



# 2024 SPONSORSHIP GUIDE



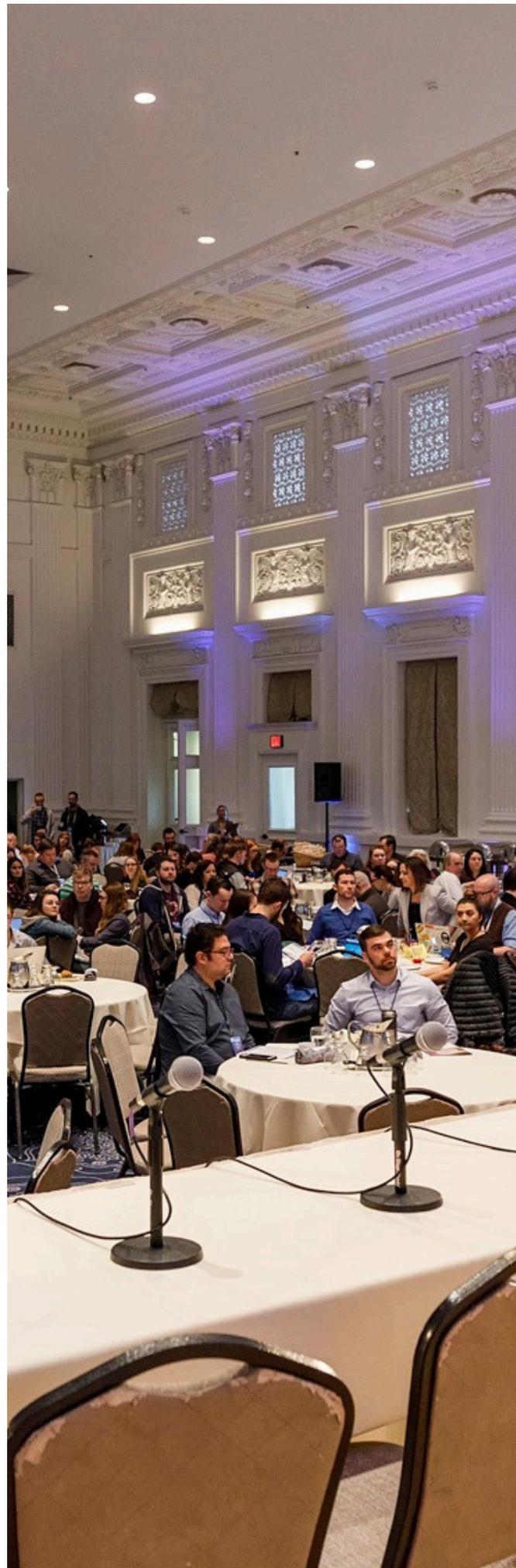
**October 17th-18th, 2024**

Smith Hall - Portland State University  
Portland, Oregon

Engage Marketing Conference is Portland's premier digital marketing conference. This year's conference will present an even wider variety of keynotes sessions, learning tracks, and panel sessions designed to provide direct insight into the most up-to-date strategies and technological advancements in digital marketing, including social media, content, UX/design, creative, advertising, SEO, and paid media.

Our loyal attendees and speakers will tell you that Engage is "one of the most important regional thought leadership events in the world" and that each year's agenda is "forward-thinking and relevant." Engage 2024 learning tracks are carefully organized to address all skill levels, with topics ranging from local and national search engine optimization (SEO), pay-per-click (PPC), and social media fundamentals, to tactical guidance on web and social analytics, AI, content strategy, and future trends.

For more information on Engage 2024, visit us at [sempdx.org/engage](https://sempdx.org/engage).





# About SEMpdx

The mission of SEMpdx (Search Engine Marketing Professionals of Portland) is to empower individuals and companies to reach their professional goals through digital marketing education, networking, and community. Membership is comprised of some of the nation's savviest digital professionals, companies, and vendors. Through a variety of events and collateral, SEMpdx offers a unique sponsorship opportunity for companies looking to reach cutting-edge marketers, as well as those who are striving to be cutting-edge.

Visit [sempdx.org](http://sempdx.org) for more information.





## 2024 Engage Sponsors



MORE SOON!

## 2023 Engage Sponsors



# Sponsorship Package

## Package #1: PLATNIUM

INVESTMENT

**\$7,000**

AVAILABLE

**1**

### Benefits

- Opportunity to speak
- Prominent logo placement on the Engage website pages, and conference app
- Prominent mention during opening remarks made by SEMpdx representative
- Opportunity to place collateral materials on attendee tables, in ballroom and in conference tote bag
- Recognition through our social channels
- Opportunity for an exhibitor table
- Six (6) conference passes
- 20% discount on additional non-member passes



# Sponsorship Package

## Package #2: PLATNIUM

INVESTMENT

**\$7,000**

AVAILABLE

**2**

### Benefits

- Sponsorship of speaker book
- Recognition from speaker during session
- Prominent logo placement on the Engage website pages, and conference app
- Prominent mention during opening remarks made by SEMpdx representative
- Opportunity to place collateral materials on attendee tables, in ballroom and in conference tote bag
- Recognition through our social channels
- Opportunity for an exhibitor table
- Six (6) conference passes
- 20% discount on additional non-member passes



# Sponsorship Package

## Package #3: GOLD

INVESTMENT

**\$5,000**

AVAILABLE

**4**

### Featured Benefit

YOUR CHOICE OF:

#### Wrap Party Sponsor/ Game Night Sponsor (2)

- All mentions of the welcome party in conference communications will include your company name (brought to you by sponsor name)

#### Lanyard Sponsor

- Opportunity to provide conference lanyards for all attendees (your company supplies the lanyards)
- High visibility of your company logo all day during the conference and in photos taken at Engage

\*Sponsor provides lanyards

#### VIP Speaker Dinner Sponsor

- Opportunity to sponsor Wednesday evening Speaker dinner/drinks
- Recognition at conference and dinner

#### Gold Sponsor Benefits

- Opportunity to place collateral materials on attendee tables in ballroom and in conference tote bag
- Recognition through our social channels
- Opportunity for an exhibitor table
- Four (4) conference passes
- 20% discount on additional non-member passes



# Sponsorship Package

## Package #3: SILVER

INVESTMENT

**\$3,500**

AVAILABLE

**8**

### Featured Benefit

#### YOUR CHOICE OF:

Lunch Sponsor

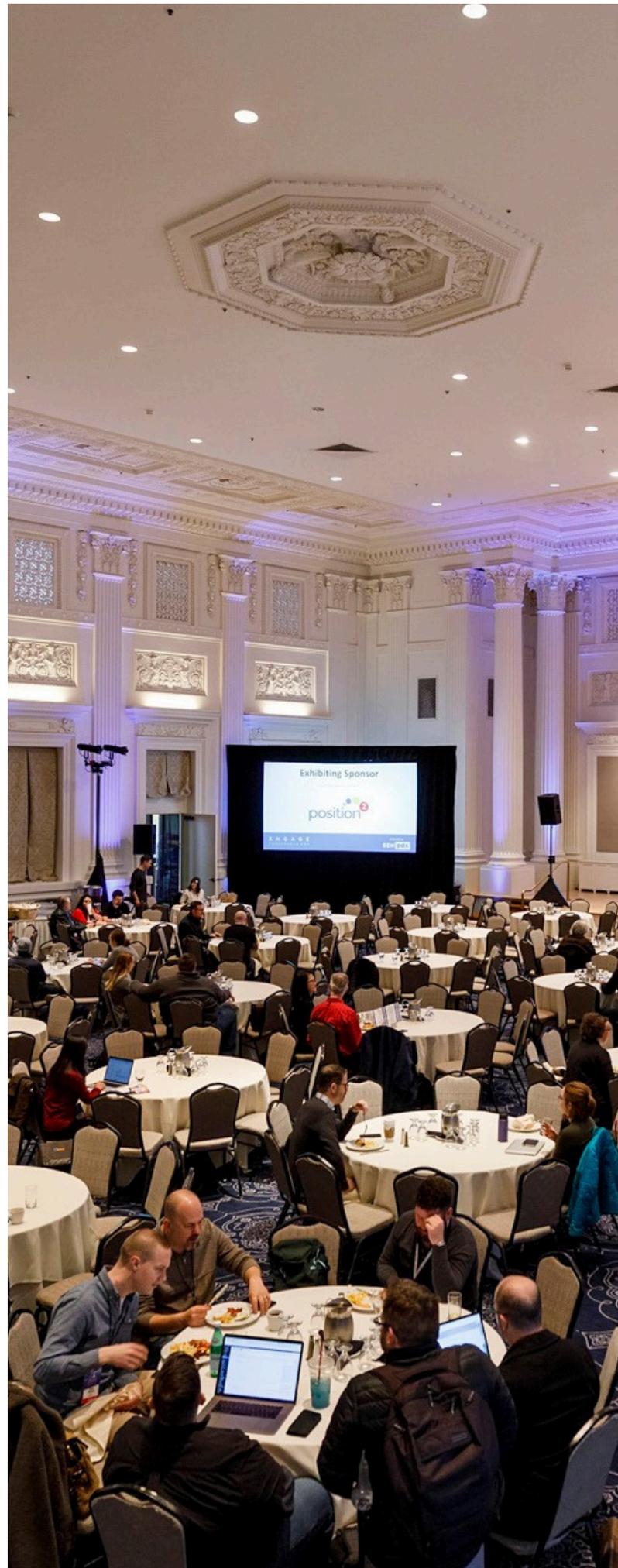
Track Sponsor (5)

Registration/Check-In Desk Sponsor

Notepad Sponsor

### Benefits

- Opportunity to place collateral materials on attendee tables in ballroom and in conference tote bag
- Recognition through our social channels
- Opportunity for an exhibitor table
- Three (3) conference passes
- 20% discount on additional non-member passes



# Sponsorship Package

Package #4: BRONZE - **SOLD OUT!**

INVESTMENT

**\$1,500**

AVAILABLE

**0**

## Featured Benefit

YOUR CHOICE OF:

Bacon-Sponsor **SOLD!**

Wi-Fi-Sponsor **SOLD!**

Tote Bag Sponsor\* **SOLD!**

## Benefits

- Opportunity to place collateral materials on attendee tables in ballroom and in conference tote bag
- Recognition through our social channels
- Two (2) conference passes
- 15% discount on additional non-member passes

\*\*Sponsor provides tote bags



# Sponsorship Package

## Package #5: Exhibitor Booth

INVESTMENT

**\$1,200**

AVAILABLE

~~10~~ 8

### Featured Benefit

- Exhibitor table in main ballroom
- Opportunity to place collateral materials on attendee tables in ballroom and in conference tote bag
- Recognition through our social channels
- Two (2) conference passes
- 15% discount on additional non-member passes



# Sponsorship Package

## Package #6: Additional Options

INVESTMENT

**\$1,000**

AVAILABLE

**8**

### Featured Benefit

YOUR CHOICE OF:

~~Thursday Afternoon Snack Break Sponsor~~ **SOLD!**

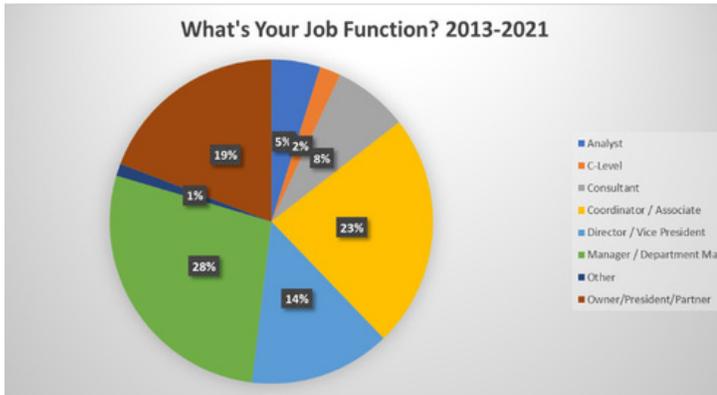
Friday Afternoon Snack Break Sponsor

- Opportunity to place collateral materials on attendee tables in ballroom and in conference tote bag
- Recognition through our social channels
- One (1) conference passes
- 10% discount on additional non-member passes



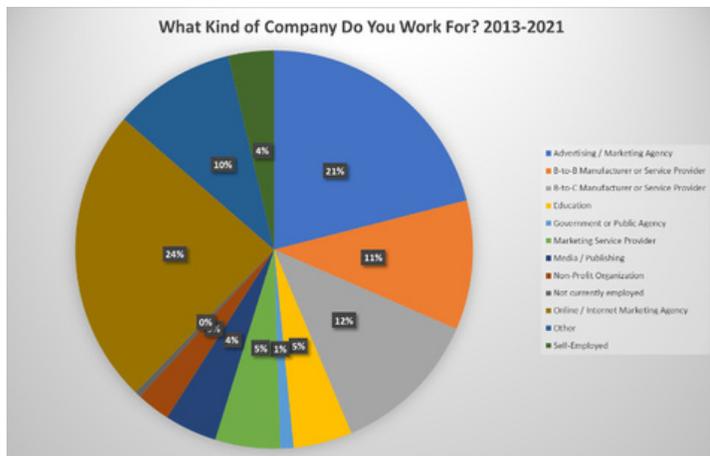
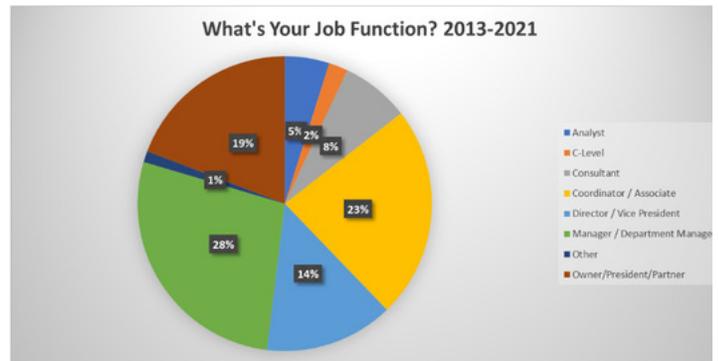
# Influencing The Influencers

## Meet Your Audience



- 28% of attendees are managers and 19% are Owners, resident or Partners
- 14% are Directors or VPs

- 34% of attendees work in Search
- Marketing 19% work in Brand Marketing
- 19% are in general management



- 39% of attendee's companies work in B2B or provide services
- 13% work at agencies