

2014 Marketing Technology Summit

The [Arizona Technology Council](#) (AZTC) and [Business Marketing Association Phoenix Chapter](#) (BMA) are excited to present the sixth annual **Marketing Technology Summit**, August 21, 2014, at the Hilton Scottsdale Resort and Villas.

More than 250 business-to-business marketing, sales and technology professionals from throughout Arizona and the Southwest will be joining us for this intense half-day program featuring top-tier educational content and networking with industry leaders and AZTC/BMA member organizations.

This year's conference will focus on tools and tactics for leveraging **Big Data** to create top notch marketing and sales content and strategies. It will feature:

- Three (3) lunch & learn style workshops
- Two (2) premier panel discussions
- Two (2) keynote speakers
- And a sponsor expo throughout the day, including cocktails and heavy appetizers from 4:30-6pm following the Summit.

Who Will Be Attending?

Members of Arizona's technology and marketing ecosystem, including:

- CMOs and CIOs
- Small, mid-size and large high-tech organizations
- Venture capitalists, angels, banks and fund managers
- Marketing and Public Relations agency leaders
- Educators and marketers from K-12 and higher education

2014 SPONSORSHIP OPPORTUNITIES

Don't miss this opportunity to put your company front and center with some of the brightest sales and marketing minds, business leaders and key decision makers from across Arizona and the Southwest.

SPONSORSHIP PACKAGES

Gold Sponsorship - \$3,500

As a Gold Sponsor for the Marketing Technology Summit you'll ensure maximum visibility in all event marketing and correspondence, on-site event collateral and signage, and post-event communications and follow-up.

- Logo on the MarketingTechSummitAZ.com website homepage
- Logo, link and company description on the MarketingTechSummitAZ.com website sponsor page
- Logo with link on MarketingTechSummitAZ.com event page on AZTechCouncil.org website
- Sponsorship recognition on conference signage
- Sponsorship recognition during conference welcome remarks
- Logo and link in all Marketing Technology Summit email correspondence
- Logo in all Marketing Technology Summit printed and electronic collateral
- Logo on cover of Marketing Technology Summit agenda booklet
- Booth space in Conference expo area
- Up to two items in Summit attendee bag
- Six tickets to the Marketing Technology Summit

Silver Sponsorship - \$2,000

Outstanding visibility in event marketing materials, collateral and signage, and post-event communications.

- Logo on the MarketingTechSummitAZ.com website homepage and sponsor page
- Logo with link on MarketingTechSummitAZ.com event page on AZTechCouncil.org website
- Sponsorship recognition on conference signage
- Logo and link in all Marketing Technology Summit email correspondence
- Logo in all Marketing Technology Summit printed collateral
- Booth space in Conference expo area
- One item in Summit attendee bag
- Four tickets to the Marketing Technology Summit

Bronze Sponsorship - \$1,250

Outstanding visibility before and during the conference through a cost-effective package.

- Logo on the MarketingTechSummitAZ.com website homepage and sponsor page
- Logo with link on MarketingTechSummitAZ.com event page on AZTechCouncil.org website
- Sponsorship recognition on conference signage
- Company name in all Marketing Technology Summit printed collateral
- One item in Summit attendee bag
- Booth space in Summit expo area
- Two tickets to the Marketing Technology Summit

Community Sponsor - \$500

Reserved for Arizona non-profits and community organizations.

- Logo on MarketingTechSummitAZ.com website homepage and sponsor page
- Logo on MarketingTechSummitAZ.com event page on AZTechCouncil.org website
- Logo and link in all Marketing Technology Summit email correspondence
- Sponsorship recognition on conference signage
- Logo in all Marketing Technology Summit printed collateral
- One item in Summit attendee bag
- Booth space in Summit expo area
- Two tickets to Marketing Technology Summit

Media Sponsor - \$450

Reserved for Arizona print and electronic media organizations.

- Logo on MarketingTechSummitAZ.com website homepage and sponsor page
- Logo on MarketingTechSummitAZ.com event page on AZTechCouncil.org website
- Sponsorship recognition on conference signage
- Company name listed in printed conference agenda
- One ticket to Marketing Technology Summit

A LA CARTE SPONSORSHIP OPTIONS

Sponsorship Opportunity	Investment
Fire Starter Workshop Sponsorship	\$1,000.00
Expo Area Sponsorship	\$2,500.00
Booth in Conference Expo Area	\$500.00
Panel or Keynote Speaker Sponsorship and Introduction	\$1,750.00
Networking Break Sponsorship	\$750.00
Conference Lanyard and Name Badge Sponsorship	\$500.00
Wireless Network Sponsorship	\$350.00
Item in Attendee Bag	\$150.00
Attendee Bag Sponsorship	\$350.00