THE OFFICIAL
SPONSORSHIP HANDBOOK
YOUR GUIDE TO KNOCKING IT OUT OF THE PARK
WBR
Worldwide Business Research
For the last 6 years, In-person events have been ranked by Content Marketing Institute as the most effective b2b lead generation tactic. 81% of marketers use them.

Here’s the problem: Some do it better than others.

If you want to own the show, read on >
PRE-EVENT

GIVE US YOUR WISH-LIST.

We’ll work with our audience acquisition team to get your prospects to the event.

GET YOUR CLIENTS THERE.

Your current clients can get a special discount to attend. Nurturing current business onsite keeps you top-of-mind.

Because if you’re not, your competitors might be.
PRE-EVENT

BRING YOUR TOP PEOPLE.

We’re delivering industry-leading executives. You should bring a sales team who is not only social, assertive and high-energy, but can speak on their level.

Know your audience and be prepared with a team who can close deals.
PRE-EVENT

WBR WILL GIVE YOUR TEAM THE TOOLS FOR SUCCESS.

We have your back!

Two weeks prior to the event we’ll supply you with the golden ticket to owning the show; the Attendee List, Attendee Investment Priority Report, App Access, the Agenda and Venue Map.

Share with the full team. Make sure they’re all up to speed. Conquer the show!
Pre-event

Plan your exhibit setup.

Don’t wait until you get to the event to plan an engagement strategy.

You want it to be inviting, memorable, and interactive - think giveaways, entertainment, and a “WOW” factor never hurts!

Read here for some more smart inspiration:

12 Ways to make your booth stand out
PRE-EVENT

HAVE YOUR PRE-SHOW PREP CALL WITH US.

Tag us in to back you up at the event. From brokering introductions to assisting with any last minute on-site logistics. We’re here for you. Invite your sales team to the call!

We'll have some great advice, we promise.

LET’S TALK ABOUT MY SPONSORSHIP!
ONSITE

USE THE ATTENDEE LIST, APP, AND INVESTMENT PRIORITY REPORT.

Using these together, you can target people most interested in your product. Always best to start with them, and start early. If you or your onsite team don’t have ALL of these items, let us know.

DON’T: ABUSE OR ROBO-CALL THROUGH THE LIST!
It frustrates your prospects. Instead, use them as support and targeting tools!
ONSITE

CHECK YOUR BOOTH.

Ask yourself: Would you stop by if you were an attendee? If not, there’s a problem.

DO:
- Be engaging, welcoming and available during all networking breaks!
- Always have at least one team member available to talk to incoming prospects.
- Schedule live demos from your booth all throughout the day.

DON’T:
- Spend your time taking selfies with the dog at the booth next door!
- Be so concerned with social media or emails you forget to look up from your phone.
- Forget that we gave you the tools to succeed - now use them!

65% of attendees say live events help them have a better understanding of a product or service.

(EMI & Mosaic, 2016)
ONSITE

MAKE YOUR MEETINGS MEANINGFUL.

Schedule 1:1 meetings with your top prospects in a more intimate setting and use this opportunity to make strides towards a successful business relationship. Remember:

- It’s a beautiful venue, get outside the conference and enjoy a more relaxed discussion by the pool, in the restaurants or at the bar!
- To secure meetings, customize your message to let attendees know what’s in it for them; and use the agenda to schedule around presentation times.
ONSITE

DIVIDE AND CONQUER.

Your team sees each other everyday. Use this time to split up and attend different sessions, join round tables and take 1:1 meetings. This is an opportunity to magnify your reach while on-site.
HAVE A FOLLOW UP STRATEGY READY.

Nurture leads while they’re front of mind.

Prospects are 60x more likely to convert if someone follows up within one day of initial contact.

Thank them for their time at the event, and continue talking shop.

EFFECTIVE FOLLOW-UP STARTS WITH A SOLID ALIGNMENT WITH YOUR SALES TEAM.

This helps you qualify leads faster and move event prospects through the pipeline fast.
START THINKING ABOUT ROI AND ROO.

- Map your objectives, KPIs that match your goals, and the specific metrics you need to watch.
- Work with your sponsorship director to determine attendance, and expectations.

DID YOU KNOW:
Less than 50% of marketers have a standardized process to measure event sponsorship.
(Marketing Profs, 2018)
CONSIDER ADVANCING YOUR PIPELINE WITH WBR INSIGHTS.

Sponsorship can go well beyond the event. Leverage the reach from our industry leading conferences by partnering with WBR Insights to activate a Pre & Post event marketing campaign.

Help your team gain a competitive advantage while ensuring a better chance for ROI!

Find out more by downloading the WBR Insights Media Kit or you can contact our team at sponsorinsights@wbresearch.com
POST EVENT

KNOCKED SPONSORSHIP OUT OF THE PARK? LET’S TALK ABOUT NEXT YEAR!

Decide early whether we’ll see you next year.

If we’ve exceeded your expectations, we’ve likely done the same for the rest of our event sponsors as well.

There’s limited premium sponsorship (limited by design) and the highest exposure options sell the quickest.

Starting a discussion with your sponsorship director today will put you in a winning position to maximize your campaign next year!
NOW THAT YOU’VE READ THROUGH THIS HANDBOOK, IT’S GAME TIME.

Below is a checklist to make you and your team have all of the tools for success!

- Goals/Objectives Ready
- Your best team members
- Pre-Show prep phone call
- Onsite Strategy
- Booth Supplies/Setup Materials
- An ROO Plan
- Attendee List
- Attendee Investment Priority Report
- APP Access
- Agenda/Schedule of Events
- A smile and positive attitude, because you’re about to meet your next client!
Worldwide Business Research (WBR) launched in 1996 with just 12 events. We’ve since expanded to over 80 industry leading conferences worldwide, along with a full compliment of content marketing services, and intimate 1:1 networking events - all aimed at educating, supporting, and connecting today’s business leadership to your products and services.

By partnering with WBR events, you’re putting your services in front of the decision makers who evaluate solutions for their business. You will position your product in a way consistent with your brand; driving innovation - one connection at a time.