

SPONSORSHIP AND EXHIBITING

Inaugural Best Practices Summit for the Sports & Entertainment Fan Journey

February 27 – March 1, 2023
Mercedes Benz Stadium
Atlanta, GA

It's About the Fans!

The **Innovation Institute for Fan Experience (IIFX)** is hosting the inaugural **Best Practices Summit for the Sports & Entertainment Fan Journey** on February 27-March 1, 2023, at the Mercedes Benz Stadium in Atlanta, Georgia.

Everything is connected to the fan experience in and around the venue. A connected venue includes:

- ✓ Communications
- ✓ Crowd Management
- ✓ Design
- ✓ Food & Beverage
- ✓ Hospitality
- ✓ Guest Services
- ✓ Parking
- ✓ Premium space
- ✓ Retail
- ✓ Safety
- ✓ Security
- ✓ Ticketing
- ✓ Transportation
- ✓ Technology/IT Cyber
- ✓ Wayfinding

Quality offerings are intertwined with every **touchpoint** along the fan journey. This Summit is focused on exploring these touchpoints and enhancing the expertise of those responsible for the design and planning of the sports & entertainment fan journey,

Today's fan demands a **memorable and immersive live event experience** from start to finish. The investment in these fan touchpoints and eliciting meaningful feedback from the fans about their experience is monumental.

A **Connected Venue** is the **ecosystem of people, processes, and technologies that engage fans** before they make a purchasing decision pre-event, facilitates their journey from their home to the venue, connects with them throughout the event, and concludes with fan feedback about their experience.

Creating an ideal fan experience results in **measurable revenue growth, operational efficiency, new and repeat attendance, workforce professional growth and development**, and **maximized health, safety, and security** through best practices and high-quality services.

Who attends the Best Practices Summit for the Fan Journey?

Sports & Entertainment Professionals from

- Colleges and Universities
- Endurance Venues
- Entertainment Organizations and venues
- Esports Venues
- High School Athletic Programs
- International Soccer Clubs
- Major League Baseball
- Major League Soccer
- Minor League
- National Basketball Association
- National Football League
- National Hockey League
- Racing Venue

Executives Responsible for

- Architecture & Facilities
- Event Operations

- Food & Beverage
- Guest Services
- Information Technology
- Marketing & Sponsorships
- Membership Services
- Parking
- Revenue Generation
- Safety
- Security
- ticketing
- Transportation
- Sponsorship and Partnerships

Technology and Service Solution Providers

- Access Control
- Communications
- Compliance
- Crowd Monitoring and Management
- Data Analytics
- Food & Beverage
- Healthy Environment
- Parking
- Retail
- Safety
- Security
- Signage and Wayfinding
- Sports Book and Gaming
- Staffing
- Suites and Clubs
- Tech and Facility Infrastructure
- Ticketing
- Transportation
- Wi-Fi and Cellular Service

How does the Summit Benefit Attendees?

- Serve alongside thought leaders and practitioners who study critical industry issues and understand the challenges in implementing Best Practices along the Fan Journey
- Examine the journey pain points, risk, threats, and potential key issues
- Gain insight into unique perspectives about innovative, current, and future-oriented solutions to sports & entertainment industry challenges
- Identify strategies for organizational growth and development
- Network with thought-leaders from the sports & entertainment industry

SPONSORSHIP AND EXHIBITING

What are the Benefits of Sponsoring and Exhibiting at the Best Practices Summit?

- Make history by joining top sports & entertainment industry influencers, thought leaders, and executives at the inaugural Best Practices Summit for the Fan Journey.
- Enjoy visibility and multiple opportunities during the best practices summit to promote your corporate brand, products, and services directly to those responsible for the fan journey.
- Position your corporation to reach the sports and entertainment market, gaining the competitive edge.
- Align your company early with this historic high-profile event and boost your market profile while generating high quality sales leads.
- Maximize your marketing investment by networking with highly qualified prospects at the inaugural Best Practices Summit for the Fan Journey.
- Generate new leads in a novel FANCENTRIC ecosystem with hundreds of touchpoints throughout the fan journey.

SPONSORSHIP OPPORTUNITIES

Title Sponsorship

- ✓ Welcome remarks at the opening of the summit (10-minute stand-alone presentation)
- ✓ One complementary 6-foot table exhibit booth
- ✓ Two complementary registrations
- ✓ One of attendees should participate in working groups
- ✓ Sponsor logo on the cover of the best practice summit eBook
- ✓ Sponsor logo on summit website that links to your company website
- ✓ **Investment: \$7,000**

Reception Sponsorship

- ✓ Presenting Sponsor for the summit reception
- ✓ Welcome remarks at the reception
- ✓ One complementary 6-foot table exhibit booth
- ✓ Two complementary registrations
- ✓ One of attendees should participate in working groups
- ✓ Sponsor logo on the cover of the best practice summit eBook
- ✓ Sponsor logo on summit website that links to your company website
- ✓ **Investment: \$6,000**

Luncheon Sponsorship

- ✓ Presenting Sponsor for the summit luncheon
- ✓ Welcome remarks at the luncheon
- ✓ One complementary 6-foot table exhibit booth
- ✓ Two complementary registrations
- ✓ One of attendees should participate in working groups
- ✓ Corporate logo on the cover of the best practice summit eBook
- ✓ Corporate logo on summit website that links to your company website
- ✓ **Investment: \$6,000**

Lanyard Sponsorship

- ✓ Provide branded lanyards for attendees
- ✓ One complementary 6-foot table exhibit booth
- ✓ Two complementary registrations
- ✓ One of attendees should participate in working groups
- ✓ Corporate logo on summit website that links to your company website
- ✓ **Investment: \$4,000**

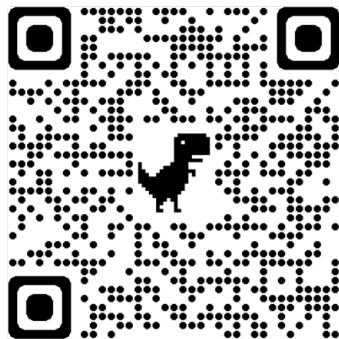
EXHIBITING OPPORTUNITIES

Exhibiting

- ✓ One 6-foot table exhibit booth
- ✓ Two complementary registrations
- ✓ One of attendees should participate in working groups
- ✓ Corporate logo on the cover of the best practice summit eBook
- ✓ Corporate logo on summit website that links to your company website
- ✓ **Investment: \$3,000**



*How can we
help you?*



iifx.org

Dr. Lou Marciani
Director and Co-Founder

marciani@iifx.org

+1.601.466.9647