

workfront



Global Sponsorship Guide

Orlando, FL
Gaylord Palms Resort
April 27-30, 2020

London, UK
Royal Lancaster
June 2-3, 2020

Leap 2020 details

WHO

You and 3,000+ masters of modern work, including Workfront customers, prospects, employees and thought leaders.

WHAT

Leap is the premier modern work management event of the year. Leap features prominent keynotes, 1:1 consulting, and exclusive networking opportunities.

WHEN

US: April 27-30, 2020
UK: June 2-3, 2020

WHERE

US: Gaylord Palms Resort, Orlando, Florida
UK: Royal Lancaster, London

WHY

The Workfront Leap 2020 Conferences are an opportunity to connect your brand to a growing global network of Workfront users, prospects, and key industry thought leaders in Modern Work Management.

HOW

If you are interested in more information or potentially becoming a sponsor, please contact your Workfront Partner Business Manager, Alliance Director, or email leap@workfront.com.



ORLANDO

2,500+ attendees
150+ sessions

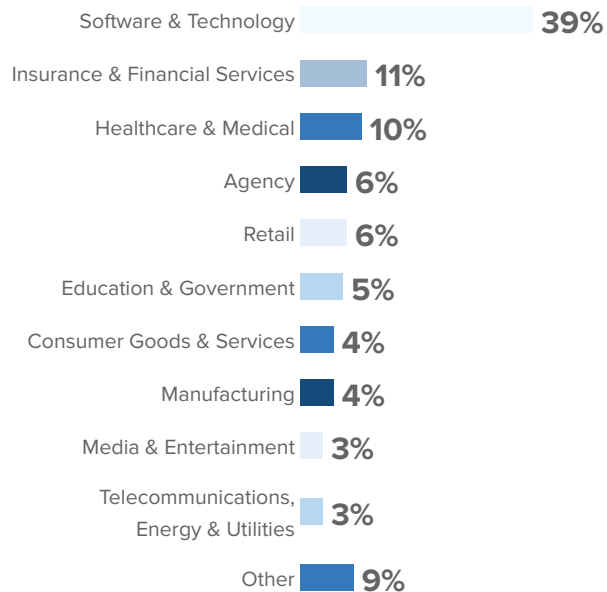
LONDON

500+ attendees
50+ sessions

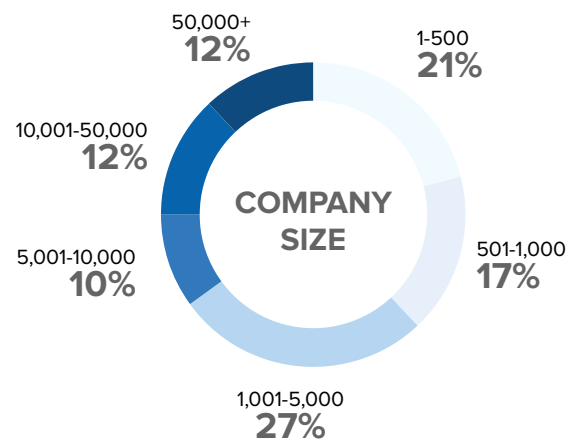
Leap 2019 attendee demographics

Leap attendees represent a variety of job roles, company sizes, and industries. These are big decision makers as well as leading masters of modern work. Sponsorship at Leap enables you to reach a mix of Workfront users, prospects, and industry experts in modern work management.

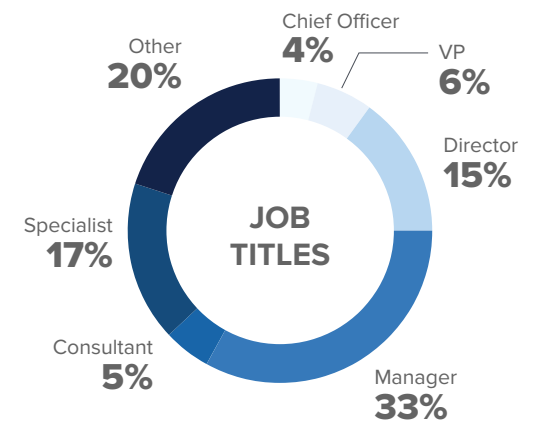
ATTENDEES BY INDUSTRY



ATTENDEES BY COMPANY SIZE



ATTENDEES BY JOB TITLE



Thanks to our 2019 sponsors. Join us in 2020.

LEAP 2019 SPONSORS

Titanium

Accenture Interactive

Platinum

Deloitte.
Digital

Gold

Capgemini   

Silver

 CAPABILITYSOURCE  moventus  Adobe

Bronze

 io integration  ZEE JAY DIGITAL
 smartempo  MILESTONE
MANAGEMENT
PARTNERS
 cella  STRALA

Associate

 agency 415  AtAppStore
 WNDYR  NETSource Consulting
Hoodoo

LEAP LONDON 2019 SPONSORS

Platinum

 Adobe

Gold

 ethos

Silver

 WNDYR  ensemble  blueprintX

Bronze

 io integration  leapoint
 ALLOCADIA  MILESTONE
MANAGEMENT
PARTNERS
 acensys  smartworks

Associate

 agency 415  AtAppStore
 ZEE JAY DIGITAL
THE MARKETING TRANSFORMATION COMPANY

2020 sponsorship opportunities (Global: Orlando and London)

Take advantage of Leap globally through a variety of sponsorship opportunities that best suit your needs. Sponsorships are limited and will be available on a first come, first served basis. Distribution or promotion of partner collateral at Leap is reserved for sponsors based solely on sponsorship offerings.

	Titanium – \$100,000	Platinum – \$55,500	Gold – \$43,000	Silver – \$31,500	Bronze – \$12,000	Associate – \$4,000
Sponsor slots available	1	1	2	3	6	10
Logo & link on event website	✓	✓	✓	✓	✓	✓
Email recognition	✓	✓	✓	✓	✓	✓
Blog recognition	✓	✓	✓	✓	✓	✓
Leap app sponsor listing	✓	✓	✓	✓	✓	✓
Leap app/ad post promotions	Orlando: 3 / London: 2	Orlando: 2 / London: 1	Orlando: 1 / London: 1	-	-	-
Staff conference pass	Orlando: 12 / London: 5	Orlando: 10 / London: 4	Orlando: 4 / London: 3	Orlando: 3 / London: 3	Orlando: 2 / London: 2	Orlando: 1 / London: 1
50% staff conference pass discount (up to 10)	✓	✓	✓	-	-	-
Prospect customer passes	Orlando: 12 / London: 5	Orlando: 5 / London: 3	Orlando: 3 / London: 2	-	-	-
Onsite venue branding	✓	✓	✓	✓	✓	✓
Breakout session speaking opportunity*	Orlando: 2 / London: 1	Orlando: 1 / London: 1	Orlando: 1 / London: 1	Orlando: 1 / London: 1	-	-
Keynote recognition	✓	✓	✓	-	-	-
Reserved keynote seating	✓	✓	✓	-	-	-
Turnkey exhibit	Orlando: 20'x20' London: 5x3m	Orlando: 10'x20' London: 4x2m	Orlando: 10'x15' London: 3x2m	Orlando: 10'x10' London: 2x2m	Orlando: 5'x10' London: 1x2m	-
Lead scanning devices	Orlando: 4 / London: 2	Orlando: 3 / London: 2	Orlando: 2 / London: 1	Orlando: 1 / London: 1	Orlando: 1 / London: 1	-
Access to Partner Lounge	✓	✓	✓	✓	✓	-
Bag insert	✓	✓	✓	✓	-	-
Party sponsorship	First option of: Welcome Reception or Conference Party	Shared second option of: Welcome Reception or Conference Party	Prominent Branding @ Happy Hour (US only)	-	-	-
Main stage speaking opportunity* (US only)	✓	-	-	-	-	-
Private meeting space (US only)	✓	Option to purchase at additional rate	Option to purchase at additional rate	-	-	-
Joint press release option	✓	✓	-	-	-	-

*with topic approval

2020 sponsorship opportunities (Orlando only)

Take advantage of Leap through a variety of sponsorship opportunities at Leap Orlando that best suit your needs. Sponsorships are limited and will be available on a first come, first served basis. Distribution or promotion of partner collateral at Leap is reserved for sponsors based solely on sponsorship offerings.

	Titanium – \$85,000	Platinum – \$45,000	Gold – \$35,000	Silver – \$25,000	Bronze – \$7,000	Associate – \$3,000
Sponsor slots available	1	2	4	6	10	Open
Logo & link on event website	✓	✓	✓	✓	✓	✓
Email recognition	✓	✓	✓	✓	✓	✓
Blog recognition	✓	✓	✓	✓	✓	✓
Leap app sponsor listing	✓	✓	✓	✓	✓	✓
Leap app/ad post promotion	3	2	1	-	-	-
Staff conference pass	12	10	4	3	2	1
50% staff conference pass discount (up to 10)	✓	✓	✓	-	-	-
Prospect customer passes	12	5	3	-	-	-
Onsite venue branding	✓	✓	✓	✓	✓	✓
Breakout session speaking opportunity*	2	1	1	1	-	-
Keynote recognition	✓	✓	✓	-	-	✓
Reserved keynote seating	✓	✓	✓	-	-	-
Turnkey exhibit	20'x20' Booth	10'x20' Booth	10'x15' Booth	10'x10' Booth	5'x10' Booth	-
Lead scanning devices	4	3	2	1	1	-
Access to Partner Lounge	✓	✓	✓	✓	✓	-
Bag insert	✓	✓	✓	✓	-	-
Party sponsorship	First option of: Welcome Reception or Conference Party	Shared second option of: Welcome Reception or Conference Party	Prominent Branding @ Happy Hour	-	-	-
Main stage speaking opportunity* (US only)	✓	-	-	-	-	-
Private meeting space (US only)	✓	Option to purchase at additional rate	Option to purchase at additional rate	-	-	-
Joint press release option	✓	✓	-	-	-	-

*with topic approval

2020 sponsorship opportunities (London only)

Take advantage of Leap through a variety of sponsorship opportunities at Leap London that best suit your needs. Sponsorships are limited and will be available on a first come, first served basis. Distribution or promotion of partner collateral at Leap is reserved for sponsors based solely on sponsorship offerings.

	Titanium – £25,000*	Platinum – £18,000*	Gold – £13,500*	Silver – £10,000*	Bronze – £6,500*	Associate – £1,800*
Sponsor slots available	1	1	2	3	6	10
Logo & link on event website	✓	✓	✓	✓	✓	✓
Email recognition	✓	✓	✓	✓	✓	✓
Blog recognition	✓	✓	✓	✓	✓	✓
Leap app sponsor listing	✓	✓	✓	✓	✓	✓
Leap app/ad post promotions	2	1	1	-	-	-
Staff conference pass	5	4	3	3	2	1
50% staff conference pass discount (up to 10)	✓	✓	✓	-	-	-
Prospect customer passes	5	3	2	-	-	-
Onsite venue branding	✓	✓	✓	✓	✓	✓
Breakout session speaking opportunity**	1	1	1	1	-	-
Keynote recognition	✓	✓	✓	-	-	-
Reserved keynote seating	✓	✓	✓	-	-	-
Turnkey exhibit booths	5x3m Booth	4x2m Booth	3x2m Booth	2x2m Booth	1x2m Booth	-
Lead scanning devices	2	2	1	1	1	-
Access to Partner Lounge	✓	✓	✓	✓	✓	-
Bag insert	✓	✓	✓	✓	-	-
Party sponsorship	First option of: Welcome Reception or Conference Party	Shared second option of: Welcome Reception or Conference Party	-	-	-	-
Joint press release option	✓	✓	-	-	-	-

*Price subject to 20% VAT

**With topic approval

2020 à la carte sponsorship opportunities (Orlando only)

These à la carte opportunities are only available as additions to Silver sponsorship packages and above.

HEADSHOT BOOTH SPONSOR

\$10,000 (1 AVAILABLE)

Sponsor the Headshot Booth in the Experience Zone as a unique sponsorship option to interact with attendees. The Headshot Booth sponsor receives one additional lead scanning device, and one additional free staff conference pass.

CONFERENCE WIFI SPONSOR

\$7,500 (1 AVAILABLE)

Be the official sponsor of the Leap 2020 Conference WiFi and connect your brand to every attendee at Leap that is accessing conference wifi.

LUNCH SPONSOR

\$6,000 (2 AVAILABLE)

Sponsor a lunch at Leap and introduce your company and solution to attendees with a tabletop and/or chair drop message that you produce and distribute at one of the designated event lunch days. The Lunch sponsor receives one free staff conference pass, and a 50% discount on all additional Leap passes.

BREAK SPONSOR

\$5,000 (1 AVAILABLE)

Sponsor a networking break for a unique branding opportunity at Leap. This option includes standup signage at the break and tables to distribute handouts that you produce.

ON-SITE MEETING SPACE

\$4,000 (2 AVAILABLE)

Sponsor at the Gold level or higher and you can purchase a dedicated meeting space at Leap 2020. This is on a first come, first served basis for Gold and Platinum sponsors.

ADDITIONAL BREAKOUT SESSION*

\$3,500 (3 AVAILABLE)

Purchase one additional breakout session speaking opportunity in which you gain all leads for those who attend the session.

MASSAGE CHAIRS SPONSOR

\$2,500 (1 AVAILABLE)

Connect your brand with our popular massage services, with your logo displayed on the standing signage in the massage chairs area.

DIGITAL AD SPONSOR

\$2,000 (3 AVAILABLE)

Design and share one digital ad to be displayed on digital signage throughout the Leap event.

CANDY STATION SPONSOR

\$2,000 (1 AVAILABLE)

Include your brand as the sole sponsor on all candy stations throughout the Experience Zone.

*With topic approval