

#SMFUSION



FUSION19

Inspiration. Innovation. Transformation.

October 7-10, 2019 | Marriott New Orleans

# ABOUT FUSION

**FUSION is where IT Service Management professionals collaborate to discover new solutions and strategies in our ever- evolving industry.**

Packed with practitioner- driven material sourced from the brightest in the community, FUSION delivers an immersive and fresh experience unlike any other service management event.

With a near-perfect attendee satisfaction rate, FUSION is the ideal place to promote your service or solution to our captive audience. Attendees are eager to connect with fellow service management professionals to gain timely and relevant insights to real-world challenges and their solutions.

Specialized areas of influence include Enterprise Service Management, DevOps, ITIL, Security, Business relationship management, Customer Experience, Process Improvement, Agile and Reporting and Analytics.

FUSION is produced by the itSMF USA, a chapter of itSMF International, and serves as a not-for-profit forum for IT Service Management professionals throughout the United States. itSMF USA focuses on creating and delivering cutting-edge education for the advancement of service management best practices and standards to help individuals and organizations thrive to deliver bottom-line results.

FACT

**90%** of our attendees are involved in the decision making process.

## Act Now!

Space in the FUSION Expo Hall fills up fast and many of the options are limited in quantity. Build your package today and take advantage of the pre-event marketing opportunities that can help you promote your brand right away while meeting your business and budgetary goals.

## How Can Fusion Help Your Business?

FUSION delivers a vibrant audience of 800+ service management professionals and many of those attendees are decision makers with purchasing power. This is your chance to engage in a community actively seeking new solutions to enhance their workflow and save time and money!

# WHO REPRESENTS FUSION

## Top Industries



Financial Services



Utilities



Healthcare



Government



Education

## Job Titles:

CIO/CTO

Director or VP

Product Manager

Scrum Master

Senior-level Management

Service Delivery Managers

Service Support Manager



## Company Size

FACT

OVER **80%**

OF FUSION ATTENDEES ARE  
MANAGEMENT LEVEL OR HIGHER

# PREVIOUS ATTENDING COMPANIES



# PACKAGES AT-A-GLANCE

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
<b>RATE</b>	<b>\$45,000.00</b>	<b>\$28,000</b>	<b>\$16,000</b>	<b>\$12,000</b>	<b>\$6,000</b>
Booth space	20' x 20'	20' x 20'	10' x 20'	10' x 20'	10' x 10'
Keynote Speaker	●				
Breakfast Briefing Session	●	●			
20-minute Solutions Spotlight	●	●			
Full Conference Passes	8	6	4	3	2
Daily Lunch Tickets	8	6	4	3	2
Single-day exhibit hall customer passes for local connections	3	2	2	2	1
Conference party access	8	6	4	3	2
Co-sponsorship of conference party	●				
Lunch table drop	●				
Breakfast, Break, or Lunch Sponsorship	●	●	●		
Conference bag insert	●	●	●		
Badge Scanning Access	●	●	●	●	

# PACKAGES AT-A-GLANCE

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
<b>RATE</b>	<b>\$45,000.00</b>	<b>\$28,000</b>	<b>\$16,000</b>	<b>\$12,000</b>	<b>\$6,000</b>
Sponsorship level recognition poster in high-traffic area	●	●	●	●	●
Company name & logo in promotional materials and on FUSION website	●	●	●	●	●
Company listing in mobile app	●	●	●	●	●
Company logo featured on general session entrance slides	●	●			
Color logo in program guide	●	●	●	●	●
Banner ad on conference website	●	●			
Sponsored tweets (3)	●	●	●		
Ad in conference program guide	Full	Half	Quarter	Quarter	
One-hour itSMF USA-hosted webinar	●	●			
Conference WiFi Access	●	●	●	●	●
12-month company membership with the itSMF USA	●	●	●		

# DIAMOND PACKAGE

**\$45,000**

## At The Event

- 20' x 20' booth space
- Keynote Presentation Session
- Breakfast Briefing Session (limited) Solutions Spotlight: 20 minutes (limited)
- 8 Full Conference Passes
- 8 Conference Party Passes
- 3 Single-day exhibit hall customer passes for local connections
- 8 Daily Lunch Tickets
- Conference WiFi Access
- Co-sponsorship of conference party
- Breakfast, break or lunch sponsorship
- Conference bag insert
- Lunch Table Drop
- Sponsorship level recognition poster
- Company logo featured on general session entrance slides
- Access to attendee badge scanning

## Exposure Enhancements

- Company description in conference guide
- Company listing in mobile app
- Company name/logo in promotional materials and on FUSION site
- Color logo in program guide
- Full-page ad in conference guide
- Banner ad on conference website
- One-hour itSMF USA-hosted webinar
- 12-month company membership with the itSMF USA
- Sponsored tweets (3)



# PLATINUM PACKAGE

**\$28,000**

## At The Event

20' x 20' booth space

Breakfast Briefing Session (limited) Solutions Spotlight: 20 minutes (limited)

6 Full Conference Passes

6 Conference Party Passes

2 Single-day exhibit hall customer passes for local connections

6 Daily Lunch Tickets

Conference WiFi Access

Breakfast, break or lunch sponsorship

Conference bag insert

Sponsorship level recognition poster

Company logo featured on general session entrance slides

Access to attendee badge scanning

## Exposure Enhancements

Company description in conference guide

Company listing in mobile app

Company name/logo in promotional materials  
and on FUSION site

Color logo in program guide

Half-page ad in conference guide

Banner ad on conference website

One-hour itSMF USA-hosted webinar

12-month company membership with the itSMF USA

Sponsored tweets (3)



# GOLD PACKAGE

**\$16,000**

## At The Event

- 10' x 20' booth space
- 4 Full Conference Passes
- 4 Conference Party Passes
- 2 Single-day exhibit hall customer passes for local connections
- 4 Daily Lunch Tickets
- Conference WiFi Access
- Breakfast, break or lunch sponsorship
- Conference bag insert
- Sponsorship level recognition poster
- Access to Attendee Badge Scanning

## Exposure Enhancements

- Company description in conference guide
- Company listing in mobile app
- Company name/logo in promotional materials and on FUSION site
- Color logo in program guide
- Quarter-page ad in conference guide
- 12-month company membership with the itSMF USA
- Sponsored tweets (3)

# SILVER PACKAGE

**\$12,000**

## At The Event

- 10' x 20' booth space
- 3 Full Conference Passes
- 3 Conference Party Passes
- 2 Single-day exhibit hall customer passes for local connections
- 3 Daily Lunch Tickets
- Conference WiFi Access
- Sponsorship level recognition poster
- Access to attendee badge scanning

## Exposure Enhancements

- Company description in conference guide
- Company listing in mobile app
- Company name/logo in promotional materials and on FUSION site
- Color logo in program guide
- Quarter-page ad in conference guide

# BRONZE PACKAGE

**\$6,000**

## At The Event

- 10' x 10' booth space
- 2 Full Conference Passes
- 2 Conference Party Passes
- 1 Single-day exhibit hall customer passes for local connections
- 2 Daily Lunch Tickets
- Conference WiFi Access

## Exposure Enhancements

- Company description in conference guide
- Company listing in mobile app
- Company name/logo in promotional materials and on FUSION site
- Color logo in program guide

# TRAINING CERTIFICATION OPPORTUNITY

## Training Sponsorship – Certification Class (\$12,000 sponsorship Value) - \$3,000

A Certification Class provides a combination of lectures and case study exercises so that participants leave with real world skills at the end of the Certification Class. In addition, each Certification Class includes access to a certification exam so that students have the opportunity to obtain a certification in the IT Service Management field. We are especially seeking ITIL 4 Foundation and DevOps Certification Classes, including exam (can be Instructor proctored onsite or students can be provided a voucher for an online proctored exam at a later date), but are open to receiving proposals for other two-day Certification Classes (Lean, Agile, etc) that might be of interest to Fusion19 attendees.

- Training company provides a certified instructor for 2-day classroom training.
- Training company provides travel/living expenses for the instructor.
- Training company provides certified ITIL v4 or certified DevOps 2-day course.
- Training company provides certificate for online exam.
- Training company provides student training materials in eBook format.

## Benefits

- 10x10 Booth
- 1-flyer to be printed and placed in the Fusion19 bag for each attendee.
- Display as Silver Sponsorship on our website and as Training Sponsorship.
- \*Receive reimbursement of \$400 per registered student to cover certification exam and training materials.
- Exposure to the itSMF USA community through Fusion19 marketing campaigns and website.

# SPEAKING OPPORTUNITIES

**Picture it:** A large, captivated audience adds your speaking session to their mobile app agenda when you're featured in the program. FUSION speaking opportunities give you a platform and an eager audience of potential buyers. **Shine a spotlight on your brand!**

## Breakfast Briefings

**\$10,000** (Limit 6)

*Discounted rate offered to Silver sponsors and higher!*

Start the attendees' day on the right foot and deliver your own Breakfast Briefings session. You prepare a 45-minute presentation on a topic of interest selected to promote discussion and debate. Every room will have a projection screen, microphone, and podium. Sponsors will receive a list of attendees.

## Solutions Spotlight

**\$7,500** (Limit 4)

Showcase your latest and greatest offerings with a live, 20-minute presentation during Expo Hall hours. Your presentation will also be promoted in conference materials. Sponsors will receive a list of attendees.

## Afternoon Industry Keynote

**\$30,000** (Exclusive)

Capture an eager audience and share your message from the main stage of FUSION19! One lucky organization will receive an hour to present\* to all attendees in this first-come, first-served opportunity.

*\*Abstract submission required in advance.*

# BEYOND THE BOOTH

## RECEPTION SPONSORSHIPS

For two consecutive nights, the Expo Hall Sponsors get to be a part of the buzzing energy as attendees flock to meet with exhibitors and enjoy nightly receptions.

Your sponsorship covers both the Monday Welcome Reception and the Tuesday Reception, which are both held in the Expo Hall.

### Premier Sponsorship

**\$10,000** (Limit 1)

- Your company's logo on reception marketing materials and signage
- Recognition as sponsor on signage at every bar in the Expo Hall
- Your company's logo on reception drink coupons
- 75 drink tickets (per night)

### Standard Sponsorship

**\$4,000** (Limit 3)

- Your company's logo on reception marketing materials and signage
- Recognition as sponsor on signage at every bar in the Expo Hall
- 25 drink tickets (per night)

### NEW! Monday Night VIP Reception

**Exclusive** Contact us for pricing and availability

Co-host an intimate cocktail gathering of FUSION attendees following the Expo Reception. Attendees will include itSMF USA Board members, guest speakers, invited VIPs, sponsor guests, international guests and operations staff.



# BEYOND THE BOOTH



## Conference Party Sponsorship

**\$20,000** (Exclusive)\*

Be the name behind the official conference party!  
After an intense education and networking experience, FUSION attendees look forward to the big send-off shindig to celebrate all that they'll take back to the office to implement.

*\*Option exclusivity subject to change based on Diamond sponsor package purchase.*

- Logo on conference party admission tickets and drink tickets
- Logo on a poster for party advertisement
- Logo on general session slides (morning and afternoon) and a mention by the emcee
- Signs placed throughout the conference party

Think about adding more pizzazz to your party sponsorship:

- Include cocktail napkins (sponsor to provide)
- Join the FUSION team at the entrance to greet guests and hand out giveaways (provided by sponsor)



# ONSITE ADVERTISING

Get up close and personal with FUSION attendees and place your company's logo on additional on-site materials.

## Hotel Keycard

**\$10,000** (Exclusive)

Gain visibility from the minute they check-in by adding your brand to hotel room keycards.

## Mobile App Sponsor

**\$8,000** (Exclusive)

Your logo will appear on the app splash screen. You will also receive recognition on posters and in the program guide.

## Lunch Table Drop

**\$4,000/day** (sponsor to provide literature)

## Conference Program Guide

**\$7,500** (Exclusive)

Full-color ad on back of guide, logo on front.

## Directional Sign Provider

**\$5,000**

Your logo will appear on the directional signs that show the venue locations.

## Conference Bag Insert

**\$3,500**

Your company literature (you provide) will be included in the conference bag distributed at registration.

# CONFERENCE GEAR

**Every FUSION attendee** receives conference gear to aid in their on-site experience. Let them take a piece of your brand home by placing your logo on that gear. Each item is exclusive and attendees will continue to see it well after the conference wraps!

**All promotional gear is exclusive to one sponsor per item:**

Conference Jacket | \$15,000

Conference Lanyard | \$8,000

Conference Bag | \$12,000

Conference Notepad | \$7,000

Water Bottle | \$9,000

Conference Pen | \$5,000

