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

SPONSORSHIP PROSPECTUS





CONFERENCE OVERVIEW

Certa's flagship conference is a mustattend 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.



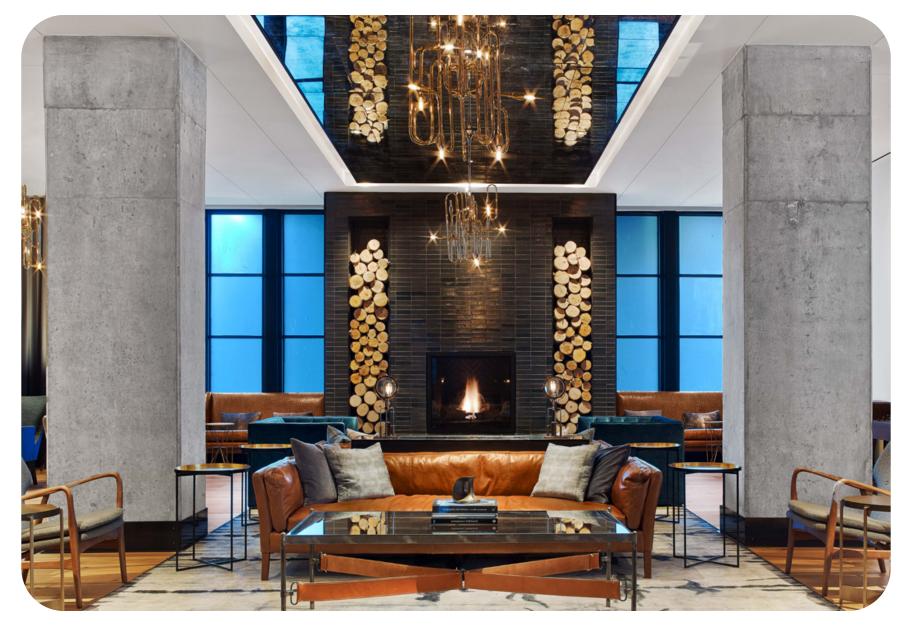


Image by Hotel Van Zandt



Sponsorship Prospectus







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?





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"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

Certa X - Day 1

Certa X - Day 2

Oct 3rd (Tue)	Attendee Travel and Arrival Day Booth set-up Partner Summit (by invitation only)
Oct 4th (Wed)	Attendee Opening and Closing General Sessi Breakfast, Lunch & Snack Breaks Partner Expo Breakout Sessions
	Networking Evening Event (more to come)
Oct 5th (Thur)	Attendee Opening and Closing General Sessi Breakfast, Lunch & Snack Breaks Partner Expo Breakout Sessions Networking Booth Breakdown The Ultimate CertaX Finale (more to come)





SPONSORSHIP AT CERTA X

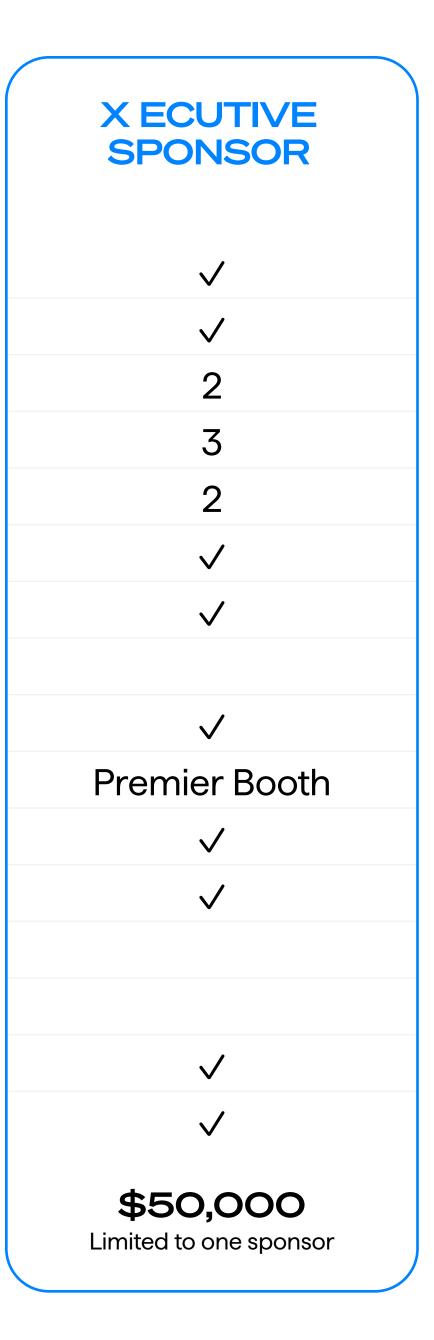
CertaX is more than just another conference. So as an event sponsor, you'll get more than just another sponsorship. You'll be a foundational part of our inaugural conference, setting the stage for innovation and connection in the years to come.

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



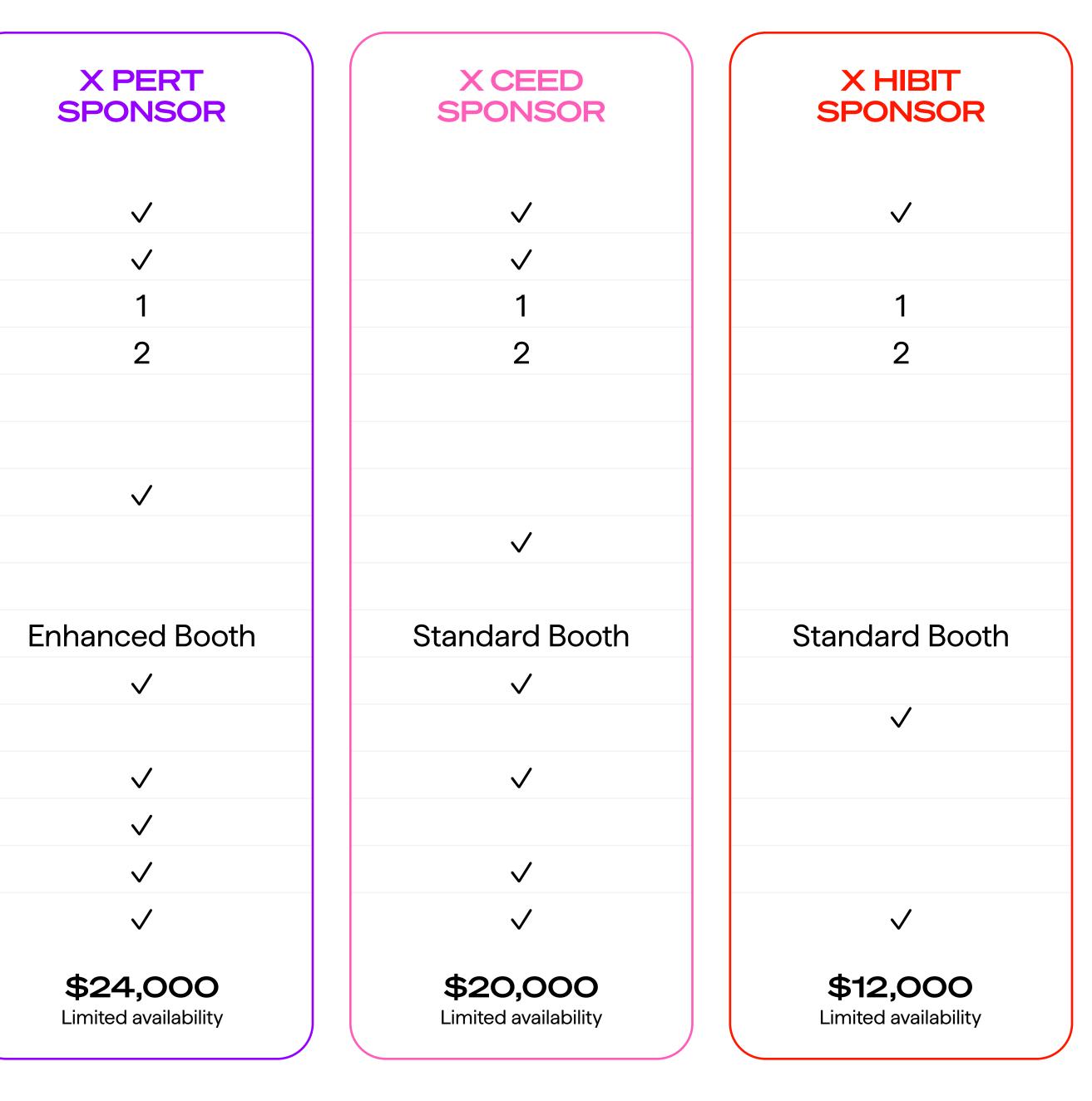
SPONSOR PACKAGE **OVERVIEW**

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





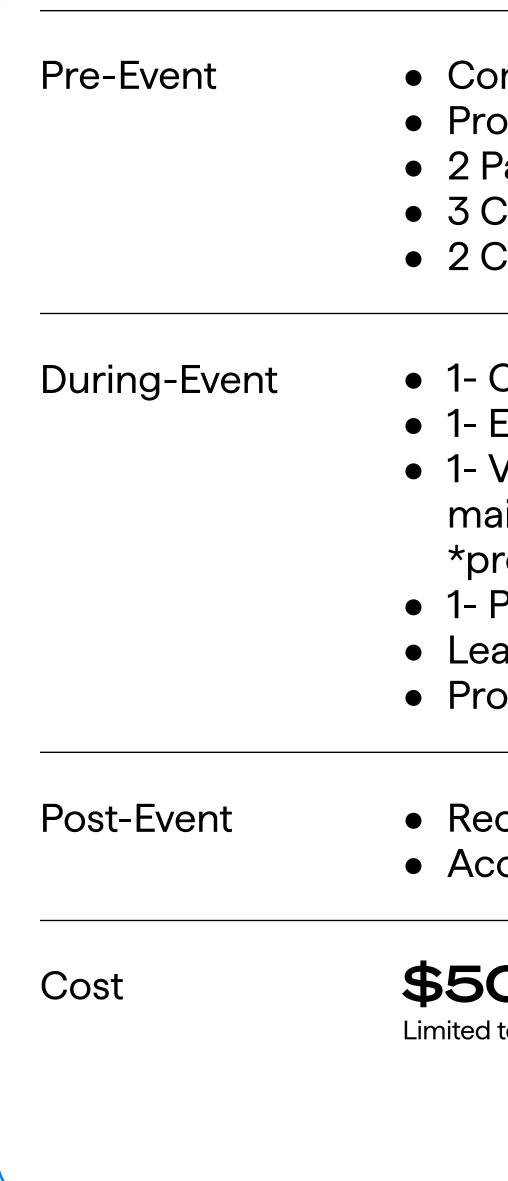
Sponsorship Prospectus





X ECUTIVE SPONSOR

Make a powerful statement. With only one spot available, the X ecutive 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.





- 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

• 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

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

\$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	 Cor Pro 1 Pa 2 C
During-Event	 1- E 1- E Lea Log Bra *yo white
Post-Event	RecAcc
Cost	\$24 Limited a



mpany logo featured on CertaX Website omotion of your Executive Panelist on Social Media ass to the CertaX Partner Summit Conference Passes

Executive Panelist Opportunity during General Session (Day 2) Enhanced Turnkey Booth

- ad scanning capabilities
- go on conference signage
- inded Welcome Gift for all Attendees.
- our company to provide gift and note for all attendees
- ich will be place in their hotel rooms on arrival day

corded copy of session cess to registration opt-in lead list

1,000 availability



X CEED SPONSOR

Make an impact with your own breakout session. Our X ceed 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	 Co Pro 1 P 2 C
During-Event	 Bre 40 1- \$ Lea Log
Post-Event	• Re • Ac
Cost	\$20 Limited



ompany logo featured on CertaX Website omotion of your Speaking Session on Certa's Social Media ass to the CertaX Partner Summit Conference Passes

eakout Session Sponsor Minutes Breakout Session (content approved by Certa) Standard Turnkey Booth ad scanning capabilities go included on conference signage

corded copy of session cess to registration opt-in lead list

D,000 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	 Col 1 Pa 2-0
During-Event	• 1- S • Lea
Post-Event	• Acc
	\$12 Limited a



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Standard Turnkey Booth ad scanning capabilities

cess to registration opt-in lead list





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

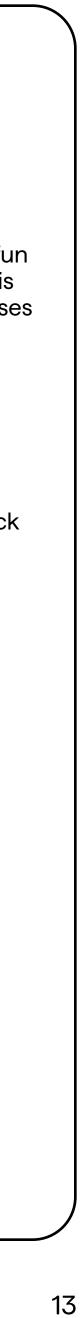
BREAK X SPONSOR

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







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.

