



THE SOCIAL SHAKE-UP

SEPTEMBER 22-23, 2021 | HILTON ATLANTA DOWNTOWN | ATLANTA
The In-Person Social Media Educational Event of the Year
Breakthrough Thinking. Emerging Trends. 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 is the premier, in-person conference on social media.

As a 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



*Examples of past attendee companies.



THE SOCIAL SHAKE-UP | SPONSORSHIPS & EXHIBITS

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

SPONSORSHIP PACKAGES

KEYNOTE SPONSOR

Kick off a day at The Social Shake-Up by presenting 5 minutes of educational insights on a relevant topic as a lead-in to one of our Keynote presentations. Includes turnkey tabletop space in SSU networking playground, recognition on all related materials, 1 speaker registration and 2 additional full conference registrations (50% off others), post show eblast to attendees, attendee list (excludes emails).

\$18,995

GENERAL SESSION SPONSOR

Opportunity to introduce a general session by presenting 3-5 minutes of educational trends or insights on a relevant topic as a lead-in to the general session. Includes turnkey tabletop space in SSU networking playground, recognition on all related materials, 1 speaker registration and 2 additional full conference registrations (50% off others), post-show eblast to attendees, attendee list (excludes emails).

\$16,995

SPEAKING SPONSOR

Program your own 30 min. educational session to highlight your thought leadership with a satisfied client as a case study. Includes turnkey tabletop space in SSU networking playground, recognition on all related materials, 2 speaker registrations and 2 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.

\$14,500

TURNKEY TABLETOP EXHIBIT

Includes supplied signage, 6-foot table display, chair, and electrical in SSU networking playground, recognition on all related materials, 2 full conference registrations (25% off others), attendee list (excludes emails).

\$6,995

ATTENDEE LOUNGE SPONSOR

Co-Host The Social Shake-Up lounge, where our attendees and speakers will be networking with colleagues and recharging. Includes turnkey tabletop space in attendee lounge, recognition on all related materials, 2 full conference registrations (50% off others), pre-show eblast to attendees, attendee list (excludes emails).

\$12,500

WIFI SPONSOR

Drive premium traffic back to your website by sponsoring The Social Shake-Up wifi. Your company name will have high recall as the official wifi password. Once logged in, users will be redirected to a url of your choosing. Includes recognition on all related materials, 3 full conference registrations (50% off others), attendee list (excludes emails).

\$10,000

LANYARD SPONSOR

Your company will be top-of-mind as your logo brands all lanyards worn by attendees. Includes recognition on all related materials, 3 full conference registrations (50% off others), attendee list (excludes emails).

\$8,500

THE SOCIAL SHAKE-UP | SPONSORSHIPS

Add-Ons to Any of Your Sponsorship Programs:

❑ Headshot Lounge: \$8,000

- ▶ Sponsor logo on signage and a customized message to participants via email (1 available)

❑ Craft Coffee Experience: \$7,500

- ▶ Partner with a local coffee provider to offer fresh, craft coffee drinks from a custom branded cart. Your logo can be placed on the cup sleeves and napkins.

❑ Open Air Photobooth Activation: \$7,500

- ▶ Sponsor logo on photobooth backdrop, photobooth, digital image and a customized message to photobooth participants via text or email.

❑ Specialty Spirit Tasting: \$5,000

- ▶ You'll be the talk of the SSU Happy Hour on September 22 as the host of our specialty drink tasting experience.

❑ Power Up! Charging Stations: \$4,000

- ▶ Sponsor logo placed on charging stations throughout the show floor.

❑ Themed Networking Breaks: \$3,500

- ▶ Work with the SSU sales team to create a specialty networking break featuring your logo throughout.

❑ Mimosa Bar: \$3,000

- ▶ Sponsor logo on napkins, bar signage and cups.



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.

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|---------------------|--------------------|------------------------------------|--------------------|
| ▶ Advertising | ▶ Communications | ▶ Human Resources | ▶ Public Relations |
| ▶ Agency Leadership | ▶ Customer Service | ▶ Internal/Employee Communications | ▶ Sales |
| ▶ Analytics | ▶ Data Science | ▶ Marketing | ▶ Social Media |
| ▶ Brand Management | ▶ Event Management | ▶ Partnerships | ▶ Video |