



**ENGAGE**20

# Sponsorship Prospectus

MAY 31- JUNE 3, 2020  
THE PHOENICIAN RESORT  
SCOTTSDALE, ARIZONA

ENGAGE has long been the premier data and technology conference for buy-side investment managers. In 2020, our event expands to include a larger set of BNY Mellon data and analytics applications, including the Eagle products. Building on our ENGAGE18 strategy to transform tomorrow together and create a next-generation cloud-first data and analytics platform, ENGAGE20 showcases the large array of new business applications developed by BNY Mellon Data and Analytics Solutions.

 **BNY MELLON**

# Showcase your firm at the premier financial services data and technology conference.

## Who will you meet?

You can expect to see 600 people from a broad cross-section of the investment management industry. In 2018, we had a global representation of clients from 5 continents and 9 countries.

**100+**  
client firms were represented

**31%**  
of attendees were C-level, Managing Director, or Director Level

## Why ENGAGE20?

ENGAGE showcases industry solutions like yours to 400+ individual technology-centered client attendees.

### SPONSOR BENEFITS

- Access to key technology and digital decision makers
- 3 days of exhibiting your organization alongside BNY Mellon in the Solutions Pavilion
- Access to the full agenda of events, including all sessions and networking opportunities
- Discounted room rate (\$299+/night) at the host hotel, The Phoenician Resort, to maximize your time networking

## Agenda Content

ENGAGE offers a comprehensive three-day agenda comprised of 2 general sessions and over 30 breakout sessions.

### AGENDA HIGHLIGHTS

- Keynote speakers
- Thought leadership presentations
- Client case studies
- Client and expert panel discussions
- Product strategy and roadmaps
- Product and solution demonstrations
- Golf tournament and other excursions offer quality one-on-one time with attendees

# What Sponsors Said about ENGAGE18

**100%** of surveyed sponsors would recommend this event

**100%** of surveyed sponsors rated the value of their sponsorship as “good” or “excellent”

**96%** of surveyed sponsors rated the quality and quantity of sponsorship recognition as “good” or “excellent”

For questions or sponsorship, contact:

### Joel Kornblum

joel.kornblum@bnymellon.com  
office: 416.775.3156  
mobile: 416.522.7330

### Adelle Condon

adelle.condon@bnymellon.com  
office: 781.943.2074

# Sponsorship Packages

## ELITE

(CONTACT US FOR AVAILABILITY AND PRICING)

- Day 1 or Day 2 General Session official sponsors
- Exclusive one-hour breakout session
- General Session VIP seating

### PACKAGE ALSO INCLUDES:

- 5 conference registrations
- 8x20 preferred booth space
- Logo/signage at registration desk for duration of conference
- Logo with hyperlink and profile on conference website
- Logo on banner sign in the Solutions Pavilion
- Signage entering General Sessions
- Logo and profile on conference app

## DIAMOND

(CONTACT US FOR AVAILABILITY AND PRICING)

Choice of one of the following sponsorship benefits:

- Sunday Welcome Reception
- Exclusive golf sponsor
  - Golf balls with company logo
- Exclusive spa excursion sponsor
  - Spa Zen kit with company logo
- Exclusive one-hour breakout session

### PACKAGE ALSO INCLUDES:

- 4 conference registrations
- 8x10 preferred booth space
- Logo with hyperlink and profile on conference website
- Logo on banner sign in the Solutions Pavilion
- Logo and profile on conference app

## GOLD

\$25,000

Choice of one of the following sponsorship benefits:

- Monday Solutions Pavilion reception
- Monday dinner
- Tuesday dinner

### PACKAGE ALSO INCLUDES:

- 3 conference registrations
- 8x10 preferred booth space
- Logo with hyperlink and profile on conference website
- Logo on banner sign in the Solutions Pavilion
- Logo and profile on conference app

## SILVER

\$18,000

Choice of one of the following sponsorship benefits:

- Monday breakfast
- Monday lunch
- Tuesday breakfast
- Tuesday lunch
- Wednesday breakfast

### PACKAGE ALSO INCLUDES:

- 2 conference registrations
- 8x10 preferred booth space
- Logo with hyperlink and profile on conference website
- Logo on banner sign in the Solutions Pavilion
- Logo and profile on conference app

## BRONZE

\$13,000

- 2 conference registrations
- 8x10 booth space
- Logo with hyperlink and profile on conference website
- Logo on banner sign in the Solutions Pavilion
- Logo and profile on conference app

## NETWORKING

\$7,500

- 1 conference registration
- Additional registration(s) at \$3,500 each

## SPONSORSHIP ENHANCEMENTS (MINIMUM REQUIREMENT IS TO BE A SILVER SPONSOR)

### \$20,000

Exclusive Wi-Fi sponsor

- Company logo included with all Wi-Fi instructions and signage
- Wi-Fi password of your choosing, pending approval (ex. your company name)

### \$10,000

Reception sponsorship (2 available)

- Branded cocktail napkins included
- Exclusive Coffee Break Sponsor
- Branded sustainable coffee cup sleeves on every coffee station for duration of conference

### \$5,000

Choice of one of the following:

- Lanyard
- Room key
- Tote
- Mobile app
- Marketing collateral room drop (3 available, excludes cost of printing)

Contact us for additional enhancement opportunities. Booth selection will take place in March 2020.

## **What sponsors said about ENGAGE18:**

“We saw great interest in our solution, and the people we spoke with at ENGAGE were some of the key decision makers”

“Fantastic conference; we value our sponsorship and participation with the ENGAGE conference”

“...the value of the sponsorship was well worth it”

# **ENGAGE20**

Learn more at [engageconference.bnymellon.com](https://engageconference.bnymellon.com)