



DIGITALXCHANGE
BOSTON 2018

SPONSORSHIP GUIDE

APPLAUSE^o



WHEN

October 2-3, 2018

WHERE

Revere Hotel Boston Common
200 Stuart Street
Boston, MA 02116

ABOUT THE CONFERENCE

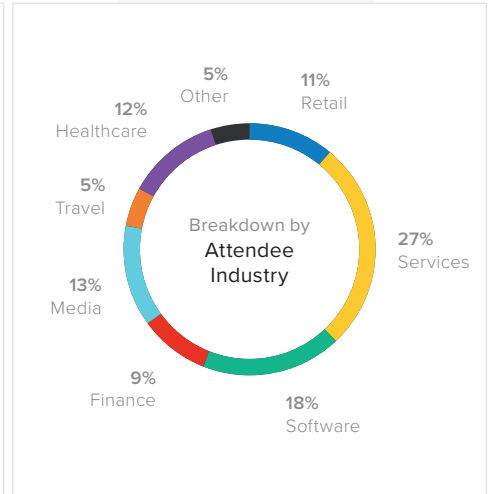
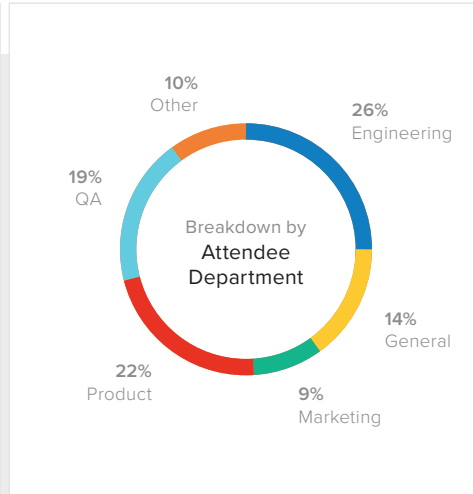
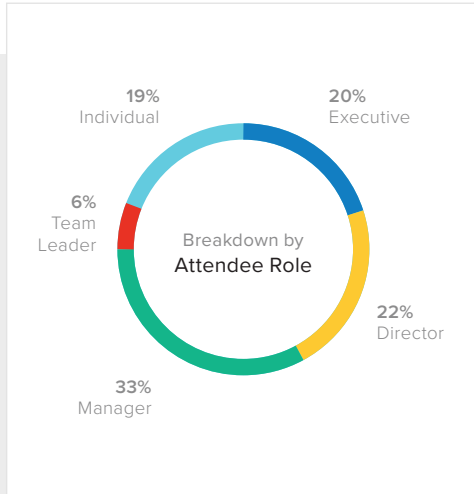


Thank you for your interest in sponsoring DigitalXChange '18! This one-and-a-half-day event will bring together **200+ leaders from the world's top digital businesses**. Friends and customers of Applause attend DigitalXChange to improve their processes for building software and delivering the digital experiences their users demand.

Join us on October 2nd and 3rd and stand out in this digital-first world.




































Connect with hundreds of digital leaders at leading companies. Join DigitalXChange as a sponsor to elevate your brand and drive business.



information based on last year's event



WHO ATTENDS DIGITALXCHANGE



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**TOP REPRESENTATIVES
FROM TOP BRANDS**

Attendees will include Applause customers and prospects in mid-level and executive roles. These professionals are involved in software projects that engage customers in the real world. Titles include: QA pros, software developers, VPs of engineering, CX managers, heads of digital / eCommerce, and UX designers, among others.



REASONS TO SPONSOR

ACCESS

Face-to-face access to Applause customers and prospects, professionals that make buying decisions around engineering, QA, CX/DX, eCommerce, and payments.

EXPOSURE

Brand exposure in communications and promotions related to DigitalXChange.

NETWORKING

Networking and discussions with Applause Executives and subject matter experts.





PARTNERSHIP HIGHLIGHTS

PLATINUM

DigitalXChange's premium option, the platinum package offers brands the opportunity to make a statement. Take your place amongst the top digital minds to share your expertise on AI, automation, digital innovation, and beyond on the mainstage. This package is perfect for leading brands looking to connect with the audience in a high-profile setting.

GOLD

The gold package is perfect for organizations looking to engage their peers and potential customers. Drive thought leadership and brand recognition with a breakout speaking session and unique networking opportunities.



PARTNERSHIP OPTIONS

	Platinum Level Sponsor	Gold Level Sponsor
<i>Price</i>	\$30,000	\$15,000
Attendee List	✓	✓
Conference Bag Inclusion	✓	✓
Basic Branding Package - Print & Digital	✓	✓
Advanced Branding Package - Social Wall	✓	
Speaking Session or Panel Inclusion	✓	

Additional Sponsorship Items			
Wi-Fi Sponsor	Welcome Reception Sponsor	Mobile App Sponsor	Charging Station Sponsor
\$2,500	\$5,000	\$5,000	\$5,000



DIGITALXCHANGE
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READY TO SPONSOR? LET'S CHAT!

Be a part of DigitalXChange and help shape the future of digital experience! If you have any questions regarding our sponsorship options, please contact us at applausesponsorship@appausemail.com

We look forward to partnering with you.

