

# Dialog 2017

Innovate. Disrupt. Transform.

**JUNE 27 - 29, 2017**  
**SHERATON OFFENBACH HOTEL**  
**OFFENBACH/FRANKFURT, GERMANY**

## ABOUT DIALOG

Dialog 2017, Longview's three-day signature conference, attracts more than 200 finance and tax professionals across North America. This unique networking forum is designed to educate and inspire delegates and sponsors alike with the latest in technology and actionable insights. Ideas and best practices to help modernize business processes and enable organizations to keep pace in today's digital economy will be explored under this year's theme, "Innovate. Disrupt. Transform." Dialog will be held June 27 - 29, 2017 at the Sheraton Offenbach Hotel in Offenbach, Germany.

## WHY SPONSOR DIALOG 2017?

Sponsor Dialog 2017 and promote your business to Longview customers and prospects, including decision makers at the executive and intermediate level. Gain access to attendees in a setting that sparks conversations and drives interest in your products and services. Enjoy heightened brand visibility amongst Longview customers and prospects before, during and after the event, with promotion on event assets, including the dedicated conference website and mobile app. There are multiple sponsorship levels available so you can choose the package that best meets your needs and gives you the most exposure to potential prospects.

## BENEFITS OF SPONSORSHIP

- Brand visibility before, during and post-conference where sponsors are credited in promotional material, including the conference website and mobile app
- Face-to-face access to Longview customers and prospects in an intimate setting
- A dynamic exhibit space to highlight your products/services, which will be transformed on Day 3 into a special networking event for added sponsor visibility and meeting opportunities
- Participation in the Dialog Passport program, designed to drive traffic to sponsor booths
- Dialog 2017 conference passes, for use by your employees or transferable to your customers and prospects

## SPONSORSHIP PACKAGES

	Platinum €15,000	Gold €10,000	Silver €5,000	Bronze €2,500
<b>Speaking Opportunities</b>				
45 minute presentation to all conference attendees (presenter and content to be approved by Longview)	●			
One (1) Breakout speaking session (topic/presenter must be approved in advance by Longview)		●		
15 min Spotlight Presentation during a special Networking Event	●			
<b>Passes and Learning</b>				
Conference passes	6	4	2	1
<b>Networking &amp; Prospecting</b>				
Space to host a private cocktail reception	●			
Dinner sponsorship	●			
Delegate list (name, title, company)	●	●		
Opportunity to send, via Longview (no access to attendee email data), a pre- and a post-event email campaign to attendees	pre and post conference	pre conference	pre conference	
Showcase products and/or services in dynamic exhibit space (8x10 booth with table, chairs, tablecloth)	1st choice of location	2nd choice of location	3rd choice of location	4th choice of location
Opportunity to offer one (1) draw prize to attendees. Winner will be announced at a networking event during the conference	●	●	●	●
Participation in Dialog Passport program, designed to drive traffic to sponsor booths	●	●	●	●
<b>Branding</b>				
Opportunity to provide collateral for inclusion in Longview's mobile application	6 pages	3 pages	2 pages	1 page
Opportunity to provide promotional material/gift for all delegates at registration	●	●	●	●
Company name, logo, link, and description on the Dialog website	●	●	●	●
Sponsor branding on all Dialog collateral (conference materials, website, mobile application and on-site signage)	●	●	●	●
Recognition in Dialog social media posts	●	●	●	●

## A LA CARTE OPTIONS

### Welcome Reception - €1,500 (exclusive)

- Pre-set reception area with your company signage, literature and/or promotional items
- Opportunity for your company representatives to greet and welcome guests as they arrive at reception
- Branding on all Dialog collateral (conference materials, website, mobile application and on-site signage)
  - Branded welcome drink (name of your choice)

### Beat the Bear Race Sponsor - €2,000

- A conference highlight, Beat the Bear is a 5km run or walk taking place on site to promote wellness and camaraderie amongst attendees
  - Branding on Bear (mascot) and on all Dialog collateral (conference materials, website, mobile application and on-site signage)
  - Opportunity for your company representatives to start the race
- Opportunity to provide promotional items, such as water bottle to race participants
  - Recognition in preconference email to delegates promoting race participation
  - Recognition in Dialog social media posts

### Keynote speaker - €2,000

- Recognition as keynote speaker sponsor in all communications
  - Opportunity to introduce keynote speaker on stage
- Recognition in preconference email to delegates promoting keynote speaker
  - Recognition in Dialog social media posts

### Lanyard Sponsor - €2,000

Your company logo printed on conference lanyards

### Break Sponsor (2 opportunities) - €1,000

Exclusive opportunity to pre-set the break area with your company signage, literature and/or promotional items Lunch

### Lunch Sponsor (2 opportunities) - €2,000

Exclusive opportunity to pre-set the break area with your company signage, literature and/or promotional items

To reserve your package or for additional information, contact Oliver Deistler at [odeistler@longview.com](mailto:odeistler@longview.com) or call +49 (2173) 1676169.