Coveo Impact 2020

Coveo Impact is returning for a fourth year – bigger and better than ever. Get ready to meet more than 500+ digital experience leaders, industry innovators and AI experts looking to gather the insights they need to fuel their business growth.

“Coveo Impact is a game-changer for customer experience professionals.”
Airdre Knox, GM Customer Systems, Xero

Your organization is a key component of Coveo’s own success and ability to continuously exceed our customer’s expectations, so we are honored to count you among our valued Impact sponsors.

Hundreds of industry leaders
70+ interactive sessions
Five groundbreaking keynotes
Three days
A Community of Innovators
What’s New at Coveo Impact

The Coveo team is committed to bring even more value to your sponsorship with innovative new offerings and value-add elements:

- The creation of a complimentary VIP pass for day one of the event; increasing traffic to your kiosk
- More AI-focused thought leadership exhibited through powerful keynotes and track-based sessions
- The expansion of Coveo Impact to regional events in Boston, London, and on the East Coast through 2020; giving you even more opportunities to network with our growing AI community.

Attendee Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Attendee Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>120</td>
</tr>
<tr>
<td>2018</td>
<td>235</td>
</tr>
<tr>
<td>2019</td>
<td>350</td>
</tr>
<tr>
<td>2020</td>
<td>550+</td>
</tr>
</tbody>
</table>
2019 Attendee Demographics

**Relationship to Coveo**
- 71% Customers & Prospects
- 23% Partners
- 6% Other

**Industries**
- Technology: 40%
- Manufacturing: 16%
- Banking & Finance: 11%
- Consulting: 9%
- Not For Profit: 5%
- Other: 19%

**Company size by number of employees**
- 32% Less than 1,000
- 34% 1,000 – 5,000
- 9% 5,000 – 10,000
- 9% 10,000 – 20,000
- 5% 20,000 – 50,000
- 4% 50,000 – 100,000
- 7% 100,000+
Thank you to our 2019 Sponsors
Platinum sponsorship (2 available)

Position your company as a leader in the AI market and benefit from the top spot as a Coveo Impact Platinum sponsor.

You will deliver a half-day workshop on a topic showcasing your expertise (topic to be discussed and approved), and be a central part of the conference pre-event agenda – a major draw for the attendees in the past 3 years.

Sponsorship inclusions:

- Opportunity to deliver a ½ day best practices workshop
- Double turnkey kiosk with lounge area in expo
- 2 lead capture licenses
- Logo in pre and post conference emails
- Company logo and URL on conference website
- Mobile app inclusion
- 3 sponsored social media engagements
- Access to registration list 2 weeks before the event (titles and companies) and to opt-in attendee list 2 weeks after event
- 1 blog post
- Logo on signage in hotel lobby
- 10 conference passes + 5 workshop passes

INVESTMENT: $30,000
Gold sponsorship (6 available)

As a Gold sponsor, you will position your brand as a thought leader and innovator in the AI community. Maximize your investment with a new double-size turnkey kiosk in the expo.

Customize the Gold sponsorship to your objectives – you will get to pick between the presentation of a 45-minute Customer Case Study or the presentation of a Networking Event.

Sponsorship inclusions:

- Choice between Customer Case Study (4 available) or Party Sponsorship (2 available)
- Double turnkey kiosk in expo
- 1 lead capture license
- Logo in pre and post conference emails
- Company logo and URL on conference website
- Mobile app inclusion
- 2 sponsored social media engagements
- Access to registration list 2 weeks before the event (titles and companies) and to opt-in attendee list 2 weeks after event
- 1 blog post
- Logo on signage in hotel lobby
- 5 conference passes + 3 workshop passes

INVESTMENT: $20,000
Silver sponsorship (10 available)

Coveo Impact is bringing more value to our Silver sponsorship level in 2020!

Get the chance to host a round table discussion on a topic showcasing your expertise in the “Birds of a Feather” lunch on Wednesday June 3\textsuperscript{rd} (topic to be approved by Coveo Impact).

**Sponsorship inclusions:**

- Host a round table during “Birds of a Feather” lunch
- Turnkey kiosk in expo
- 1 lead capture license
- Logo in pre and post conference emails
- Company logo and URL on conference website
- Mobile app inclusion
- Mention on social media
- Access to registration list 2 weeks before the event (titles and companies)
- Logo on signage
- 4 conference passes + 2 workshop passes

**INVESTMENT:** $12,500
Bronze sponsorship (15 available)

The bronze sponsorship level holds a great value for your growing partnership with Coveo. Get your own turnkey kiosk in the expo and increase your exposure to the AI community throughout the event.

**Sponsorship inclusions:**

- Single turnkey kiosk in expo
- 1 lead capture license
- Logo in pre and post conference emails
- Company logo and URL on conference website
- Mobile app inclusion
- Mention on social media
- Logo on signage
- 3 conference passes + 1 workshop pass

**INVESTMENT: $8,000**
Copper sponsorship (unlimited)

Planning to send your team to Coveo Impact?

The Copper package includes 2 conference passes and branding opportunities before, during, and after the event.

Sponsorship inclusions:

- Logo in pre and post conference emails
- Company logo and URL on conference website
- Mobile app inclusion
- Mention on social media
- Logo on signage
- 2 conference passes

INVESTMENT: $3,500
# Sponsorship Packages

<table>
<thead>
<tr>
<th>Number of sponsorships available</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>COPPER</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2</td>
<td>6</td>
<td>10</td>
<td>15</td>
<td>Unlimited</td>
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</table>

## Engagement & lead generation

<table>
<thead>
<tr>
<th>Audience engagement</th>
<th>Opportunity to deliver a ½ day Best Practices Workshop</th>
<th>Customer Case Study (4 available) or Networking Event sponsorship (2 available)</th>
<th>Host a round table during “Birds of a Feather” lunch</th>
<th>–</th>
<th>–</th>
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</thead>
</table>

<table>
<thead>
<tr>
<th>Turnkey kiosk</th>
<th>Double kiosk with lounge area</th>
<th>Double kiosk</th>
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<th>–</th>
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</thead>
<tbody>
<tr>
<td>Lead capture license</td>
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<td>✓</td>
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## Pre-Event

<table>
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<tr>
<th>Logo in pre-conference emails</th>
<th>✓</th>
<th>✓</th>
<th>✓</th>
<th>✓</th>
<th>✓</th>
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</thead>
<tbody>
<tr>
<td>Company logo and URL on event website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
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## Sponsorship Packages (Cont’d)

<table>
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<tr>
<th></th>
<th>PLATINUM</th>
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<th>SILVER</th>
<th>BRONZE</th>
<th>COPPER</th>
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</thead>
<tbody>
<tr>
<td><strong>Pre-Event (Cont’d)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media</td>
<td>3 engagements</td>
<td>2 engagements</td>
<td>Mention</td>
<td>Mention</td>
<td>Mention</td>
</tr>
<tr>
<td>Access to registration list 2 weeks before event*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>–</td>
<td>–</td>
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*Titles and companies

<table>
<thead>
<tr>
<th></th>
<th>PLATINUM</th>
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<th>BRONZE</th>
<th>COPPER</th>
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</thead>
<tbody>
<tr>
<td>Blog post</td>
<td>✓</td>
<td>✓</td>
<td>–</td>
<td>–</td>
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</table>

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<tr>
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<th>BRONZE</th>
<th>COPPER</th>
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</thead>
<tbody>
<tr>
<td><strong>On-Site Exposure</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Logo on signage</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Branding in lobby</td>
<td>✓</td>
<td>✓</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Mobile app inclusion</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Number of Access Passes</td>
<td>10 conference passes + 5 workshop passes</td>
<td>5 conference passes + 3 workshop passes</td>
<td>4 conference passes + 2 workshop passes</td>
<td>3 conference passes + 1 workshop pass</td>
<td>2 conference passes</td>
</tr>
<tr>
<td>Investment</td>
<td>$30,000</td>
<td>$20,000</td>
<td>$12,500</td>
<td>$8,000</td>
<td>$3,500</td>
</tr>
</tbody>
</table>
Amplify your brand exposure with these à la carte sponsorship options.

**Branded Hotel Key Cards – $2,500**
Increase your visibility by branding Coveo Impact hotel keycards, which attendees will be using countless times to enter and exit their rooms.

**Room Drop – $2,500**
Delivery of an item of your choice to each of the guest rooms in Coveo Impact room block at the conference hotel (Item to be agreed upon by both parties. Sponsor must supply item. Sponsor fee does not include the hotel delivery charges to each guest room).

**Lanyards – $5,000**
Exclusive exposure as the official lanyard sponsor. Your company will be featured on all attendee lanyards.

**Lounge – $3,500**
Coveo Impact attendees work hard – both in their daily lives and at the conference. Promote your brand to these professionals while allowing them to recharge & relax. The lounge will be located in the expo.

**Charging Station – $3,000**
Looking for a great way to “connect” your company with conference attendees? Offer them the opportunity to charge their mobile devices while on site at the conference, compliments of your mobile charging station. Station will be placed in the expo.

**“Innovation Live” Presenter – $4,000**
Present one of the most popular elements of Coveo Impact 2019! Associate your brand with customers and partners creating innovative ways of using Coveo.

**Mobile App – $4,000**
Exclusive recognition as the sponsor of the Mobile App. Sponsorship includes splash screen logo when App is launched, one banner ad displayed and one push notification from the Mobile App on each conference day.

Have another idea?
Contact us and we’ll be happy to discuss custom sponsorships!
Even More Ways to Engage Throughout 2020

Coveo Impact Regional Events

Building on the success of Coveo Impact, we are expanding our program to serve our community right in their own backyards. There are even more ways to participate and expand your presence in our growing Coveo community.

Timeline (subject to change)

APRIL  JUNE  OCTOBER

Boston  San Francisco  Europe  East

Need more information?
To learn more about Coveo Impact Regional Events, contact us
Coveo Elevate

Exclusive to two partners, get the chance to present in front of Coveo’s 600+ employees during Coveo Elevate, the company’s annual event that will be taking place in Québec city, July 7-9 2020.

This sponsorship will include main stage presence in front of our entire company, a kiosk in our expo and 2 tickets for your team members to attend.
Interested to learn more about these events?
Contact Joëlle Mathieu-Lessard