

SCALING UP

The Healthcare Performance
Marketing Summit

SPONSORSHIP OPPORTUNITIES

October 29 - 30, 2024





Sponsor Opportunities

Gain exposure and connect with the top decision-makers shaping the future of healthcare. Spark new growth opportunities for your brand by building awareness, increasing visibility, and discovering new partners.


| Sponsorship Includes | Silver | Gold | Platinum |
|--|--------|--------|-----------|
| | \$5000 | \$7000 | \$11,000 |
| Logo sponsor recognition in event promotions, including (pre- + post-event) emails, the Scaling Up website, and the Zoom Event platform. | ✓ | ✓ | ✓ |
| Dedicated sponsor social media posts via Cardinal's LinkedIn. | 1 | 2 | 3 |
| Complimentary registrations to attend the event. | 2 | 5 | 7 |
| Complimentary registrations for your clients | 10 | 25 | Unlimited |
| Booth within the virtual expo | ✗ | ✓ | ✓ |
| Downloadable resources and content for attendees | ✗ | ✓ | ✓ |
| Virtual product or service demonstration | ✗ | ✗ | ✓ |
| Full registration list after the event, including name, title, company, and email address. | ✗ | ✗ | ✓ |

Contact

Contact Ashley Petrochenko if you're interested in sponsoring Scaling Up. ap@cardinaldigitalmarketing.com

Sponsorship deadline is September 30, 2024.

Sponsor Details

| Silver | \$5000 |
|---|---|
| Logo sponsor recognition in event promotions, including (pre- + post-event) emails, the Scaling Up website, and the Zoom Event platform |  |
| Social media posts via Cardinal's LinkedIn <ul style="list-style-type: none"> Sponsor thank you (group post) | 1 |
| Complimentary registrations to attend the event | 2 |
| Complimentary registration for your clients | 10 |

| Gold | \$7000 |
|---|---|
| Logo sponsor recognition in event promotions, including (pre- + post-event) emails, the Scaling Up website, and the Zoom Event platform |  |
| Social media posts via Cardinal's LinkedIn <ul style="list-style-type: none"> Sponsorship thank you (group post) Educational resource highlight (you provide) | 2 |
| Complimentary registrations to attend the event | 5 |
| Complimentary registration for your clients | 25 |
| Booth within the virtual expo <ul style="list-style-type: none"> Participate in the exhibition trick-or-treat event Interact with attendees during two 20-minute exhibition breaks each day Customize virtual booth with brand colors and graphics Share booth resources and content Engage attendees through the expo chat. |  |

Sponsor Details

| Platinum | \$11,000 |
|---|-----------|
| Logo sponsor recognition in event promotions, including (pre- + post-event) emails, the Scaling Up website, and the Zoom Event platform | ✓ |
| Social media posts via Cardinal's & Alex Membrillo's LinkedIn <ul style="list-style-type: none"> • Sponsorship thank you (group post) • Educational resource highlight (you provide) • Virtual demo or session highlight | 3 |
| Complimentary registrations to attend the event | 7 |
| Complimentary registration for your clients | Unlimited |
| Booth within the virtual expo <ul style="list-style-type: none"> • Participate in the exhibition trick-or-treat event • Interact with attendees during two 20-minute exhibition breaks each day • Customize virtual booth with brand colors and graphics • Share booth resources and content • Engage attendees through the expo chat. | ✓ |
| Virtual product or service demonstration (30-minute session) | ✓ |
| Full registration list after the event, including name, title, company, and email address. | ✓ |



Who Attends Scaling Up

At Scaling Up 2024, you'll connect with an elite group of healthcare marketing leaders driving the industry forward. Attendees include performance-driven CEOs, CMOs, Marketing VPs, and Marketing Directors dedicated to boosting patient volume and spearheading rapid expansion.

In 2023, we welcomed over 300 attendees, with 78% working at multi-site healthcare organizations and more than 50% at the director level or higher. As a sponsor, you'll have the opportunity to engage with these influential leaders and decision-makers committed to revolutionizing healthcare marketing.

2023 Attendees By The Numbers

Business Type:

- » 78% - Healthcare Providers
- » 11% - Agency
- » 4% - MarTech
- » 4% - Other
- » 3% - Private Equity

Job Function:

- » 58% - Marketing
- » 6% - Sales & BD
- » 9% - Operations
- » 14% - Executive
- » 13% - Misc.

Seniority:

- » 25% C-suite
- » 15% - VP
- » 23% - Director
- » 18% - Manager
- » 31% - Misc.

2023 Attendee Company Sample

