

Oct 4-5, 2023
Hotel Van Zandt | Austin, Texas
certaXconference.com

SPONSORSHIP PROSPECTUS



CONFERENCE OVERVIEW

Certa's flagship conference is a must-attend for enterprise professionals looking to stay ahead of industry trends. Connect with other forward-thinking leaders, hear from inspiring speakers, and get hands-on with the latest tools. It all comes together at CertaX: Connect to Next.



Image by Hotel Van Zandt

OUR THEME:
CONNECT
TO NEXT

We believe that connection is at the heart of success. That's why we created Certa – to reduce the friction between companies working together. Our platform helps companies navigate the complexities of third-party procurement, compliance and risk management, uniting them with a single workflow automation and orchestration engine. We bridge the gap between processes, systems, data and third parties, helping enterprises to do business with good companies in a modern, connected way. Connection is powerful, and it's the foundation of doing good business.

This inspired an idea: to go one step further and bring it to life in a physical space. We wanted to create a place of connection where people feel empowered to build deep relationships with our products, with the industry and within themselves. CertaX is where connections are created. The ways we interact with our software, our vendors, with one another, and ultimately ourselves is imperative to doing good business. With Certa, you can create those important connections, whatever your X may be.

Good business isn't a one-way street. It's an invitation to build new partnerships, learn new skills, and become better leaders to take on the future. What will you connect to next?

“CertaX will be a conference unlike any other — including a new kind of sponsorship experience. Join us for our inaugural event where you’ll get more than your logo on a booth. Become part of a community redefining how new connections are made.”

Jag Lamba
Certa CEO

AUDIENCE

Approx. 150 attendees comprised of customers, prospects, industry leaders, partners, press/analysts and your Certa team.

WHO WILL ATTEND

- C-level execs
- Department heads
- Implementation teams
- Partners
- Industry Experts
- Speakers

AREAS OF FOCUS

- Procurement
- Compliance
- Risk
- Legal

INDUSTRIES

- Tech
- Financial
- Insurance
- Retail
- Manufacturing
- etc. all welcome...

AGENDA AT-A-GLANCE

Travel & Arrival Day

Oct 3rd (Tue)

Attendee Travel and Arrival Day
Booth set-up
Partner Summit (*by invitation only*)

Certa X - Day 1

Oct 4th (Wed)

Attendee Opening and Closing General Sessions
Breakfast, Lunch & Snack Breaks
Partner Expo
Breakout Sessions
Networking
Evening Event (*more to come*)

Certa X - Day 2

Oct 5th (Thur)

Attendee Opening and Closing General Sessions
Breakfast, Lunch & Snack Breaks
Partner Expo
Breakout Sessions
Networking
Booth Breakdown
The Ultimate CertaX Finale (*more to come*)

SPONSORSHIP AT CERTA X

CertaX is more than just another conference. So as an event sponsor, you'll get more than just another sponsorship. You'll be a foundational part of our inaugural conference, setting the stage for innovation and connection in the years to come.

Want to learn more? Contact us to get started
certaX@getcerta.com

SPONSOR PACKAGE OVERVIEW

Company logo featured on CertaX Website

Promotion on Certa's social media

Passes to the CertaX Partner Summit

Passes to the CertaX Conference

CertaX passes for prospects or customers

Fireside Chat during General Session (Day 1)

Executive Panelist during General Session (Day 2)

Breakout Session Speaker

Video played during General Session Day 1

Turnkey Booth

Lead scanning capabilities

Exclusive branding opportunities

Prominent logo on conference signage

Inclusion in welcome gift for all attendees

Recorded copy of sessions

Access to Certa's registration opt-in lead list

EXECUTIVE SPONSOR

✓

✓

2

3

2

✓

✓

✓

✓

Premier Booth

✓

✓

✓

✓

✓

✓

\$50,000

Limited to one sponsor

EXPERT SPONSOR

✓

✓

1

2

✓

✓

✓

✓

✓

Enhanced Booth

✓

✓

✓

✓

✓

✓

\$24,000

Limited availability

EXCEED SPONSOR

✓

✓

1

2

✓

✓

✓

✓

✓

Standard Booth

✓

✓

✓

✓

✓

✓

\$20,000

Limited availability

EXHIBIT SPONSOR

✓

✓

1

2

✓

✓

✓

✓

✓

Standard Booth

✓

✓

✓

✓

✓

✓

\$12,000

Limited availability

X EXECUTIVE SPONSOR

Make a powerful statement. With only one spot available, the X executive Sponsor is an exclusive chance to put your leadership on display. Make an impact with a prime-time spot on Day 1 of the general session, in a 1:1 moderated fireside chat with Certa's CEO Jag Lamba. The topic of discussion must be mutually agreed upon. On Day 2, you will once again be featured on the main stage of the general session as part of a thought leadership panel. Exclusive branding and recognition throughout the conference is also included.

Pre-Event

- Company logo featured on CertaX Website
- Promotion of your company's Executive Speaker on Certa's social media
- 2 Passes to the CertaX Partner Summit
- 3 Conference Passes for your team
- 2 Conference Passes for your prospects or customers

During-Event

- 1- C-Level Fireside Chat during General Session (Day 1)
- 1- Executive Panelist Opportunity during General Session (Day 2)
- 1- Video for Inclusion in our program to be played from the main stage during General Session Day 1
**provided by sponsor - less than 3 minutes and approved by Certa*
- 1- Premier Turnkey Booth
- Lead scanning capabilities
- Prominent logo on conference signage

Post-Event

- Recorded copy of session
- Access to Certa's registration opt-in lead list

Cost

\$50,000

Limited to one sponsor

X PERT SPONSOR

Take the main stage and make your mark. As an X pert Sponsor, you will get to be part of a moderated discussion and interactive Q&A of industry leaders during the Day 2 general session. It's the perfect way to demonstrate your knowledge and make a lasting impression. Additionally, you will be able to share your message with all attendees with your very own branded welcome gift and note to be placed in guest rooms at arrival.

Pre-Event

- Company logo featured on CertaX Website
 - Promotion of your Executive Panelist on Social Media
 - 1 Pass to the CertaX Partner Summit
 - 2 Conference Passes
-

During-Event

- 1- Executive Panelist Opportunity during General Session (Day 2)
 - 1- Enhanced Turnkey Booth
 - Lead scanning capabilities
 - Logo on conference signage
 - Branded Welcome Gift for all Attendees.
*your company to provide gift and note for all attendees which will be place in their hotel rooms on arrival day
-

Post-Event

- Recorded copy of session
 - Access to registration opt-in lead list
-

Cost

\$24,000

Limited availability

XCEED SPONSOR

Make an impact with your own breakout session. Our Xceed Sponsor Package provides the perfect platform to showcase your knowledge and put your brand in the spotlight. Inspire audiences with a dedicated 40-minute speaking opportunity. Plus, get high-visibility branding to help you stand out from the crowd.

Pre-Event

- Company logo featured on CertaX Website
 - Promotion of your Speaking Session on Certa's Social Media
 - 1 Pass to the CertaX Partner Summit
 - 2 Conference Passes
-

During-Event

- Breakout Session Sponsor
 - 40 Minutes Breakout Session (content approved by Certa)
 - 1- Standard Turnkey Booth
 - Lead scanning capabilities
 - Logo included on conference signage
-

Post-Event

- Recorded copy of session
 - Access to registration opt-in lead list
-

Cost

\$20,000

Limited availability

X HIBIT SPONSOR

Showcase your brand. The X hibit Sponsor Package is the perfect opportunity to forge valuable connections with prospects and other industry professionals. The included booth is an exceptional opportunity to feature your brand and products in a highly visible space, maximizing your exposure and reach.

-
- | | |
|-----------|--|
| Pre-Event | <ul style="list-style-type: none">• Company logo featured on CertaX Website• 1 Pass to the CertaX Partner Summit• 2- Conference Passes |
|-----------|--|
-

- | | |
|--------------|--|
| During-Event | <ul style="list-style-type: none">• 1- Standard Turnkey Booth• Lead scanning capabilities |
|--------------|--|
-

- | | |
|------------|---|
| Post-Event | <ul style="list-style-type: none">• Access to registration opt-in lead list |
|------------|---|
-

Cost	\$12,000 Limited availability
------	---

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Enhance your presence with one of the following packages. **Must be combined with a main sponsorship.**

NIGHT OF NEXT CO-SPONSOR

Kick off the conference with a great first impression at our Night 1 reception for all attendees

- Welcome Remarks by your company executive
- Custom company cocktail
- Logo inclusion on cocktail napkins
- Logo inclusion on event signage
- Name inclusion on conference agenda

\$18,000

Limited to one sponsor

PHOTO X SPONSOR

Everyone appreciates the opportunity to get a new professional headshot taken. Provide this opportunity to all attendees as a gift from your company

- Logo will be prominently featured in photo booth space
- Featured in onsite materials
- Ability to provide photographer your branded t-shirt to wear

\$15,000

Limited to one sponsor

DINE X SPONSOR

Look who is coming to dinner... get in front of your customers, prospects and/or your peers for an evening of great food and conversation

- Host a small group of 8-10 attendees for dinner
- Certa will work with you to identify those you wish to invite to dinner
- Certa will invite attendees on your behalf
- Coordination and logistics will be managed for you by the Certa Team

\$10,000

Limited availability

BREAK X SPONSOR

Showcase your brand in a fun and memorable way that is sure to appeal to all the senses

- Certa will work with you to develop a themed snack break that will highlight your brand
- Logo will be prominently featured
- Featured in Agenda

\$10,000

Limited availability

DON'T MISS WHAT'S NEXT

With your sponsorship, you can be part of building something special that helps us all do good business.

Want to learn more? Contact us at certaX@getcerta.com to get started.