



Guide To In-Person Sponsorship & Exhibitor Opportunities

Engaged Leads • Thought Leadership • Visibility



BTOES

| BTOES
WEST

| BTOES
EUROPE

| BTOES
ASIA

| BTOES
MIDDLE EAST

| BTOES
AUSTRALIA

BTOES DIGITAL

| BTOES
DIGITAL WEST

| BTOES
DIGITAL EUROPE

| BTOES
DIGITAL AUSTRALIA

Introduction.

The World's Premier Series of Business Transformation, Operational Excellence, Digital Transformation & Innovation Excellence Conferences.

Our industry leading cross-industry conferences are where progressive senior executives and leaders gather from across the entire Business Transformation, Operational Excellence, Digital Transformation & Innovation Excellence ecosystem to exchange ideas, network and have meaningful conversations.

They are uniquely designed to deliver exceptional content. One of our key differentiators is our agendas, which are created over months of painstaking primary research with business leaders across all industries and geographies. No other events will cover in such depth the challenges and trends within the Business Transformation, Operational Excellence, Digital Transformation & Innovation Excellence space.

Producing exceptional content driven, engaging conferences is one thing, ensuring they are the largest in the industry is another. We deliver this because we have the world's premier executive-level platform with unrivalled reach to a highly engaged Business Transformation, Operational Excellence, Digital Transformation & Innovation Excellence audience.

As well as our core conference business. Proqis owns BTOES Insights, the largest online content platform for Business Transformation, Operational Excellence, Digital Transformation & Innovation Excellence professionals with over 485,000 engaged subscribers, and exclusive content specifically targeted at answering the most pressing issues currently being faced by senior professionals in this space, across all industries.

Get Involved: Contact spex@proqis.com



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Key Themes

BTOES

- Leadership Buy-In & Cultural Transformation
- Operational Excellence
- End-to End Business Transformation
- Operational Excellence for Innovation Execution
- Operational Excellence for Customer Experience Excellence
- Operational Excellence for Strategy Execution



- Digital Workplace Transformation
- Enterprise Architecture
- Hyper Automation
- RPA & Intelligent Automation
- Business Process Management
- Digital Process Automation
- Process Mining
- IT Infrastructure & Cloud Strategies
- IOT
- Blockchain
- Autonomous Things
- Artificial Intelligence & Machine learning

The BTOES Community

Engineering & Construction

P&C Primoris GRANITE
API Group MDC HOLDINGS INC kb HOME Tutor Perini
Meritage Homes KBR taylor morrison MasTec
Toll Brothers NVR PulteGroup QUANTA SERVICES
Kiewit Jacobs FLUOR AECOM
DR HORTON LENNAR KJHovnanian Homes COMMERCE SYSTEMS USA
CENTURY COMMUNITIES EMCOR TopBuild TETRA TECH
DYCOM tri pointe

Media

T2 GANNETT
ENDEAVOR WARNER MUSIC GROUP Nexstar RRD
EA SINCLAIR BROADCAST GROUP ACTIVISION BLIZZARD News Corp
DISCOVERY FOX NETFLIX
VIACOMCBS The Walt Disney Company TEGNA iHeart MEDIA
meredith Quade

Energy

KINDER MORGAN Sempra Energy
DTE ConEdison EDISON INTERNATIONAL FIRSTENERGY
HALLIBURTON AMERICAN ELECTRIC POWER PBF Dominion Energy
OXY NEXTERA ENERGY PCSE ConocoPhillips
NGL Energy Partners LP World Fuel Southern Company Baker Hughes
PLAINS GP HOLDINGS DUKE ENERGY Enterprise Products Partners L.P. Exelon
ENERGY TRANSFER Valero PHILLIPS 66 MARATHON
Chevron ExxonMobil

Motor Vehicle & Parts

Autoliv THOR BorgWarner GOODYEAR
TENNECO LEAR ZEXEL GM
Ford MERITOR

Retailing

B'S KOHL'S
macys AutoNation PENSKE Automotive CARMAX
DOLLAR TREE TJX DOLLAR GENERAL BEST BUY
LOWE'S TARGET HOME DEPOT COSTCO
amazon Walmart LITHIA GAP
wayfair qurate RETAIL INC

Materials

Avera Denwison OWENS CORNING Weyerhaeuser RELIANCE STEEL & ALUMINUM CO
Builders FirstSource Alcoa Steel Dynamics, Inc United States Steel
CROWN Packaging Berry Bluebird WestRock
NUCOR INTERNATIONAL PAPER AMERICAN PRECIOUS METALS INC
ARCONIC

Technology

Micron Qualcomm
BROADCOM Hewlett Packard Enterprise JABIL Thermo Fisher SCIENTIFIC
ORACLE CISCO hp IBM
intel facebook DELL Technologies Microsoft
Alphabet Apple APPLIED MATERIALS CDW
DXC TECHNOLOGY salesforce

Telecommunications

WINDSTREAM AT&T
TDS Frontier Communications altice
dish LUMEN Charter
COMCAST verizon

Transportation

POLARIS Ryder
Southwest J.B. HUNT UPS Expeditors
CSX UNITED AIRLINES CAJ ROBINSON XPO Logistics
DELTA American Airlines FedEx
ups HARLEY-DAVIDSON LANDSTAR BRUNSWICK
SCHNEIDER KARCHER AIRTEL

Food, Beverages & Tobacco

General Mills CORTEVA
LAND O'LAKEs Keurig Dr Pepper McCormick Kellogg's
CONAGRA MOLSON COORS Hormel Campbell's
Columbia Brands The Andersons HERSHEY'S THE J.M. SMUCKER CO
Ingredion Post CHS Mondelez
Kraft Heinz Altria

The BTOES Community

Hotels, Restaurants & Leisure

Business Services

Wholesalers

Food & Drug Stores

Chemicals

Healthcare

Aerospace & Defense

Apparel

Household Products

Industrials

Financials

BTOES

October 16-20 2023,
Renaissance Orlando at SeaWorld® Orlando, FL

Business Transformation & Operational Excellence
Summit & Industry Awards (BTOES)

“

I have found the summit to be among the best I've attended in my 30+ years. The speakers are professional; the presentations are informative and no sales attempts as I've seen in other settings.”

SVP Performance Process Improvement, [Amazon](#)

The **Largest** Scale
The **Best** Thinkers
The **Most** Engaging Event



850+
Attendees



100+
Speakers



20+
Hours of
Networking



50+
Sponsors &
Exhibitors



100+
Poster Board
Presentations



60+
Track
Sessions



5 Million
Digital Reach



9
Parallel Tracks



25,500+
Past Attendees



57,000
Monthly Views



485,000
Newsletter
Subscribers



6+
Thought Leader
Panel Discussions



8 Million
Impressions of
News Coverage



300+
Gala Reception &
Awards Ceremony
Attendees

Get Involved: Contact spex@proqis.com

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BTOES

Who Attends

93% Decision Makers

49%

Senior-Executives

EVP, SVP, VP

33%

Directors

11%

C-Suite Execs

CEOs, CFOs, COOs, CIOs, CTOs, CMOs

Enterprise Sizes



64%

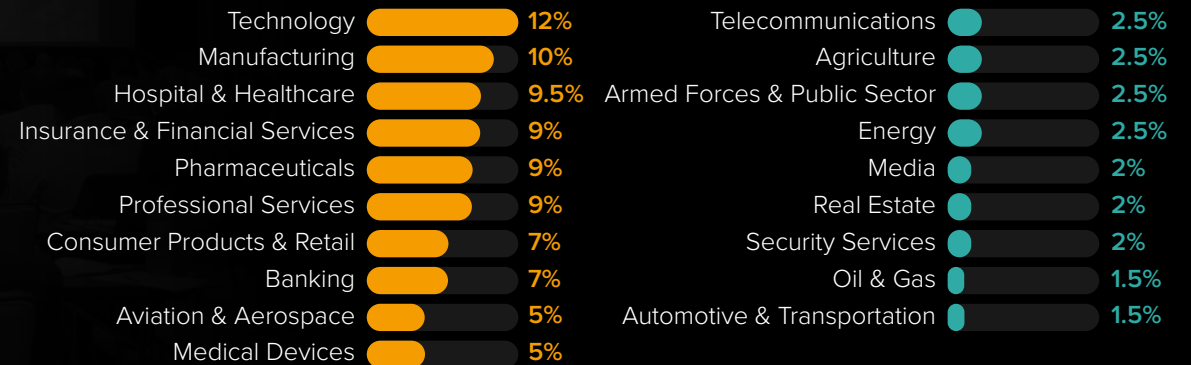
10,000+ Employees



74%

With Revenue Over \$1BN

Sector Breakdown



BTOES WEST

April 8-12, 2024, **San Diego, CA**

Business Transformation & Operational Excellence Summit & Industry Awards (BTOES) co-located with Digital Transformation Excellence World Summit (BTOES DIGITAL)

“

Thank you for such a great Conference. Over the years, I have attended 25+ conferences and I have never participated in one better. We appreciate you and your team's hard work!”

Raytheon Six Sigma Institute, **RAYTHEON**



20+
Hours of
Networking



50+
Sponsors &
Exhibitors



750+
Attendees



40+
Track
Sessions



2 Million
Digital Reach



5
Parallel Tracks



80+
Speakers



46,000
Monthly Views



750,000
Newsletter
Subscribers



3+
Thought Leader
Panel Discussions



4 Million
Impressions of
News Coverage



250+
Gala Reception &
Awards Ceremony
Attendees

BTOES WEST

Who Attends

89% Decision Makers

48%

Senior-
Executives

EVP, SVP, VP

32%

Directors

9%

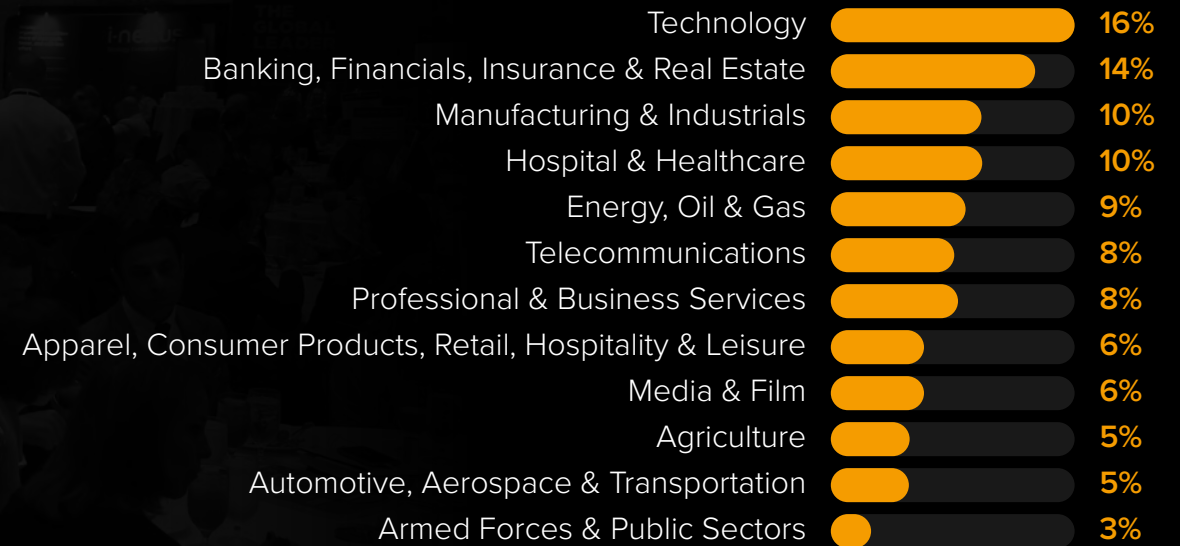
C-Suite
Execs

CEOs, CFOs, COOs,
CIOs, CTOs, CMOs

Enterprise Sizes



Sector Breakdown



BTOES EUROPE

London, UK

Business Transformation & Operational Excellence
Summit & Industry Awards (BTOES)

“

The opportunity to network, hear practical implementation examples, see vendor updates and take away new ideas is just outstanding. Thank you!”

Manager, SW Process Improvement, **RIM**



20+

Hours of
Networking



50+

Sponsors &
Exhibitors



500+

Attendees



40+

Track
Sessions



2 Million

Digital Reach



5

Parallel Tracks



80+

Speakers



57,000

Monthly Views



750,000

Newsletter
Subscribers



4+

Thought Leader
Panel Discussions



3 Million

Impressions of
News Coverage



150+

Gala Reception &
Awards Ceremony
Attendees

BTOES EUROPE

Who Attends

89% Decision Makers

52%

Senior-Executives

EVP, SVP, VP

29%

Directors

8%

C-Suite Execs

CEOs, CFOs, COOs,
CIOs, CTOs, CMOs

Enterprise Sizes



Sector Breakdown



The Most Engaging Events

Below are the engagement statistics across BTOES in-person events.

Attendees
Are Coming
To Accelerate
Their Buying
Cycles



97%

Will have active involvement in Operational Excellence service and solution purchases



85%

Plan to evaluate new products and technology providers at the event



80%

Will have purchasing involvement for their organisation



96%

Visit the exhibition hall



87%

Mobile app usage*

*App use mandatory for session entry/competitions



85%

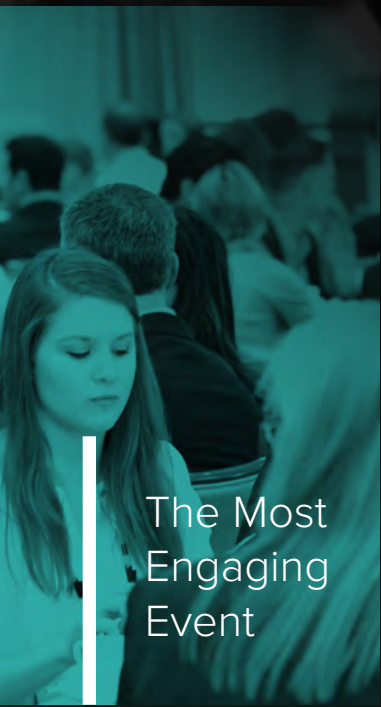
Attend summit sessions



Attendees to Sponsors Ratio*



*We guarantee a ratio of 10 client-side attendees : 1 sell-side sponsor



The Most
Engaging
Event

Get Involved: Contact spex@proqis.com

proqis.com

In-Person Events Are Back, And Better Than Ever!

To celebrate this,
and the launch of
the 2022 forward
schedule, Proqis is
pleased to introduce
the stunning...

3 FOR 2
MIX & MATCH
OFFER

**Sponsor any 2 in-person events,
at any level, and get a 3rd event,
in-person or virtual, for FREE!**

This **exclusive** offer is **worth up to**
\$120,000 Dollars*

* The lowest price event sponsorship will be provided for free. Offer may not
be combined with other special offers, discounts or promotions unless stated.
Offer valid only until 3/31/2022

Get Involved: Contact spex@proqis.com



To find out more email
Clive Thomas at
clivet@proqis.com

**Access The Proqis
Forward Schedule Here**

proqis.com

Past Event Sponsors Include:



Headline Package Benefits For All Conferences

	Exhibitor	Silver	Gold	Platinum	Diamond
Slots Available	12	36	12	6	1
Booth Space	10' * 10'	10' * 10'	10' * 10'	20' * 10'	20' * 10'
Conference Passes	2	3	5	8	12
Attendee List	✓	✓	✓	✓	✓
Pre-Event Branding	✓	✓	✓	✓	✓
Conference Branding	✓	✓	✓	✓	✓
Conference Chair or Opening Headline Speaking Session					✓
Speaking Sessions			1	2	3
Panelist Speaker			✓	✓	✓
Roundtable Moderator		✓	✓	✓	✓
USA EVENTS PRICE STARTS FROM	\$15,000	\$25,000	\$40,000	\$75,000	\$120,000
EUROPE EVENTS PRICE STARTS FROM	€12,000	€22,000	€35,000	€70,000	€100,000

Make your sponsorship pop with these add-ons: All Packages Silver & Above Include Pre-Arranged 1-2-1 Meetings

<p>Refreshments Sponsor Branding at all Refreshment Breaks Mid-Morning & Mid-Afternoon. \$5,000</p>	<p>Literature Chair Drop Main Stage Session Room They will be placed on each chair prior to the first morning opening keynote. \$1,500</p>	<p>Moderate an Industry-Focused Boardroom Meeting Job Functions include: C-Level, Global Heads, Heads of, EVPs, SVPs & VPs. \$10,000</p>	<p>Technology Test Drive - Main Stage Demo your solution/product for 15 minutes during a dedicated session to attendees. \$15,000</p>	<p>WI-FI Branding wherever we post the Wi-Fi access details. You can pick the access password too! \$5,000</p>
<p>Track Sessions Chair & Reporter Chair all the sessions within a track within the main summit. Position yourself as an industry expert on the track theme. \$5,000</p>	<p>Private Breakfast Meeting Run a private breakfast presentation meeting for up to 45 minutes on the second morning on the main summit. We will send an invitation email to attendees, who will email you directly with their acceptance. \$12,000</p>	<p>Private Lunch Meeting Run a private lunch presentation meeting on the second day on the main summit. We will send an invitation email to attendees, who will email you directly with their acceptance. \$12,000</p>	<p>Pre-Arranged 1-2-1 Meetings Engage in double opt-in (attendee and sponsor both have to opt-in to the meeting) meetings with decision makers that are highly receptive to your solution, and looking to accelerate their buying cycle. \$4,500 per guaranteed meeting</p>	<p>Welcome Reception Be the exclusive sponsor of a themed drinks reception; address the guests in a more relaxed setting, away from the conference room. \$8,000</p>

Packages

	Exhibitor	Silver	Gold	Platinum	Diamond
Pre-Event					
Dedicated email promoting your session to over 750,000 executive subscribers				✓	✓
Promotion of downloadable whitepaper or content piece through BTOES Insights				✓	✓x2
Pre-event access is via the event app & and networking capabilities		✓	✓	✓	✓
Logo featured on our event website home page	✓	✓	✓	✓	✓
Logo & words of copy with link to your website will appear on the event website sponsors page	✓	✓	✓	✓	✓
Logo, with link to your website, will appear in selected email campaigns			✓	✓	✓
Promotion through BTOES Insights Twitter and LinkedIn social media channels		✓	✓	✓	✓
Listed as a sponsor within Event App with hotlink to your homepage	✓	✓	✓	✓	✓
Conference Passes					
Delegate Passes	2	3	5	8	12
Speaker Passes		1 rt	1	2	3
VIP Customer Passes for Main Summit			2	5	10
On-Site Engagment : 1-2-1 Meetings included with all engagements with Silver level & above, 3-20					
Booth Space	10' * 10'	10' * 10'	10' * 10'	20' * 10'	20' *10
Boardroom style meeting room for the duration of the two main conference days					✓
At-event access is via the event app & and networking capabilities	✓	✓	✓	✓	✓
On-Site Branding					
Literature Chair Drop Main Stage Session Room They will be placed on each chair prior to the first morning opening keynote				✓	✓
Platinum & Diamond Sponsor Dedicated Signage in Exhibit Hall & Keynote Main Stage				✓	✓
Chairperson announcement on the Main Stage of your organizations involvement				✓	✓
Branding on directional signage throughout the event in multiple locations				✓	✓
Branding on holdimg slide on Front Screen in General Session				✓	✓
Branding in the Exhibitor Hall	✓	✓	✓	✓	✓

Packages

	Exhibitor	Silver	Gold	Platinum	Diamond
Thought Leadership					
Speaking Sessions - Deliver a 30-minute Presentation and/or facilitate a 90 minutes pre-conference workshop			1	2	3
Opportunity for an approved senior representative from your company to open the conference and chair the plenary sessions of the conference over the two days or speak as the opening headline speaker on the first morning of the conference					✓
Panelist Speaker in Track Session			✓	✓	✓
Roundtable Moderator		✓	✓	✓	✓
Opportunity for an approved senior representative from your company to chair track sessions of the conference				✓	✓
Post Event					
Delegate list to be supplied (name, title, company) including pre-event qualification data one-week post event. Where permission has been given, full contact details provided	✓	✓	✓	✓	✓
Connect and message event attendees through Event App. Post-event access for one year to the event app & networking capabilities		✓	✓	✓	✓
Video interview filmed on-site at the event featured on BTOES Insights			✓	✓	✓
USA EVENTS PRIC - STARTS FROM	\$15,000	\$25,000	\$40,000	\$75,000	\$120,000
EUROPE EVENTS PRICE - STARTS FROM	€12,000	€22,000	€35,000	€70,000	€100,000

Make Your Sponsorship Pop With These Add-ons:

PRE-EVENT

Premium Outreach Program Access:

Will take your targeted client list and/or prospects list of companies and job titles to perform a dedicated outreach through our concierge service, developing and nurturing interest in attending the event, to secure attendance on your behalf.

\$5,000

THOUGHT LEADERSHIP

Technology Test Drive

Demo your solution / products in a dedicated session on the main stage at the summit. You will have the opportunity to demonstrate your product and interact with the audience for 15 minutes and it will be broadcast live and recorded.

The Technology Test Drive session is promoted on the main agenda, with your logo and short copy description included; as well as independently marketed. The Summit & Track Chairs make announcements of Technology Test Drive, both prior to the session and in all key announcements.

Technology Test Drive signage will be present during the session on the main stage. We also recommend that companies bring flyers to add to this and promote your test drive.

You will be responsible for the cost of any additional AV equipment required for your demonstrate and high-speed Internet access (if required)

\$15,000

Track Sessions Chair & Reporter

Chair all the sessions within a track within the main summit. Position yourself as an industry expert on the track theme.

\$5,000

DIALOGUE ENGAGEMENT - GET BUSINESS DONE

Private Lunch Meeting

Run a private lunch presentation meeting for up to 45 minutes on the second day on the main summit. You will have the undivided attention of the attendees, where you also have full control of the information you present and the format you choose.

We will send an email invitation to attendees prior to the summit, and all email responses will be received by you directly. You can then hand-select the attendees you want present.

The opening speech on the main stage will announce your Private Lunch Meeting, and direct attendees to your exhibit booth.

This opportunity is limited to just 4 private lunch meetings at the event.

Food and Beverage from a provided menu is included. Any audiovisual requirements are not included.

Lunch meetings can typically accommodate up to 20 participants. The meeting room set-up will be based on your maximum capacity requirements.

\$12,000

Private Breakfast Meeting

Run a private breakfast presentation meeting for up to 45 minutes on the second morning on the main summit. You will have the undivided attention of the attendees, where you also have full control of the information you present and the format you choose.

We will send an email invitation to attendees prior to the summit, and all email responses will be received by you directly. You can then hand-select the attendees you want present.

The opening speech on the main stage will announce your Private Breakfast Meeting, and direct attendees to your exhibit booth.

This opportunity is limited to just 4 private breakfast meetings at the event.

Food and Beverage from a provided menu is included. Any audiovisual requirements are not included.

Breakfast meetings can typically accommodate up to 20 participants per breakfast. However, is subject to the meeting room size, which in some cases has gone up to 56 participants. The meeting room set-up will be based on your maximum capacity requirements.

\$12,000

Private Meeting Room For Your Meetings

Your own private boardroom for the entire event.

\$4,000



Make Your Sponsorship Pop With These Add-ons:

Pre-arranged and scheduled 1-2-1 Appointments

BTOES offers a fully supported one-to-one meeting program and agenda where sponsors & delegates can schedule meetings ahead of the event.

As well as providing all event attendees with the opportunity to search and request meetings with any participant who has registered to attend BTOES, it allows sponsor partners to select those delegates that they really want to meet with at the Summit.

Prior to the summit, you will receive a list of those participating in the event, as well as detailed notes including:

1. Their specific involvement in purchasing decisions
2. When they are planning their next related spend
3. How much they want to spend and what they are going to spend it on
4. Details on any forthcoming RFIs & RFPs
5. What they are specifically looking to get answered during the meeting

Simply select those individuals you would like to meet and we will schedule a meeting with them for you and give you all the information you need to ensure that your meeting is truly meaningful.

Meetings will be held at your own branded table/s at your exhibition stand. Typically each meeting will be between 30 - 60 minutes in duration.

\$4,500 per scheduled meeting. Minimum 2 meetings. Fully refundable if the meeting does not take place. **Meetings are included with all packages at Silver Level & above - 3- 20, depending on your package.**

BRANDING

Literature Chair Drop Main Stage Session Room

They will be placed on each chair prior to the first morning opening keynote.

\$1,500

Social Activities – Dinners, Wine Tasting, Fun Tours, Golf Event, Showcase, VIP Events.

There are many social activities sponsorship options designed for you to relax and unwind with industry friends, both customers and potential customers.

You will host the activity at your cost, and we will ensure it is filled with attendees, based on the event, and your capacity requirements.

\$5,000

WI-FI

Branding wherever we post the Wi-Fi access details. You can pick the access password Too!

\$5,000

Welcome Reception

Be the exclusive sponsor of a themed drinks reception taking place for all attendees of the main summit on the evening prior.

This is a great opportunity to present your brand front and centre to all attendees from the onset of the summit, and address attendees in a more relaxed setting away from the conference room, with a 5 minute opening speech.

Your logo will be displayed on signage throughout the reception, including tent cards at all stations and tables, and dedicated tables with your merchandise.

Full bar service, canopies, and entertainment will be provided.

\$8,000

Refreshments Sponsor

Branding at all Refreshment Breaks Mid-Morning & Mid-Afternoon for 2 days of the Main Summit. Your logo will be prominently displayed on signage throughout all food stations, and on tent cards on all high boys, low boys, and tables.

\$5,000

This is just a selection of available add-ons, please contact us to discuss what we can do to make you stand out even more.



Why Sponsor

Access Real Dealmakers

Our events will place you where the deals are.

Our content is expertly aligned with the challenges and future focus of your target market and where there are strong pressures to get things done.

Our extensive primary research process with senior business executives, and our advisory boards, is crafted to create an agenda that focuses on the senior executives' most pressing challenges, where there are strong pressures to get things done, and where budgets are being allocated.

Furthermore, our average \$2950 attendee price point supports high intentionality to evaluate credible solution providers.

These senior business executives have also allocated a minimum of 2 days of their time, to get answers to most pressing issues they are facing within their Business Transformation, Operational Excellence, Digital Transformation & Innovation Excellence deployments, and future focus.

Hence, they are serious decision makers looking to accelerate their buying cycles, and to evaluate credible solution providers, as well as networking and hearing the right exceptional content.

Get Involved: Contact spex@proqis.com

Accelerate Your Sales...

Our events will give you the opportunity to identify and meet high intentionality senior buyers quickly and efficiently. You will achieve in just 2 days at our events, what it would take you one year to generate in face-2-face prospect appointments, without the added cost of travelling to see them.

- Our contents is designed to deliver the best attendees
- Our format is designed to create more meaningful conversations
- Our events will cut short your sales cycle, and will help you save costs
- Our events will get you involved in the sales opportunities that you were not aware of.



All Year Around Engagement

- Our event networking apps provide you with all year engagement, where you can identify and connect with the right people.
- Gain exposure through BTOES Insights, our leading content portal, where your speaking sessions will be featured.
- Gain access to private roundtables, breakfast meetings, and dinners in cities across the USA and ROW. If there is a group of ideal buyers you want to meet in a particular city, we will arrange a private meeting for you to host.
- Our events sites stay live for an entire year, and are presented through all of our channels, all year around.

proqis.com

The Proqis logo is displayed in white text against a dark background. The 'i' in Proqis has a small orange dot above it. The background of the entire slide is a low-angle photograph of a modern building with a grid of windows, bathed in a warm, golden light.

Proqis

Contact us

Clive Thomas

Senior Commercial Director
clivet@proqis.com

Proqis Digital Head Office
8 St James's Square,
London. SW1Y 4JU

proqisdigital@proqis.com

Proqis Digital is division of
Global Media Research Ltd

Get Involved: Contact spex@proqis.com

proqis.com