



**VISTAGE**

# **2018 Vistage Sponsorship Opportunities**

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“Aligning AccountingDepartment.com with Vistage was a key growth marketing initiative we launched three years ago, and our commitment to and satisfaction with this decision has never wavered. In fact, we often explain that our marketing strategy centers around a sniper-like focus — targeting only key business decision-makers — and partnering with Vistage is one of the only channels we utilize requiring no extra effort to focus our marketing. The Vistage members and Chairs are well-suited to our offerings and our ongoing engagement opportunities have been second-to-none.”

Bill Gerber, Co-Founder  
AccountingDepartment.com

[www.vistage.com/sponsorship](http://www.vistage.com/sponsorship)



# Why Vistage?

Vistage Worldwide facilitates peer advisory boards exclusive to CEOs, key executives and business owners. We serve more than 21,000 members across 20 countries. Why do the world's business leaders trust Vistage? Because our members grow their businesses 2.2x faster than average small and medium-sized businesses.

**Access to CEOs and business owners with buying power** – The average sales volume of member companies is \$45 million.

**It's global** – Connect with more than 21,000 international C-level executives and business owners.

**It's exclusive** – Invitations to events restricted to Vistage members and a handful of qualified guest executives.

**The world's leading SMBs** – Vistage member companies grow at 2.2x faster than average small and medium-sized business.

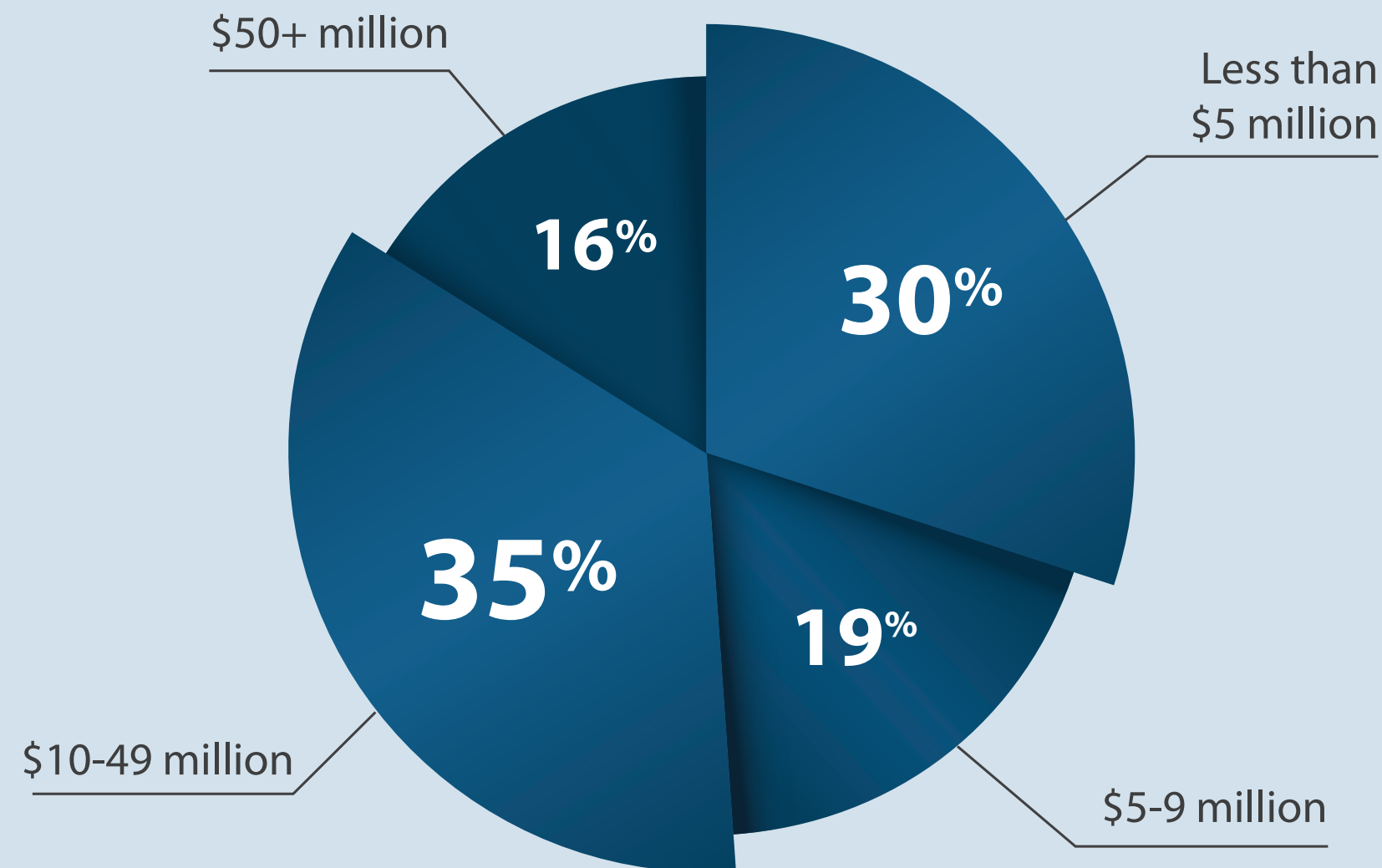




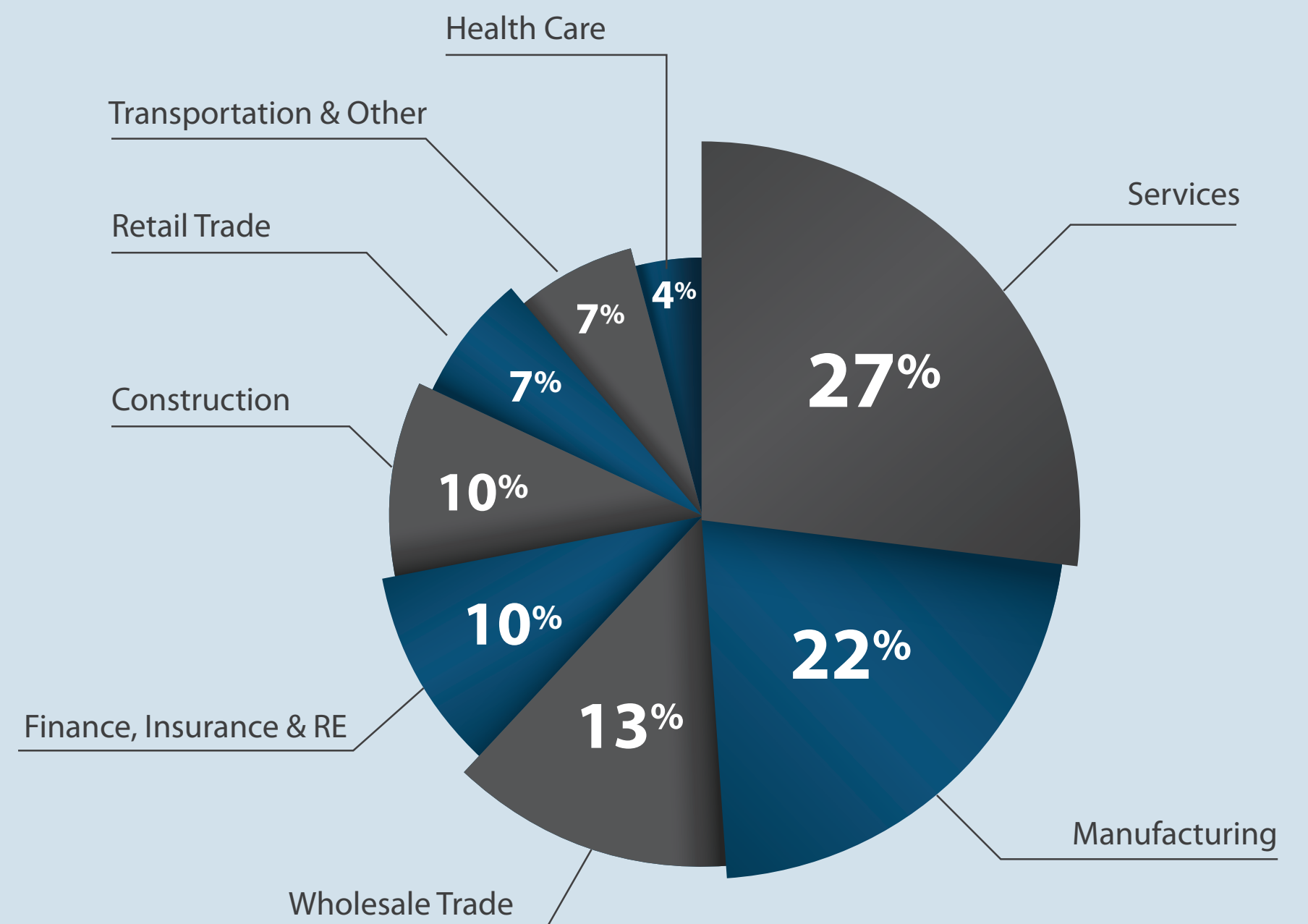
# Why Vistage? Continued

## Vistage member companies

### Annual sales revenue:



### A wide reach of industries:



“Vistage members are naturally more open to new ideas, fresh perspective and change than typical business leaders — a hypothesis proven by our sponsorship, which has allowed us to build hundreds of relationships with Vistage Chairs and members that continue to produce new business for The Predictive Index. We’re happy to have such a great partner in helping us realize our vision to positively impact the productivity and happiness of the world’s workforce.”

Mike Zani, CEO and Vistage Member  
The Predictive Index





**How valuable would it be to you and your company to get in front of hundreds of CEOs and business owners in one venue, in one day?**

Consider sponsoring a Vistage Event. Our members — a community of results-driven CEOs and business owners — are open to new approaches to growing their business. They attend our Executive Summits seeking insights and perspectives from speakers, other members and the carefully curated business resources who sponsor our programs.

A Vistage sponsorship works because we present sponsors as thought leaders, not advertisers. Your sponsorship includes a range of marketing platforms: exhibit space, workshops, and digital and print branding.

Your first Vistage event will introduce you to hundreds of business leaders receptive to new strategies and with the buying authority to jump-start a business partnership with your firm.

Vistage member companies experience 2.2 times the growth of average small and medium-sized U.S. companies. If you are interested in being part of their success, please read on to learn more.

Mary Ellen Sheehy  
Sr. Vice President, Member Programs  
Vistage Worldwide





# Benefits of sponsorship

- Form business partnerships with CEOs and business owners
- Gain brand credibility with people who matter
- Connect with an engaged audience who trusts Vistage-sponsored content

## Hear from a sponsor





# Opportunities at a glance

A Vistage sponsorship takes your brand beyond the exhibit space. Our Vistage Executive Summits offer a casual Vistage setting where you can chat with Vistage members interested in accelerating business performance and growing as leaders. These are big events, attracting 100-800+ CEOs and business leaders across more than 35 cities in the U.S.

All sponsors receive a prominent, thoughtful brand presence and promotion through pre-event promotion, activities and events.

We have created sponsorship tiers that are easily customized to meet a wide range of budgets and scopes.

\* Summit sponsorships are available on a first-come, first-served basis. Please see Appendix A for the list of prices by event.

\*\* Space permitting



	Platinum	Gold	Silver
Vistage Executive Summits*	1	1	1
Opportunity to lead lunch workshop	✓		
Opportunity to lead 45-minute breakfast workshop or networking activity		✓	
Opportunity to provide educational handout to workshop attendees	✓	✓	
Opportunity to provide workshop post-event takeaway on the post-event page provided to all event invitees	✓	✓	
Standalone educational flyer in registration folders	✓	✓	
Exhibit space to include 1 high boy, 1 classroom table, 2 stools**	✓	✓	✓
Exhibit space placement	Platinum	Superior	Classic
Complimentary event registration	4	4	3
Opportunity to attend the Award Reception the night before the summit	1	1	1
Opportunity to participate in 20-minute networking activity during general session	✓	✓	✓
Reserved seating for your attendees in general session	✓	✓	✓
Promotional item on general session tables	✓		
Promotion as exclusive sponsor of meals, refreshment stations, registration, charging stations	✓		
Promotion as General Session sponsor	✓		
Recognition in general session by emcee	✓	✓	
Billing on event marketing materials	Platinum	Superior	Classic
Logo placement on sponsor passport			✓
Logo inclusion on Pre-event Reception digital marketing pieces			✓
Logo placement on Pre-event Reception signage			✓
Direct link to sponsor website from event site	✓	✓	✓
Logo, URL, and 400-character description on sponsor handout for event materials	✓	✓	
Logo and URL on sponsor handout for event materials			✓
Logo inclusion on event digital marketing pieces	✓	✓	✓
Logo placement on event signage	✓	✓	✓



# Next Steps

Become a sponsor. Secure your spot today as space is limited.

To pursue a Vistage Executive Summit sponsorship opportunity, please contact Lauren Allio:



**Lauren Allio**

Account Manager, Sponsorship Sales

[Lauren.Allio@Vistage.com](mailto:Lauren.Allio@Vistage.com)

Direct: 858.523.6866

For other sponsorship opportunities with Vistage, please contact Taybele Piven:



**Taybele Piven**

Director, Sponsorship Sales

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[www.vistage.com/sponsorship](http://www.vistage.com/sponsorship)