The Social Media Educational Events of the Year

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

VIRTUAL APRIL 21, 2021
LIVE SEPTEMBER 22-23, 2021 | ATLANTA, GA
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 Best Brands Come Together at The Social Shake-Up

 Locke in your spot, contact: Dara Brooks | dbrooks@accessintel.com

www.socialshakeupshow.com
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…

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<thead>
<tr>
<th>VIRTUAL SPONSORSHIPS</th>
<th>April 21, 2021</th>
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<tbody>
<tr>
<td>PANEL SPONSOR</td>
<td>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. <strong>$8,500.</strong></td>
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<tr>
<td>SESSION SPONSOR</td>
<td>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. <strong>$8,500.</strong></td>
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<tr>
<td>BUSINESS BUILDER SPONSOR</td>
<td>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. <strong>$4,500.</strong></td>
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<tr>
<th>LIVE SPONSORSHIPS</th>
<th>September 22-23, 2021</th>
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<tr>
<td>DIAMOND PARTNER</td>
<td>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. <strong>$29,995.</strong></td>
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<td>GOLD SUPPORTER</td>
<td>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. <strong>$18,500.</strong></td>
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<tr>
<td>SILVER COMMUNITY SPONSOR</td>
<td>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). <strong>$8,995.</strong></td>
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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

[www.socialshakeupshow.com](http://www.socialshakeupshow.com)