



INBOUND

OCTOBER 12-14, 2021 | DIGITAL

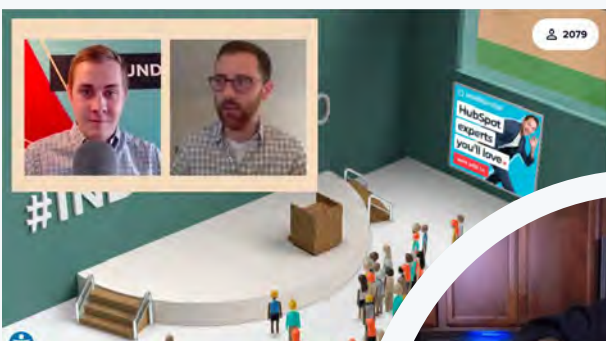


We are INBOUND

Inspiration, Education, Connection

OCTOBER 12 – 14, 2021 | DIGITAL





INBOUND2021

October 12 – 14 | Digital

INBOUND 2021 will be a digital first event with a rescoped in-person component on the Lawn on D. The interactive digital experience will take place October 12 - 14, uniting forward-focused professionals across the globe with industry thought leaders, meaningful networking opportunities, and change-fueled education sessions.

100,000+

PROJECTED ATTENDEES

3 DAY EVENT

150+ TOTAL SESSIONS

431K+

SOCIAL MEDIA
ENGAGEMENT

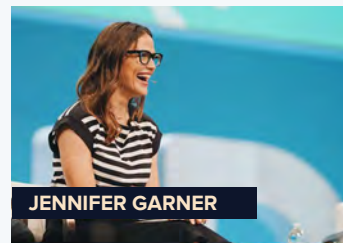
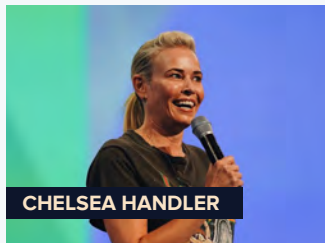
179

COUNTRIES
REPRESENTED

70%

IN KEY DECISION
MAKING ROLES

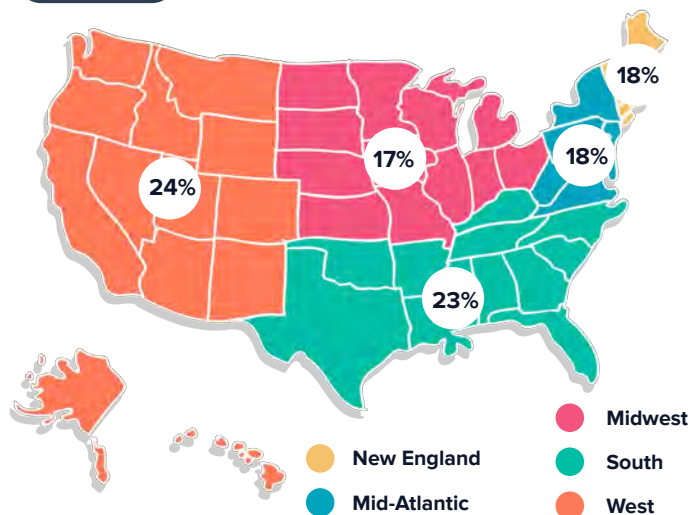
Past Talent



Who we are

The INBOUND community is excited, diverse and discerning. We're made of many personalities and backgrounds, from all over the U.S. and the world, but what each individual has in common is a drive to succeed and eagerness to learn.

Regions



Gender



FEMALE

63.5%



MALE

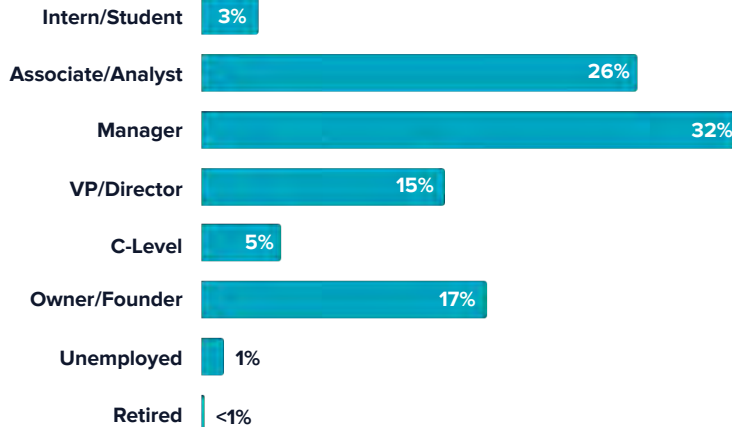
35.5%



OTHER

1%

Seniority



Age

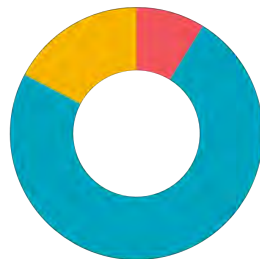
18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
7%	42%	28%	16%	6%	1%	< 1%

Who we are

Industry

Computer Service /Technology	22%
Consulting	7%
Consumer Goods/Services	3%
E-Commerce	3%
Education	6%
Financial Services	5%
Leisure & Travel	2%
Marketing/Advertising	24%
Non-Profit	4%
Web/Internet Services	3%
Not Employed/Student	2%
Other	19%

Sector

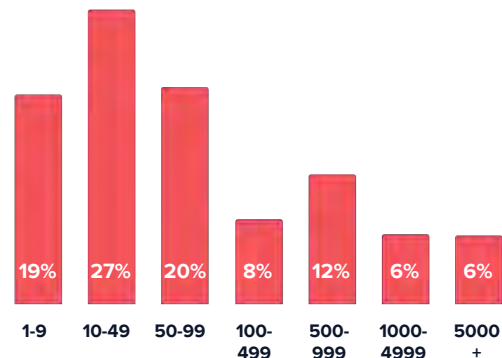


B2B 74%

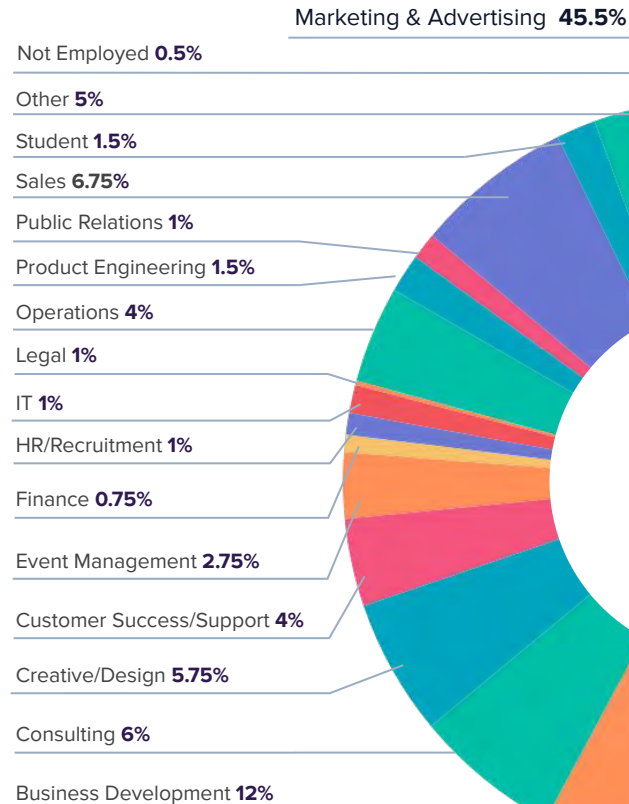
B2C 17%

OTHER 9%

Company size



Department



Sponsor at INBOUND

Turnkey Offerings

Partner Page

Partner Page
\$15,000

INCLUDED ELEMENTS:

Book Meetings Feature

Live Chat

5 Slots to Host Content: PDFs & Demo Videos

Opt-in Lead Generation

Logo on Website

8 Complimentary Powerhouse Passes

**Please Inquire with
The HubSpot Global
Events Team to see
Platform Renders of
Partner Page**

Promotional Sponsorships

Looking to boost brand awareness at INBOUND? Promotional sponsorships, are great low lift offerings that can be purchased as a stand alone item, or as a package.

Gold Promotional Package -Ad Placement -1 Email Feature -2 Custom Dedicated Social Post -Offers Page Inclusion (<i>inquire for details</i>) -6 Complimentary Powerhouse Passes	\$12,000
Silver Promotional Package -Ad Placement -1 Email Feature -1 Dedicated Social Post -4 Complimentary Powerhouse Passes	\$6,000

Ad Placement (In-Platform)	\$3,000
1 Email Feature Inclusion	\$3,000
1 Custom Dedicated Social Post	\$2,000
1 Dedicated Social Post	\$1,500
1 Offers Page Inclusion (<i>inquire for details</i>)	\$4,000

Sponsor at INBOUND

**Sponsored Content
Opportunities**



Meetups / Networking

Overview

10 Available

The Signature INBOUND Meetups are 45 min. video-based networking sessions with the purpose of connecting INBOUND attendees around a variety of themes and topics.

Sample Meetup topics include: Sales, Mentorship, Trivia, Marketing, Driven Women, Innovation, Startups.

Package Price: \$7,000

Sponsor Integration

Promotion:

- Presenting sponsorship designation of Official Meetup
- Session to be branded & included on agenda as sponsored session
- Ad placement within Meetup

Lead Generation:

- Opt In lead generation of Meetup participants shared with Sponsor

Passes:

- 5 complimentary Powerhouse Passes

Interactive Segment Sponsorship

Overview

Connect with INBOUND's audience and showcase your brand, through presenting sponsorship of an official INBOUND interactive segment.

Interactive segment topics can range from Cooking, Cocktail-Making, DIY/Crafting, Fitness & Mindfulness. This pre-recorded session will be featured with a "live" slot on the INBOUND agenda. Live chat feature to also accompany the session for live engagement between your brand and attendees from around the globe!

Package Price: \$20,000

Sponsor Integration

Promotion:

- Presenting sponsorship designation of interactive segment
- Sponsor to create unique interactive content for INBOUND attendees
- 1 Social Post
- 3-5 Minute pre-roll video showed before sponsored session

Lead Generation:

- Opt In lead generation shared with sponsor for attendees from interactive segment

Passes:

- 10 complimentary Powerhouse Passes

Themes

- Cooking
- Cocktail-Making
- DIY/Crafting
- Fitness
- Mindfulness

INBOUND Debates

Overview

SOLD OUT

INBOUND Debates are 30-minute sessions hosted on the scheduled agenda, where a moderator facilitates a debate between two area experts. This highly engaging content format was a huge hit from INBOUND 2020! Past topics have included “Inbound vs. Outbound” and “Gated vs. Ungated Content”.

A sponsored debate will present the unique opportunity for a sponsor to provide a moderator, and if of interest, the sponsor can collaborate with the INBOUND team to select a topic & recommend the two featured debaters.

Package Price: \$18,000

Sponsor Integration

Programming:

- Opportunity to provide debate moderator
- Opportunity to collaborate to select topic & (2) debaters
- INBOUND to provide production logistics

Promotion:

- Presenting Sponsorship of INBOUND Debate Session
- Session to be branded & included on agenda as sponsored session
- 3-5 Minute Pre-Roll Video showed before sponsored session

Lead Generation:

- Opt in lead generation of INBOUND Debates participants shared with sponsor.

Passes:

- 9 complimentary Powerhouse Passes

“My Cheat Sheet” Session Sponsorship

Overview

SOLD OUT

The “My Cheat Sheet” sessions are short 15 minute live lessons on a specific skill or hack, followed by a 10 minute live Q&A with attendees via chat.

This is the perfect session for sponsors looking to share a quick particular tip or hack with attendees, and to also have the opportunity to engage directly with attendees.

Package Price: \$15,000

Sponsor Integration

Programming:

- 2+ coaching sessions with INBOUND Content Team
- INBOUND to provide production logistics

Promotion:

- Session to be branded & included on agenda as sponsored session
- 3-5 Minute Pre-Roll Video showed before sponsored session

Lead Generation:

- Opt in lead generation of “My Cheat Sheet” participants shared with sponsor

Passes:

- 8 complimentary Powerhouse Passes

Case Study Session

Overview

SOLD OUT

The INBOUND Case Studies Sessions are 1 hour live sponsored sessions, where sponsors can walk attendees through a specific case study related to their partnership efforts with HubSpot.

Case Studies can include topic areas from HubSpot integrations with partners that impact marketing, sales, customer success & revenue operations

Package Price: \$25,000

Sponsor Integration

Programming:

- 2+ coaching sessions with INBOUND content team
- INBOUND to provide production logistics

Promotion:

- Session to be branded & included on agenda as sponsored session
- 3-5 Minute Pre-Roll Video showed before sponsored session

Lead Generation:

- Opt In lead generation of Case Study participants shared with sponsor

Passes:

- 12 complimentary Powerhouse Passes

Deep Dives

Overview

HubSpot Partner Exclusive Offering **SOLD OUT**

Deep Dive sessions are designed for an intimate group of up to 75 attendees to participate in (2) 1.5 hour workshop sessions over 2 days during INBOUND. These sessions were among the INBOUND 2020 favorites, given the opportunity to combine advanced learning experiences with networking.

These deep dives are a prime opportunity for sponsors who have a detailed product, integration or tactical lesson to share with attendees.

Package Price: \$40,000

Sponsor Integration

Programming:

- 2+ coaching sessions from INBOUND content team to help sponsor create & lead deep dive session
- Opportunity to provide formal certification to session participants
- INBOUND to provide Zoom link & production logistics

Promotion:

- Deep Dive Presenting Sponsorship designation
- Session to be branded & included on agenda as sponsored session

Lead Generation:

- Opt In lead generation of Deep Dive session participants shared with Sponsor

Passes:

- 20 Complimentary Powerhouse Passes

AMA Session

Overview

SOLD OUT

The INBOUND AMA Sessions are 30 min live Q&A sessions, where the featured sponsor's chosen subject matter experts will answer questions directly from attendees in a particular topic area.

These sessions were very popular with attendees in 2020 as they allowed fully live interaction with experts.

Package Price: \$15,000

Sponsor Integration

Programming:

- 2+ coaching sessions with INBOUND Content Team
- INBOUND to provide production logistics

Promotion:

- Session to be branded & included on agenda as sponsored session
- 3-5 minute pre-roll video showed before sponsored session

Lead Generation:

- Opt in lead generation of AMA participants shared with sponsor

Passes:

- 8 complimentary Powerhouse Passes

Educational Sessions

Overview

SOLD OUT

Guarantee a coveted spot on the INBOUND content agenda by sponsoring an official INBOUND educational session.

This exclusive offering includes full production support, as well as 2 mandatory coaching sessions with the INBOUND breakout content team to help curate the session's content & message to attendees. The session format is 30 minutes of live educational content, followed by a 30 minute live Q&A. This session can feature 1 or 2 speakers from the sponsor.

This package is **invite only**, and all potential partners must have their topic & speaker approved by the INBOUND Programming Team.

Package Price: \$25,000

Sponsor Integration

Programming:

- Mandatory topic & speaker approval by INBOUND Programming Team
- 2+ Coaching Session with INBOUND Programming Team
- Sponsor to create unique content for INBOUND attendees
- Opportunity for Sponsor to indicate time slot preference
- INBOUND to provide production logistics

Promotion:

- Sessions to be branded & included on agenda as a sponsored session with specific scheduled time
- 3-5 Minute Pre-roll showed before sponsored session

Lead Generation:

- Opt In lead generation of sponsored Educational Session participants shared with sponsor

Passes:

- 12 complimentary Powerhouse Passes

GROW

with HubSpot



GROW

with HubSpot

HubSpot's signature international online event for leaders in marketing, sales, and customer experience who want to learn how to scale and grow their business and connect with like-minded professionals in the HubSpot ecosystem

- (2x) Single-Day Events to Take Place Digitally in Q2 & Q3, 2021
- Regional Focus
 - EMEA Market: June 8, 2021
 - ANZ Market: September 2, 2021

Sample Partnership Opportunities

- Logo Inclusion, Branding in Platform & Event Website
- Speaker Feature/ Content Collaboration
- Passes to attend the GROW Events
- Opportunity to be featured at one or both GROW Events



2021
Brand
new!

Audience

- Projected **7,500+** Attendees for each market
- HubSpot-centric audience, with an emphasis on prospects & up-market customers

Programming

Educational HubSpot content that is tailored to the local audience punctuated with Keynotes throughout the day, with breaks and networking activities throughout.

Educational Sessions

Overview

INVITE ONLY

Guarantee a coveted spot on the GROW agenda by sponsoring an official GROW educational session.

This exclusive offering includes full production support, as well as 2 mandatory coaching sessions with the GROW content team to help curate the session's content & message to attendees. The session format is 30 minutes of live educational content, followed by a 30 minute live Q&A. This session can feature 1 or 2 speakers from the sponsor.

This package is **invite only**, and all potential partners must have their topic & speaker approved by the GROW Programming Team.

Package Price: \$18,500

Sponsor Integration

Programming:

- Mandatory topic & speaker approval by the GROW Programming Team
- 2+ Coaching Sessions with the GROW Programming Team
- Sponsor to create unique content for GROW attendees
- Opportunity for sponsor to indicate time slot preference
- GROW to provide production logistics

Promotion:

- Sessions to be branded & included on agenda as a sponsored session with specific scheduled time
- 3-5 minute Pre-roll showed before sponsored session

Lead Generation:

- Opt In lead generation of sponsored session participants shared with sponsor

Passes:

- 9 Complimentary Passes to GROW

GROW Debates

Overview

Limited Availability

The GROW Debates are 30-minute sessions hosted on the scheduled agenda, where a moderator facilitates a debate between two area experts. Sample topics included “Inbound vs. Outbound” and “Gated vs. Ungated Content”.

A sponsored debate will present the unique opportunity for a sponsor to provide a moderator, and if of interest, the sponsor can collaborate with the GROW team to select a topic & recommend the two featured debaters.

Package Price: \$15,000

Sponsor Integration

Programming:

- Opportunity to provide debate moderator
- Opportunity to collaborate to select topic & (2) debaters
- INBOUND to provide production logistics

Promotion:

- Presenting sponsorship of GROW debate session
- Session to be branded & included on agenda as a sponsored session
- 3-5 minute pre-roll video showed before sponsored session

Lead Generation:

- Opt In lead generation of GROW Debates participants shared with Sponsor.

Passes:

- 8 complimentary Passes to GROW

AMA Session

Overview

Limited Available

The INBOUND AMA Sessions are 30 min live Q&A sessions, where the featured sponsor's chosen subject matter experts will answer questions directly from attendees in a particular topic area.

These sessions are very popular with attendees as they allow fully live interaction with experts.

Package Price: \$13,000

Sponsor Integration

Programming:

- 2+ Coaching Sessions with GROW Content Team
- GROW to provide production logistics

Promotion:

- Session to be branded & included on agenda as sponsored session
- 3-5 minute pre-roll video showed before sponsored session

Lead Generation:

- Opt In lead generation of AMA participants shared with Sponsor

Passes:

- 7 Complimentary Passes to GROW

HubSpot Masterclass

Overview

Limited Availability

The HubSpot Masterclasses are 1 hour interactive, step-by-step learning experiences. This session can feature 1 or 2 speakers teaching attendees about a foundational use case of HubSpot (i.e. CRM implementation).

This is the perfect session for sponsors looking to highlight their thought leadership and status as a HubSpot expert to provide attendees with actionable takeaways in an interactive workshop setting.

Package Price: \$18,500

Sponsor Integration

Programming:

- 2+ Coaching Sessions with GROW Content Team
- GROW can provide core deck for sponsor to personalize and update
- GROW to provide production logistics

Promotion:

- Session to be branded & included on agenda as sponsored session
- 3-5 minute pre-Roll Video showed before sponsored session

Lead Generation:

- Opt In lead generation shared with sponsor for attendees from the HubSpot Masterclass session

Passes:

- 9 complimentary Passes to GROW

Advanced Masterclass Sponsorship



GROW
with HubSpot

Overview

Limited Availability

The Advanced Masterclasses are 1 hour interactive, step-by-step learning experiences. This session can feature 1 or 2 speakers teaching attendees about an advanced skill (i.e. latest in ABM or building attribution models).

This is the perfect session for sponsors looking to highlight their thought leadership and status as a subject matter expert to provide attendees with actionable takeaways in an interactive workshop setting.

Package Price: \$18,500

Sponsor Integration

Programming:

- 2+ Coaching Sessions with GROW Content Team
- GROW to provide production logistics

Promotion:

- Session to be branded & included on agenda as sponsored session
- 3-5 minute pre-Roll Video showed before sponsored session

Lead Generation:

- Opt In lead generation shared with sponsor for attendees from the Advanced Masterclass session

Passes:

- 9 complimentary Passes to GROW



Partner Page

Partner Page
\$7,500

INCLUDED ELEMENTS:

Book Meetings Feature

Live Chat

5 Slots to Host Content: PDFs & Demo Videos

Opt-in Lead Generation

Logo on Website

5 Complimentary Passes to GROW

Ad Placement

**Please Inquire with
The GROW Team to see
Platform Renders of the
Partner Page**

Get in touch

We look forward to helping create your success story!

Confirm participation today! The sooner you sign up to sponsor, the more you can leverage our team and maximize your investment.

For more information, email The HubSpot Global Events Sponsorship Team at:

dstone@hubspot.com and mshimojo@hubspot.com



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