



Sponsorship Guide

You're invited to be an igniting sponsor of Spark, the first-ever Digital Experience Intelligence (DXI) conference, hosted by FullStory.

**Join us in Atlanta on
October 3–5, 2022.**

Say hello to Spark.

You're invited to be a part of Spark, the first-ever Digital Experience Intelligence (DXI) conference, held in Atlanta on October 3–5, 2022.

As a sponsor, you'll gain access and promotional opportunities to some of the industry's most engaged and influential leaders focused on product analytics, web analytics, digital experience, web and mobile optimization and more.

By participating as a sponsor, you will be able to share information on your solutions and network with leaders in an interactive forum – from large, educational presentations to more informal 1:1 meetings.

Spark will include tracks, covering:

- DXI Best Practices
- Product Sessions
- Industry Thought Leadership

Each track will feature presentations by key customers showcasing their digital transformation – including best practices, lessons learned and how they measured success in solving their business-critical challenges.

Highlights Include

- Partner pavilion showcase area
- Executive briefing center for 1:1 meetings
- Track breakout sessions featuring joint customers
- Networking opportunities
- Partner recognition

Perks of Sponsorship

As a Spark sponsor, you'll have the opportunity to share your brand with some of the industry's most engaged and influential leaders in product and web analytics, digital experience, web and mobile optimization, and more. Through sponsorship, you'll gain access to interactive events like educational presentations and informal 1:1s where you can ask questions and share solutions with other industry experts.

Depending on sponsorship level, partners gain exclusive access to:

- Partners-only pavilion showcase area
- Executive briefing center for 1:1 meetings
- Track breakout sessions featuring joint customers
- Networking opportunities
- Partner recognition

And that's not all! Sponsors will be able to highlight their customers through select tracks at the conference. Our DXI Best Practices, Product Sessions, and Industry Thought Leadership tracks will feature presentations by key customers showcasing their unique digital transformations. As a part of each track, sponsor-selected customers will be invited to share their brand and successes.

Still on the fence?

Here are the top 5 reasons Spark is worth the sponsorship:

Lead Generation

Your customers and prospects will be here. This is a unique opportunity to showcase your current and upcoming offerings to a like-minded audience.

Engage with Your Target Audience

Interact with attendees at your booth and throughout the conference. Take the opportunity to show joint demos, illuminate consulting ROI, and engage in 1:1 discussions with potential clients.

Identify Customer Needs

Learn from FullStory customers who will be sharing their best practices, benefits gained, and lessons learned in our customer-led sessions.

Increase Brand Awareness

Highlight your partnership with FullStory, demonstrating how your offerings are helping to expand today's digital enterprise. Reinforce your position as a trusted advisor collaborating with FullStory and showcase how our joint offerings are shaping the future of digital experience intelligence.

Grow Your Network

Create new business relationships and strengthen existing ones with customers, partners and FullStory employees.

**Talk to your partner
representative to sign up today.**

Sponsorship Levels

	Platinum	Gold	Silver
Fees			
Standard fee	\$20,000	\$15,000	\$5,000
Early bird fee Ends 7/31/22	\$16,000	\$12,000	\$4,000
Sponsorships available	2	5	10
Benefits			
Speaking opportunity	30 min main stage panel, thought leadership topic featuring FullStory, 1 platinum partner representative and 1 joint customer <i>*2 of these will be offered</i>	30 min breakout session - must be a joint customer case study	Host/Monitor virtual chat session
Exhibit space	10x10 & Virtual Booth <i>Virtual booth includes: ability to chat via text or video, share videos, include downloadable assets or giveaways.</i>	10x10 & Virtual Booth	Table Top Booth
Branding opportunities	<ul style="list-style-type: none"> • Logo on lanyards, customer awards, welcome reception • Logo in emails, mobile app, website, and general session • FullStory social mentions • General session logo recognition on screen 	SELECT 2: <ul style="list-style-type: none"> • Logo in emails, mobile app, website, and general session • FullStory social mentions • General session logo recognition on screen • Announcement email to registrants and added to invitation 	<ul style="list-style-type: none"> • Logo in emails, mobile app, website, and general session

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Sponsorship Levels Continued

	Platinum	Gold	Silver
Benefits – Continued			
Tickets	4	3	2
Access/Private use of meeting room	2 hours	As available	None
Partner pavilion	<ul style="list-style-type: none"> • Badge scanner • Logo displayed in lobby 	<ul style="list-style-type: none"> • Badge scanner • Logo displayed in lobby 	<ul style="list-style-type: none"> • Badge scanner • Logo displayed in lobby

Additional sponsorship opportunities, à la carte

Based on availability and for an additional fee

- Special snack with signage
- Room drops
- Include an item in the virtual attendee direct mail boxes
- Item or logo included on in swag store
- Inclusion in the the event game (drive traffic to your booth)
- Video ads online before sessions in waiting rooms
- Banner ads on virtual platform
- Host a virtual roundtable
- Snack magic boxes during event

fullstory
SPARK

**Sign up now to take
full advantage.**

