

# 2022 EXHIBITS & SPONSORSHIPS

A cluster of colorful geometric shapes, including triangles and squares in shades of orange, blue, and purple, arranged in a dynamic, abstract pattern.

## THE SOCIAL SHAKE-UP 2022

JUNE 8-10, 2022 | RENAISSANCE WAVERLY, ATLANTA

A blue-tinted photograph of the Atlanta skyline, featuring prominent skyscrapers like the Georgia State Capitol and the Bank of America Tower, with city lights visible at night.

GENERATE LEADS • FILL YOUR PIPELINE • REINFORCE  
RELATIONSHIPS • DEMONSTRATE YOUR LEADERSHIP



# THE BIGGEST BRANDS & THE BEST AGENCIES IN THE WORLD



\*Examples of past attendee companies.

# WHO ATTENDS?

The Social Shake-Up provides social media, marketing and communications professionals with forward-thinking training and resources. Attendees are highly-engaged and hungry for partners who can help them strengthen their social media and marketing strategies. As a sponsor, you'll have the opportunity to connect with 300-400 professionals with purchasing power who rely on digital tools and services to drive business goals.



## **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

# AVAILABLE SPONSORSHIPS

## KEYNOTE SPONSORSHIP

(2 AVAILABLE)

Visibility doesn't get bigger than our Official Keynote Sponsorships. Your executive will take the stage to welcome attendees to one of the most high-profile experiences at the show, ensuring face time with every attendee at the 2022 Event, you'll have 5 minutes of lead in time prior to the keynote to establish yourself as an expert in the industry and align yourself with the most sought-after content at this year's event. As the sponsor you will have the:

- » Ability to Play a 1–2-minute sizzle reel or opening video prior to the start of the designated Keynote
- » Ability for Senior Management to provide 3-5-minute welcome remarks and speaker introduction
- » Collateral material or gift distributed on seats during the designated Keynote
- » Ability to display a free-standing partner banner at registration during the event and in the area during your designated sponsorship (banner to be provided by sponsor)
- » 10x10 blank exhibit space in the 2022 SSU Exhibit Hall
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Partner Level logo placement on all applicable sponsor signage, event collateral, website and pre-event promotions
- » Distribution of company marketing collateral at registration desk
- » 5 full conference passes, plus a 50% discount on up to 3 additional passes
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post event.
- » Pre- and post-show email blast to attendees of the event

**COST: \$18,995**

## THOUGHT-LEADERSHIP SPEAKING SPONSORSHIP

(3 AVAILABLE)

This is your opportunity to establish yourself as an industry expert and become part of this year's program. As a thought leadership sponsor you will work with our editorial team to design a session highlighting your expertise that is incorporated into the scheduled programming. Highlight your industry know how while speaking in tandem with a satisfied client provided by you. Session will run 30 minutes in length during our existing education and will be promoted to attendees before, during, and after the event!

- » One-on-one consultation with editorial to ensure your message reaches this powerful audience. Final session to be approved prior to event by show management. This session is designed to educate not to be utilized as a sales pitch.
- » Post-show attendee list of those who attended your specific session (list to include email and phone of those who opt-in)
- » 10x10 blank exhibit space in the 2022 SSU Exhibit Hall
- » 4 full conference passes, plus a 50% discount on up to 2 additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Platinum Level logo placement in the event app, and on all applicable signage and marketing collateral distributed at the event
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post event.
- » Distribution of company marketing collateral at registration desk
- » Logo inclusion in pre-show featured email to attendees shouting out our "Platinum" sponsors and encouraging attendees to network during the event

**COST: \$14,495**



## TAKE ME OUT TO THE BALL GAME- SSU PARTY AT TRUIST PARK (1 AVAILABLE)

No better way to get “Social” in 2022 then to take attendees out to the ball game for a night of networking, connection, and Atlanta Braves Baseball!

- » Join 50-75 attendees from this year’s event as you take the socializing out of the conference and over to the ball park. As the host of this evening, attendees will receive “compliments of you” 1 Beer (or N/A Beverage), 1 Hot dog, and a branded signature tee shirt commemorating this year’s event. (T-shirt, and F&B provided by and coordinated by show management of your behalf)
- » Sponsor will have the ability to provide a gift bag to all attendees of the baseball game as a “post game” takeaway! (gift bag creation and contents are the sole responsibility and cost of the sponsor)
- » Sponsor branding would be included on all mentions of the Ballgame networking event, including but not limited to emails before, during and after the event, signage and push notifications
- » 10x10 blank exhibit space in the 2022 SSU Exhibit Hall
- » 2 full conference passes, plus a 50% discount on up to 2 additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Silver Level logo placement in the event app, and on all applicable signage and marketing collateral distributed at the event
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post event

**COST: \$12,495**



## SILVER 10x20 EXHIBIT SPACE (5 AVAILABLE)

This entry level program is designed to provide you the chance to network and connect with this powerful audience all while building your sales pipeline for 2022 and beyond.

- » 10x20 blank exhibit space in the 2022 SSU Exhibit Hall
- » 4 full conference passes, plus a 50% discount on up to 2 additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Silver Level logo placement in the event app, and on all applicable signage and marketing collateral distributed at the event
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72 hours post event
- » Logo inclusion in pre-show featured email to attendee shouting out our sponsors and encouraging attendees to network during the event

**COST: \$10,495**

## BRONZE 10x10 EXHIBIT SPACE (5 AVAILABLE)

This entry level program is designed to provide you the chance to network and connect with this powerful audience all while building your sales pipeline for 2022 and beyond.

- » 10x10 blank exhibit space in the 2022 SSU Exhibit Hall
- » 2 full conference passes, plus a 50% discount on up to 2 additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Bronze Level logo placement in the event app, and on all applicable signage and marketing collateral distributed at the event
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post event
- » Logo inclusion in pre-show featured email to attendee shouting out our sponsors and encouraging attendees to network during the event

**COST: \$6,495**

## COCKTAIL RECEPTION SPONSORSHIP

(1 AVAILABLE)

Make it the ultimate experience with our Nighttime Networking. Engage attendees on a more social level while they take a break and grab a cocktail and mingle with you at the event.

- » Sponsor designation during the Cocktail Reception taking place at this year's event.
- » Ability to work with show management to design a signature cocktail to be distributed to attendees in a company branded glass.
- » Sponsoring company can activate a game or giveaway during the reception- (any added cost for a special activation is the sole cost of the sponsor)
- » Logo placement on the bar cards describing the signature cocktail
- » Ability to play a company video or sizzle reel during the reception
- » Reception sponsorship includes exclusive branding on signage during the reception and on-screen in the reception area
- » Logo placement on napkins during the Reception and ability to display/distribute company collateral and or gift during the Reception.
- » 10x10 blank exhibit space in the 2022 SSU Exhibit Hall
- » 4 full conference passes, plus a 50% discount on up to 2 additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Silver Level logo placement in the event app, and on all applicable signage and marketing collateral distributed at the event
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post event

**COST: \$9,995**

## LOUNGE SPONSORSHIP

(1 AVAILABLE)

Serve as a Host of the Social Shake-Up Lounge. This is the go-to space at the event for attendees and speakers to network, take meetings, recharge and relax.

- » Lounge sponsorship includes exclusive branding on signage in the Lounge and ability to display/distribute company collateral and or gift during the event
- » Lounge will feature relaxing furnishings and charging stations to allow attendees to recharge while they regroup
- » 10x10 blank exhibit space in the 2022 SSU Exhibit Hall near the lounge area
- » 3 full conference passes, plus a 50% discount on up to 2 additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Silver Level logo placement in the event app, and on all applicable signage and marketing collateral distributed at the event
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post event.

**COST: \$9,995**





## LUNCHEON SPONSORSHIP

(2 AVAILABLE)

Time to take a break from the day and connect during our annual networking lunch. Enjoy a delicious meal and engage attendees on a more social level.

- » Sponsor to receive shout out and recognition from show management during morning announcements
- » Sponsor designation during the Luncheon at this year's event
- » Ability to work with show management to design a signature "mocktail" to be distributed to attendees in a company branded glass
- » Logo placement on the bar cards describing the signature "mocktail"
- » Luncheon sponsorship includes exclusive branding on signage and napkins during the Lunch and ability to display/distribute company collateral and or gift during the Lunch
- » 3 full conference passes, plus a 50% discount on up to 2 additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Silver Level logo placement in the event app, and on all applicable signage and marketing collateral distributed at the event
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post event

**COST: \$7,495**



## NETWORKING BREAK SPONSORSHIP

(2 AVAILABLE)

Take it to the next level with networking, capturing all of the benefits of the tabletop experience and then engage attendees while they take a break at the event. This is your chance to get creative, catch their attention, think outside the box with gamification or giveaway. Let us know how we can tailor this specifically to your message.

- » Sponsor designation of one of the refreshment breaks taking place during this year's event (choice of break based on order of contract receipt)
- » Refreshment break sponsorship includes exclusive branding on signage at the break and on-screen in the refreshment area
- » Logo placement on napkins and cups during the designated break and ability to display/distribute company collateral and or gift during the designated break
- » 2 full conference passes, plus a 50% discount on up to 2 additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Bronze Level logo placement in the event app, and on all applicable signage and marketing collateral distributed at the event
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post event

**COST: \$6,495**



## LANYARD SPONSORSHIP

(1 AVAILABLE)

Have your company be the first thing attendees see as they arrive at the 2022 event—be top of mind as you literally wrap them in your branding!

- » One color logo placement on the lanyards distributed to all attendees as they check in at registration (lanyard provided by show management)
- » Bronze Level logo placement on all applicable sponsor signage, event collateral, website and pre-event promotions
- » Distribution of company marketing collateral at registration desk
- » 1 full conference pass, plus a 50% discount on up to 2 additional passes
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post event.

**COST: \$6,995**

## ROOM DROP SPONSORSHIP

(1 AVAILABLE)

- » Bronze Level logo placement on all applicable sponsor signage, event collateral, website and pre-event promotions
- » Distribution of company marketing collateral at registration desk
- » 1 full conference pass, plus a 50% discount on up to 2 additional passes
- » Post Show attendee list: Name/Title/Company/Physical mailing address provided 72 hours post event
- » Show management will pay for the per room fee of \$5 per room to the hotel any and all costs associated with the room drop beyond that including but not limited to item itself, shipping, etc. are the responsibility of the sponsor

**COST: \$6,995**

## WIFI SPONSORSHIP

(1 AVAILABLE)

Drive premium traffic back to your website by sponsoring the event 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.

- » 2 full conference passes, plus a 50% discount on up to 1 additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Bronze Level logo placement in the event app, and on all applicable signage and marketing collateral distributed at the event
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post event

**COST: \$6,995**





# LOOKING FOR A UNIQUE ACTIVATION... OR HAVE QUESTIONS ON SPONSORING?

We've got you. Ask about our  
custom packages, tailored to  
your specific marketing goals.

## CONTACT:

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