



LEARN INBOUND

**SPONSORSHIP
OPPORTUNITIES**

WHAT IS LEARN INBOUND?

AT A GLANCE



600+ Attendees



13th & 14th September, 2018



Round Room, The Mansion House, Dublin



18 Presentations



SEO, PPC, CRO, PR, Content Marketing,
and Growth Hacking

Learn Inbound brings world class marketing experts to Ireland to cover a wide array of topics, such as conversion optimization, email marketing, copywriting, landing pages, PPC, analytics, content marketing and much more.

Each year, the events also attract the best creative and technical marketing talent in Ireland to discuss the latest changes at the cutting edge of the industry.



VENUE

The Round Room in the Mansion House is a premier events venue in the heart of Dublin city. This stunning venue offers 6 versatile and flexible spaces with state of the art facilities catering for events from 7 to 700 guests.

It's cool, it's edgy and it's our home for the two-day September Learn Inbound event.



SOME OF OUR SPEAKERS

Learn Inbound brings together the brightest minds in conversion optimization, email marketing, copywriting, landing pages, pay-per-click, analytics, content marketing and much more. You'll learn from the world's best marketers, all in one place.

EMCEE

Barry Adams

Founder
Polemic Digital



Click on a speaker below to find out more...



Samantha Noble

Founder
Biddable
Moments



Wil Reynolds

Founder
SEER Interactive



Oli Gardner

Co-Founder
Unbounce



Lexi Mills

Managing Director
Marquis
Communications



Purna Virji

Senior Manager,
PPC Training
Microsoft



Talia Wolf

Conversion
Optimisation Specialist
GetUplift



Aleyda Solis

International SEO
Consultant
Oranti



Joanna Wiebe

Founder
Copy Hackers



Amy Harrison

Copywriter
HarrisonAmy.com



Ian Lurie

Vice President
Clearlink

ATTENDEE PROFILE

COMPANY SIZE



COMPANY TYPE

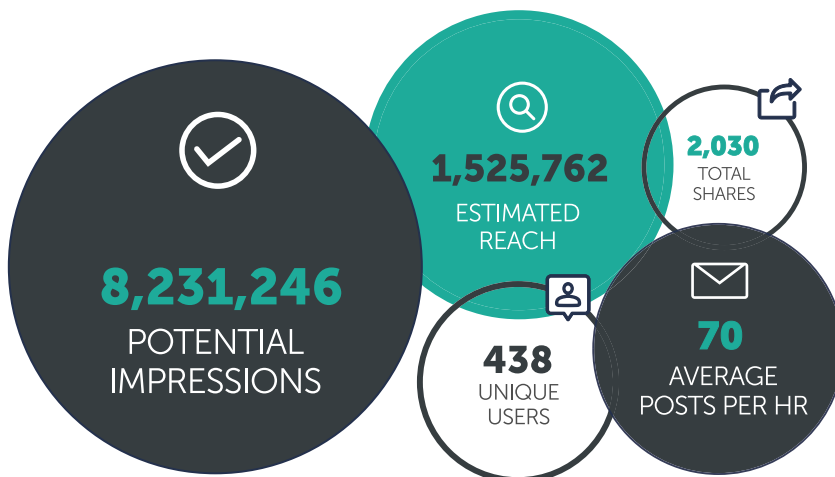


ATTENDEE ROLE



WHAT TITLES SHOULD YOU EXPECT AT LEARN INBOUND?

- CEO
- CMO
- Account Executive
- Product Manager
- Brand Manager
- Media Director
- Ad Executive
- Marketing Director
- Account Manager
- Analyst



SOCIAL ENGAGEMENT FROM LAST YEAR'S ATTENDEES



COMPANIES PREVIOUSLY IN ATTENDANCE



PAST SPONSORS

Over the past three years, we have crafted brand-specific sponsorship packages for digital agencies, SaaS companies, educational providers, recruitment agencies and more. Connect with more than 600 people from over 15 countries. Join us at Learn Inbound as a sponsor to power your brand and generate connections with senior level decision makers to help you drive results for your business.



www.ncirl.ie



www.iedr.ie



www.nextgeneration.ie



www.deepcrawl.com



www.256media.ie



www.wolfgangdigital.com



www.branded3.com



www.iprospect.com



PREMIER SPONSORSHIPS

Partnering with Learn Inbound positions your brand alongside the most recognised digital marketing events in Ireland (14 events and over 3,000 attendees since 2015). On the day, you will have access to top digital marketing professionals. From startups to established agencies, you will have prime networking opportunities. It will also be a day for your staff and clients to build their knowledge outside the office.

The partnership extends well beyond the day of the event. Pre and post event, you will be aligned with our strong brand and nurtured community (8,500 and counting). We will be using our channels to promote your organisation providing significant brand awareness - the content marketing opportunities are endless. Our partner packages have been designed to meet your needs and are aligned to help you achieve your business goals, i.e. raising your brand profile, develop partnerships, access to our community, building relationships, recruitment, lead development etc.

	BRONZE	SILVER	GOLD
Price	€3,000	€6,000	€8,000
Complimentary Tickets	2	5	10
Logo on Learninbound.com	✓	✓	✓
Logo at registration and holding screens	✓	✓	✓
Featured content on Social Media (Pre / During & Post Event)	✓	✓	✓
Reserved Seating	✓	✓	✓
Shoutout from the main stage as a sponsor	✓	✓	✓
Full-screen Ad on rotation on the social media wall	✓	✓	✓
Turnkey Exhibition Stand (2 Days)	x	✓	✓
Logo on Main Stage	x	✓	✓
Logo on all Learn Inbound Printed Promotional Materials	x	✓	✓
Full page Ad in Booklet	x	✓	✓
Access to Speakers	x	✓	✓
Speaking Opportunity at Pint Sized Marketing Meetup	x	x	✓
Guest Blog Post on LearnInbound.com (9,000 visitors p/m)	x	x	✓
Promo email about your business to Learn Inbound subscribers	x	x	✓
Swag (Sponsors provide)	x	x	✓

All prices exclude VAT

We are delighted to be in our 3rd year of partnership with Learn Inbound. Our initial partnership was in Learn Inbound's startup phase, and over the years it has gone from strength to strength as a digital marketing conference. Mark and his team are passionate about growing and supporting the inbound community within Ireland, with regular meetups, training, workshops and events backed by an impressive list of speakers - and as a sponsor, we are proud to play a part in their growth. Every event is meticulously executed, and there is always a genuine buzz among the attendees - as they get the chance to connect with like-minded people, engage with all of the sponsors and hear from the industry's leading professionals. We are really looking forward to the 2 Day Conference in September 2018.

Emma Quinn - Senior Marketing Manager, Next Generation Recruitment



ADDITIONAL SPONSORSHIPS (PER DAY)

Over 600 marketers will be in attendance at our two-day conference. We can help you improve the brand visibility of your company among an audience of in-house, agency side and SME marketers. Our networking parties provide significant opportunities for brand exposure and strategic networking among a key audience of decision-makers in the digital marketing industry. Build awareness of your company and form lasting partnerships by encouraging our audience to interact with you throughout our two-day conference.



LANYARD | €2,500

Every attendee will be handed a name badge and lanyard upon arrival at the venue. Create lasting exposure by showcasing your brand as the lanyard sponsor for the duration of the conference. All attendees and speakers will need to wear one to access the conference and networking parties.



FULL PAGE ADVERT (Event Booklet) | €1,000

Get your brand in front of 600 marketers by having a full page advert in the event booklet. Whether you wish to promote job vacancies, a particular product or service, or an offer to entice our audience to check out your company, the full page advert is an affordable way to capture the attention of a qualified audience of senior decision makers.



PROMOTIONAL EMAILS | €1,000

Generate a measurable return on sponsoring our two-day conference by working with us on a promotional email campaign to our 10,000+ subscribers. We will work with your marketing team to help craft an email that will resonate with our audience and drive leads for your business.



PRE-CONFERENCE NETWORKING PARTY | €5,000

The night before we kick off our two-day conference, we will be hosting a networking party to bring together the digital community of Dublin and the people attending our event. Our pre-conference networking party is the perfect opportunity to drive awareness of your company, capture audience data (we will drive people to your signup page) and foster relationships with those in the industry.

All prices exclude VAT



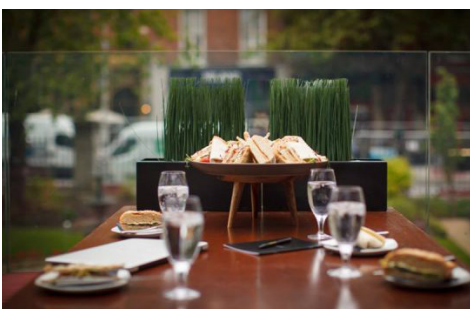
POST-CONFERENCE NETWORKING PARTY | €5,500

All good things must come to an end. But most good things don't end quite so spectacularly. Whether you're looking to mingle with the speakers, generate brand awareness or expand your mailing list, we've got you covered. Following the two-day conference, we will be hosting an afterparty to allow attendees to enjoy a drink, build connections with one another, and chat with our sponsors. Attendees must register their interest in attending the afterparty through your signup page.



LUNCHTIME TOPIC TABLES | €1,000

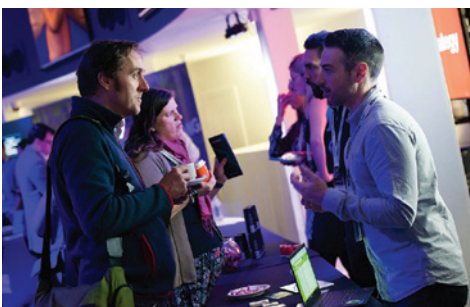
Generate leads by hosting a topic table during the lunch break. If you have a topic you'd like to discuss which you feel will be of interest to our audience, we will promote your topic table in the lead up to the conference. Attendees must pre-register for it, and you will have one hour to chat with up to 10 attendees about a given topic.



MEETING SPACES | €1,000

Want to arrange face-to-face meetings with our audience? We will set a space aside for you at the conference to allow you to have meetings with our attendees without any distractions. A table, some chairs and pocket sockets will be available so that you can demo your software, offer training & support or showcase your services. We will promote a shared calendar before and during the conference that will allow attendees to register interest in a meeting with you.

Throughout the conference, there will be a number of refreshment breaks to allow sponsors to chat with our audience. It's a prime opportunity to promote your brand, generate leads and close deals with senior level decision makers. As a digital marketing conference, we're always searching for opportunities to use technology to help sponsors build connections with our audience. Generate a measurable return on sponsoring our two-day conference by taking a look at the options below.



BREAKFAST | €3,500

Upon arrival at the venue for registration (from 08:00), attendees can enjoy complimentary tea, coffee and some light snacks before the conference begins (09:00). We can create a brand-specific experience for you to build connections with 600 marketers.

All prices exclude VAT

ADDITIONAL SPONSORSHIPS (PER DAY)



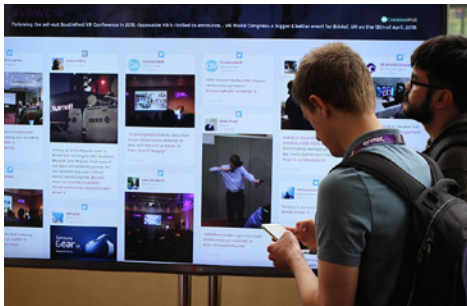
LUNCH | €5,000

For the lunch break (13:00-14:00), attendees will have a voucher that can be used at partner restaurants within walking distance of the conference venue. Through this sponsorship, you will be the lead sponsor of the vouchers, be promoted across our digital channels in the weeks leading up to the conference, and have the option to host topic tables in the partner restaurants to build connections with our audience.



COFFEE BREAKS | €2,500

Marketers love coffee, so that's why we have mid-morning and mid-afternoon coffee breaks to keep our audience caffeinated and focused for the day. Each coffee break is 25 minutes long and provides a great opportunity to build lasting relationships with senior level decision makers. We can help you build a brand-specific experience (e.g. branded paper cups) that will help our audience remember you long after the conference has finished.



SOCIAL MEDIA WALL | €2,000

Our audience loves to share the conference experience on social media. Last year's conference generated over 7 million potential impressions, had more than 4,000 tweets, averaged 30 tweets per minute and had an estimated reach of 1.5 million users. As the sponsor of the social media wall, you will be able to get your brand in front of our audience and the option to promote your products and services throughout the conference.



CHARGING STATIONS | €2,500

No one likes a flat battery, so that's why having a branded charging station area in the conference venue will help to draw the audience to you throughout the event. Not only will you be able to build new connections on the day, but your brand will also be promoted in the lead up to the event through our pre-conference email and social media campaigns.

All prices exclude VAT

ADDITIONAL SPONSORSHIPS (PER DAY)



PHOTO BOOTH | €2,500

Showcase your brand, product, or services using a high specification branded photo booth. This sponsorship includes a fully branded photo booth signage, logo on the printed photo sheets, and immediate social media impact as each photo will upload to Twitter with your branding on the event hashtag.



EVENT APP | €2,000

To help attendees keep on top of what's happening throughout the two-day conference, an event App will be made available to everyone. The event schedule, a list of our lunchtime partner restaurants and information about our sponsors, will be accessible through it. This sponsorship will allow you to be the lead sponsor of the App and provide the option to issue push notifications to attendees to let them know about a particular product or service.

All prices exclude VAT





LEARN INBOUND



Get in touch to learn more about our sponsorship packages.

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