



THE **SOCIAL** SHAKE-UP

VIRTUAL APRIL 21, 2021
LIVE SEPTEMBER 22-23, 2021 | ATLANTA, GA

The Social Media Educational Events of the Year

Breakthrough Thinking. Digital Networking. Learn What's Next—Now.

2021 SPONSOR PROSPECTUS

The Social Shake-Up provides social media, marketing and communications professionals with forward-thinking training and resources. The Social Shake-Up portfolio includes the virtual Social Shake-Up Spring Tune-Up—featuring the latest social media features across all platforms—and The Social Shake-Up Show—the premier, in-person social media marketing conference in the U.S.

As a Social Shake-Up sponsor, you'll have the opportunity to connect with hundreds of professionals with purchasing power who rely on digital tools and services to drive business goals. Below is a snapshot of Social Shake-Up Show attendees:

ENGAGED COMMUNITY OF DECISION-MAKERS

- ▶ **75%** make buying decisions
- ▶ **30%** SVP, VP, Director Level
- ▶ **45%** Senior Managers and Managers

JOB FUNCTION

- ▶ **35%** Marketing
- ▶ **30%** Social Media
- ▶ **20%** PR and Communications
- ▶ **10%** Digital
- ▶ **5%** Other

YEARS OF EXPERIENCE

- ▶ **25%** 15+ years
- ▶ **35%** 10-15 years
- ▶ **30%** 5-10 years
- ▶ **10%** 1-5 years

ORGANIZATIONS OF ALL TYPES

- ▶ **50%** Corporations
- ▶ **35%** Nonprofit/Government
- ▶ **15%** Agencies

THE SOCIAL SHAKE-UP

The Best Brands Come Together at The Social Shake-Up





THE SOCIAL SHAKE-UP | SPONSORSHIPS

As a sponsor of The Social Shake-Up, you share the stage with the world's leading brands and the sharpest minds in social media. Plus, you get all the leads. With limited slots available, you better act fast...

VIRTUAL SPONSORSHIPS | April 21, 2021

PANEL SPONSOR

Includes sponsorship of a 30-min. panel on April 21—your company will be positioned as the sponsor and we'll integrate one of your executives into the program as a speaker (prerecorded panel to be developed by our editors). Other elements: Mailing to all workshop attendees post-show, full conference attendee list (name/phone/mailing info.), pre-show eblast and 5 passes to your panel and 5 passes to full conference for clients and prospects. **\$8,500.**

SESSION SPONSOR

Integrates your company into the main conference speaking faculty with a sponsored 25-min. session on April 21 featuring you! Topic to be approved by our editors and session to be pre-recorded. Other elements: Full conference attendee list (name/phone/mailing info.), pre-show eblast and 5 passes to full conference for clients and prospects. **\$8,500.**

BUSINESS BUILDER SPONSOR

Use our conference as the ultimate door-opener for prospects and a solid give-back for clients by inviting up to 25 guests to join you virtually at the Social Shake-Up Spring Tune-Up. Package includes sponsor recognition billing plus 25 passes to full conference. **\$4,500.**

LIVE SPONSORSHIPS | September 22-23, 2021

DIAMOND PARTNER

Includes 90-min. sponsored workshop (your topic, your speakers, your clients), 8x20 super-booth space in SSU networking playground, recognition on all related materials, up to 4 speaker registrations and 5 additional full conference registrations (50% off others), pre-show and post-show eblasts to attendees, attendee list (excludes emails). Workshop topic and description to be approved by SSU editors. **\$29,995.**

GOLD SUPPORTER

Includes 30-min. sponsored breakout session featuring up to 2 speakers, 8x10 booth space in SSU networking playground, recognition on all related materials, 2 speaker registrations and 3 additional full conference registrations (50% off others), pre-show eblast to attendees, attendee list (excludes emails). Session topic and description to be approved by SSU editors. **\$18,500.**

SILVER COMMUNITY SPONSOR

Includes 8x10 booth space in SSU networking playground, recognition on all related materials, 2 full conference registrations (25% off others), post-show eblast to attendees, attendee list (excludes emails). **\$8,995.**

Contact us for additional packages including keynote sponsorships, reception activations and networking sponsorships.

Put your Brand front and center with decision-makers and influencers from across the communications spectrum...



SOCIAL MEDIA/DIGITAL DIRECTORS AND MANAGERS

WHAT THEY WANT

- ▶ Learn about social media and digital tools to help improve ROI
- ▶ Hear case studies from proven digital initiatives
- ▶ Connect with their peers and hear what works for them in the social media sphere



MARKETING DIRECTORS AND MANAGERS

WHAT THEY WANT

- ▶ Identify new revenue-generating opportunities
- ▶ Hear case studies from successful marketing campaigns
- ▶ Network with other leaders in the marketing space



COMMUNICATIONS OFFICERS AND DIRECTORS

WHAT THEY WANT

- ▶ Discover what digital solutions will make their communications strategy more effective and efficient
- ▶ Learn how other communicators and marketers are tying digital to their bottom lines
- ▶ Hear what's working from their peers



CUSTOMER EXPERIENCE LEADS

WHAT THEY WANT

- ▶ Learn what tools will help improve their customer touchpoints to improve customer service
- ▶ Hear creative ways their peers are leveraging digital and social media to respond to questions in real-time



COMMUNITY AND CONTENT LEADS

WHAT THEY WANT

- ▶ Find digital tools that will allow them to better identify the types of content their community wants
- ▶ Hear successful case studies on community engagement initiatives across digital and social media



RESEARCH AND CUSTOMER INSIGHTS LEADS

WHAT THEY WANT

- ▶ Hear about tools for data and analysis that will directly inform business decisions
- ▶ Learn from their peers about the most effective dashboards for understanding and leveraging trends in their audience

ATTENDEE FUNCTION AREAS: Job levels range from manager to C-Level.

- ▶ Advertising
- ▶ Agency Leaders
- ▶ Analytics
- ▶ Brand Management
- ▶ Communications
- ▶ Customer Service
- ▶ Data Scientist
- ▶ Event Management
- ▶ Human Resources
- ▶ Internal/Employee Communications
- ▶ Marketing
- ▶ Partnerships
- ▶ Public Relations
- ▶ Sales
- ▶ Video