



2024 On-Site Sponsorship Guide



Activate At-A-Glance

Activate is designed to provide education, advance the events industry and create connections between our supplier partner audience and key Maritz decision-makers.

2024 Event Details

National Harbor, MD

Gaylord National Resort & Convention Center

August 26–28, 2024

Target Audience

- 300–350 Maritz Team Members
- 350–400 Supplier Partners



Pricing

Registration Fee: \$6,000 per guest

Registration Fee Inclusions

- Access to programming
- Group meals and break services
- 1:1 appointments
- Group appointments





Sponsorship Categories & Pricing

Activate on-site sponsorships provide our valued supplier partners the opportunity to highlight their brand to both industry peers and Maritz team members.

Categories

On-site sponsorships are divided into two categories:

Permanent Activations and Pop-Up Activations

- **Permanent Activations** are available for the duration of the event
- **Pop-Up Activations** are available on either day 1 or day 2 of the event

Pricing & Overview

Permanent Activations: \$30,000

- Created in conjunction with the Activate Design Team
- Activation available to guests for the duration of the event
- Includes the cost of the experience, with the exception of additional staff travel expenses (if required) or other additional experience costs that may exceed the budgeted amount
- Opportunity to purchase two (2) registrations at the discounted rate of \$3,000 per registration
- See page 8 for a complete list of sponsorship benefits

Pop-Up Activations: \$15,000

- Created in conjunction with the Activate Design Team
- Activation available to guests on day 1 or day 2 of the event
- Includes the cost of the experience, with the exception of additional staff travel expenses (if required) or other additional experience costs that may exceed the budgeted amount
- Opportunity to purchase one (1) registration at the discounted rate of \$3,000
- See page 8 for a complete list of sponsorship benefits

Contributing Sponsorship opportunities are available with in-kind services and/or donations. Contact Shannon Holcomb at Shannon.Holcomb@maritz.com to discuss.





Permanent Activations

All Permanent Activations will center around the event hospitality area and will be available for the duration of the event. Please see page 8 for a complete list of benefits.

1:1 Environment **SOLD OUT**

Your brand could set the tone for our 1:1 appointment space with creative seating options, unique lighting and décor and all-around great vibes.

Timing: Days 1–2

Fee: \$30,000

Coffee Bar **SOLD OUT**

The events industry thrives on coffee — let your brand be the one bringing them their morning (or afternoon) cup of Joe.

Timing: Days 1–3

Fee: \$30,000

Communal Workspace **SOLD OUT**

Pods, tables, couches, cozy chairs — if there’s a flat space and a charger, people will find it ... and thank you for serving up the perfect workspace.

Timing: Days 1–3

Fee: \$30,000

Package price based on:

- \$20,000 in sponsorship fees
- \$10,000 towards Activation budget
- Please note any costs above the budgeted amount will be at your expense



Permanent Activations

Game Time **SOLD OUT**

We're never too old for some playtime. Think ping-pong, pickleball, arcade games or foosball — the sky is the limit when designing a fun space for Activate guests to take a gaming break.

Timing: Days 1–3

Fee: \$30,000

Lounge

More fun than a workspace and louder than a wellbeing room — the lounge is the niche spot in the hospitality area where you'll find all the cool kids kicking back during breaks.

Timing: Days 1–3

Fee: \$30,000

Package price based on:

- \$20,000 in sponsorship fees
- \$10,000 towards Activation budget
- Please note any costs above the budgeted amount will be at your expense

Sustainability Spotlight

We all know sustainability is top of mind for the events industry — this is your chance to have your organization lead the charge and showcase your thought leadership. You'll work directly with Maritz's general manager of sustainability to co-design a branded sustainability plan for the duration of the event. (Yes, that means your logo will take the stage when it comes to all things sustainable at Activate 2024).

Timing: Days 1–3

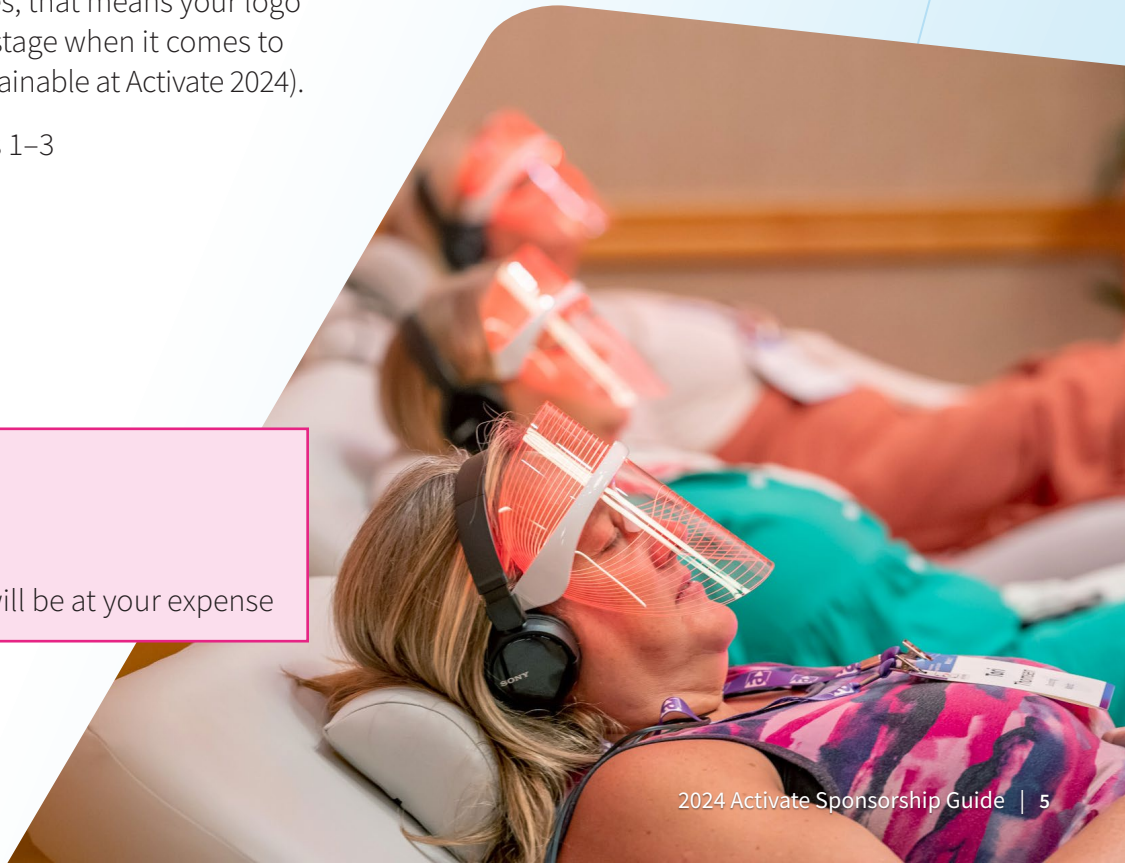
Fee: \$30,000

Wellbeing Room **SOLD OUT**

Design a soothing space where Activate guests can escape the noise and balance out the business with meditation, aromatherapy and more.

Timing: Days 1–3

Fee: \$30,000





Pop-Up Activations

Pop-up Activations will be located near the Permanent Activations, and will be available on either day 1 or day 2 of the event. Please see page 8 for a complete list of benefits.



Arrivals Experience

Help set the stage for Activate by making our arrivals experience — and your brand — unforgettable.

Timing: Day 1

Fee: \$15,000

Beauty Bar **SOLD OUT**

Look good and feel good by treating your fellow guests to a touch-up.

Timing: Day 1 or Day 2

Fee: \$15,000

Care Station **SOLD OUT**

Even the most seasoned travelers forget a thing or two. Set up a care station with some essentials, and you'll have everyone thanking you for saving the day.

Timing: Day 1 or Day 2

Fee: \$15,000

Gifting Boutique

We love a room drop as much as the next events professional, but getting to pick out our own gift is the icing on the cake. Let your brand be the one to take event gifts to the next level.

Timing: Day 1 or Day 2

Fee: \$15,000

Package price based on:

- \$10,000 in sponsorship fees
- \$5,000 towards Activation budget
- Please note any costs above the budgeted amount will be at your expense



Pop-Up Activations

Giving Back

Doing business while doing good? There's nothing we love more. Create an interactive experience that brings people together and gives back to the local community.

Timing: Day 1 or Day 2

Fee: \$15,000

Snack Break

Be the reason everyone at Activate gets their daily serving of fruits and veggies — or their favorite savory snack.

Timing: Day 1 or Day 2

Fee: \$15,000

Wellbeing Activity **SOLD OUT**

Create an experience that gathers guests, gets them up and moving *and* spotlights your brand.

Timing: Day 2

Fee: \$15,000

Package price based on:

- \$10,000 in sponsorship fees
- \$5,000 towards Activation budget
- Please note any costs above the budgeted amount will be at your expense



Sponsorship Benefits

	REGISTRATION FEE \$6,000	POP-UP ACTIVATIONS \$15,000	PERMANENT ACTIVATIONS \$30,000
		Arrivals Experience (Day 1) Beauty Bar (Day 1 or Day 2) SOLD OUT Care Station (Day 1 or Day 2) SOLD OUT Gifting Boutique (Day 1 or Day 2) Giving Back (Day 1 or Day 2) Snack Break (Day 1 or Day 2) Wellbeing Activity (Day 2) SOLD OUT	1:1 Environment (Days 1-2) SOLD OUT Coffee Bar (Days 1-3) SOLD OUT Communal Workspace (Days 1-3) SOLD OUT Game Time (Days 1-3) SOLD OUT Lounge (Days 1-3) Sustainability Spotlight (Days 1-3) Wellbeing Room (Days 1-3) SOLD OUT
Access to programming	✓	✓	✓
Group meals and break services	✓	✓	✓
Evening events	✓	✓	✓
1:1 appointments	✓	✓	✓
Group appointments	✓	✓	✓
Sponsorship recognition via signage and on agenda		✓	✓
Early access to 1:1 appointment booking		✓	✓
Guaranteed access to account-specific updates		✓	✓
Exclusive engagement with key Maritz decision-makers		✓	✓
Custom pre-event report package		✓	✓
Opportunity to purchase one (1) registration at the discounted rate of \$3,000 per registration		✓	✓
Opportunity to purchase two (2) registrations at the discounted rate of \$3,000 per registration			✓
Two invitations to Design Sponsor reception with Maritz leadership			✓

Have an idea for Activate?

No one knows your brand like you. If you have a spin on a sponsorship option or want to create something entirely different, we want to hear from you!



Contact Us

Ready to talk or have a quick question?

Reach out to Shannon Holcomb at Shannon.Holcomb@maritz.com.

