMarketingConference.com



CONTENT MARKETING
CONFERENCE