



# Boomi World 2024

**Sponsor & Exhibitor Prospectus**

May 6-9, 2024  
Denver, CO

# Unleash the Power of Connections at Boomi World 2024

Ready to unlock a world of opportunities? Take your Boomi business to new heights at Boomi World 2024.

Join over 1,000 customers, Boomi executives, and solution experts for our biggest, boldest, and most connected conference ever! Boomi World is where customer relationships are built, ideas are exchanged, and partnerships are forged. Don't miss the chance to connect with key decision-makers and influencers.



 **MAKE CONNECTIONS.**

Meet customers and prospects in a setting designed for building connections with business decision-makers, IT professionals, and developers looking for integration and automation solutions. Connect with Boomi executives, partner management, and technical expert users and network with Boomi sales and partner management.

 **SHOWCASE YOUR SOLUTIONS.**

Showcase your solutions, products, and services at the Connections Expo and throughout the conference. Engage directly with attendees, demonstrate the unique value of your offerings, and generate leads that can drive business growth.

 **RAISE YOUR PROFILE.**

Spotlight your expertise and thought leadership by participating in panel discussions, workshops, and keynote sessions. Your sponsorship will position your brand as a leader in the industry, fostering trust and credibility among the Boomi community.

 **ACCELERATE SUCCESS.**

Grow your business throughout the year with the inspiration and connections captured in three action-packed days.

Get ready to connect, collaborate, and succeed at Boomi World 2024! Secure your sponsorship today.

Reach us at [globalevents@boomi.com](mailto:globalevents@boomi.com).

# Agenda at a Glance\*

TUESDAY

**MAY 7**

8:00am – 5:00pm Pre-conference training

10:00am – 3:00pm Booth setup hours

12:00pm – 5:00pm Partner summit

6:00pm – 9:00pm Welcome reception

**EXPO OPEN**

WEDNESDAY

**MAY 8**

7:30am – 9:00am Registration/breakfast

**EXPO OPEN**

9:00am – 12:00pm Keynote sessions

12:00pm – 1:30pm Lunch

**EXPO OPEN**

1:30pm – 5:45pm Afternoon breakout sessions

**EXPO OPEN**

THURSDAY

**MAY 9**

7:30am – 9:00am Registration/breakfast

**EXPO OPEN**

9:00am – 12:00pm Keynote sessions

12:00pm – 1:30pm Lunch

**EXPO OPEN**

1:30pm – 5:45pm Afternoon breakout sessions

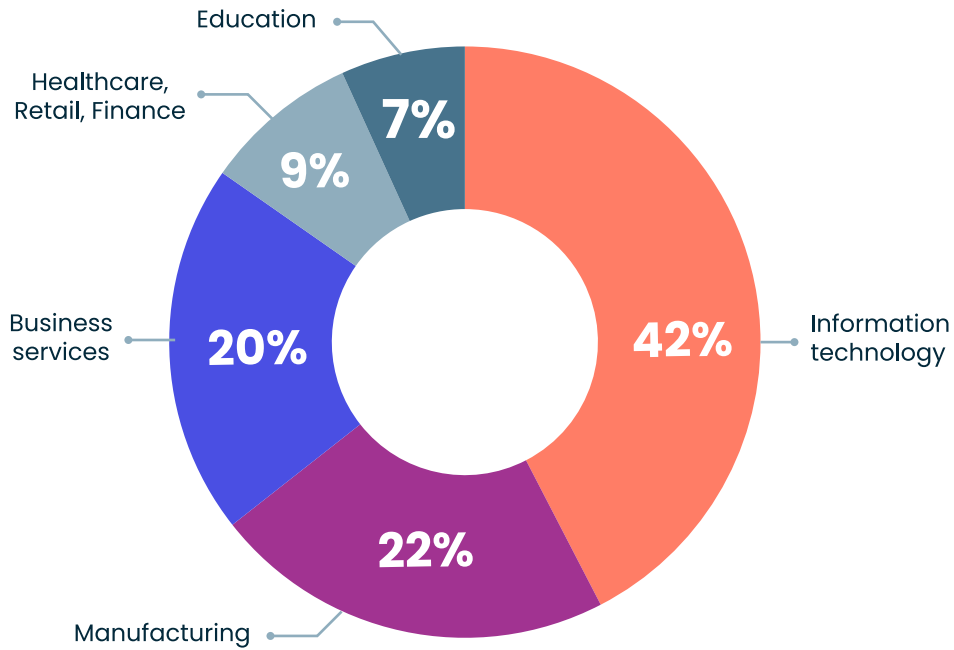
**EXPO OPEN**

6:00pm – 10:00pm Closing reception

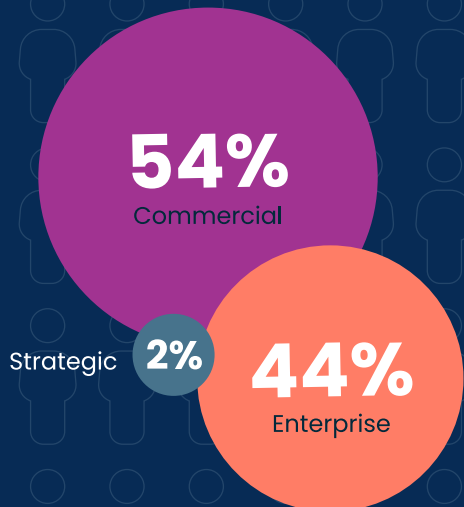
\*All times subject to change. Please note the Connections expo will be closed during General Sessions.

# Conference Demographics

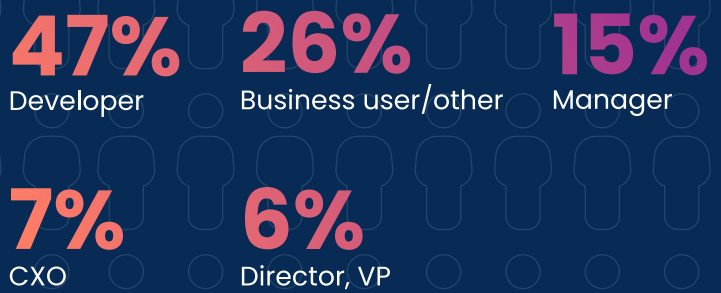
## By industry



## By size



## By title



# Sponsorship at a Glance

	Diamond	Platinum	Gold	Silver	Bronze
Price	\$70,000	\$40,000	\$25,000	\$12,000	\$7,500
Availability	2	4	12	14	8
Main stage	Speaking slot with Boomi executive	Panel inclusion	–	–	–
Theater session on expo floor	Two 15-minute sessions	One 15-minute session	Available for purchase	Available for purchase	–
Booth size	20' x 20'	20' x 10'	10' x 10'	6' x 6'	3' x 3'
Executive meetings	One 30-minute CEO meeting	One 30-minute CXO meeting	–	–	–
Booth style	Turnkey or custom	Turnkey	Turnkey	Turnkey	Turnkey
Reserved general session seats	8	4	–	–	–
Full Conference passes	8	4	2	1	1
Expo only passes	4	2	2	1	–
Meeting space	Dedicated	Based on availability	–	–	–

## Sponsorship at a Glance (cont'd)

	Diamond	Platinum	Gold	Silver	Bronze
<b>Price</b>	<b>\$70,000</b>	<b>\$40,000</b>	<b>\$25,000</b>	<b>\$12,000</b>	<b>\$7,500</b>
<b>Official sponsorship</b>	Exclusive sponsor of one of the following, based on availability: Opening reception or closing celebration	Shared sponsors of guest keynote	—	—	—
<b>Conference bag insert</b>	One piece of collateral or one giveaway	One piece of collateral or one giveaway	—	—	—
<b>Post-event follow-up</b>	Logo included in post-conference follow-up email to attendees	Logo included in post-conference follow-up email to attendees	—	—	—
<b>Press releases</b>	Mentioned in a Boomi press release and ability to issue a Boomi World sponsorship press release	Mentioned in a Boomi press release and ability to issue a Boomi World sponsorship press release	—	—	—
<b>Social media promotion</b>	Minimum of one LinkedIn post to thank Diamond level sponsors  One Twitter/X post promoting Sponsor's session  <i>(content to be provided by Sponsor for Boomi approval)</i>	One LinkedIn post to thank Platinum level sponsors  One Twitter/X post promoting Sponsor's session  <i>(content to be provided by Sponsor for Boomi approval)</i>	Ability to issue a Boomi World sponsorship press release	Ability to issue a Boomi World sponsorship press release	—
<b>Conference website</b>	Logo/URL 75-word description	Logo/URL 50-word description	Logo/URL 25-word description	Logo/URL 25-word description	—

# Additional Marketing Opportunities

Cube/Boomi TV	\$20,000
Additional badge scanners	\$500
Expo theater session	\$7,500
Meeting room access	\$7,500
Hospitality zone sponsor	\$10,000
Coffee cart	\$7,500
Charging station	\$5,000
Departing Lunch	\$10,000
Room drop	Inquire for pricing



AVAILABLE: 2

# Diamond Sponsorship

## \$70,000

Designed exclusively for two of our premier partners, the Diamond Sponsorship opportunity includes two 15-minute breakout sessions, being the exclusive sponsor of the welcome or closing reception, and much more.

### MARKETING

- ✓ Email blast: Logo/URL, 25-word description, non-exclusive
- ✓ Conference website: Logo/URL and 75-word description
- ✓ One quarter-page ad in the conference guide
- ✓ Minimum of one LinkedIn post to thank Diamond level sponsors
- ✓ One Twitter/X post promoting sponsor's session (content to be provided by sponsor for Boomi approval)
- ✓ Partner-submitted post on Boomi blog
- ✓ Included in Boomi press release and the ability to issue a Boomi World sponsorship press release\*
- ✓ Conference bag: One collateral or promotional giveaway

### CONTENT DELIVERY

- ✓ Two 15-minute breakout sessions (subject to pre-approval)

### EXCLUSIVE PARTICIPATION

- ✓ Main stage speaking slot with Boomi executive
- ✓ Exclusive 30-minute strategy meeting with Boomi executive
- ✓ Exclusive sponsor of either welcome or closing reception
- ✓ Dedicated meeting space

### EXPO

- ✓ 20' x 20' turnkey or custom booth
- ✓ Overlay graphics
- ✓ Four electrical drops
- ✓ Wireless Internet
- ✓ Daily cleaning
- ✓ Four Vienna stools, orange
- ✓ One 60" monitor
- ✓ One wastebasket
- ✓ Three lead retrieval devices

### CONFERENCE ACCESS

- ✓ Eight reserved seats during general sessions
- ✓ Eight Full Conference passes, one Speaker pass, four Expo passes
- ✓ Opportunity to purchase Full Conference passes at \$695
- ✓ Opportunity to purchase ten Expo passes at \$495

\*All press releases require Boomi approval

**AVAILABLE: 4**

# Platinum Sponsorship

## \$40,000

The Platinum Sponsorship offers a full-spectrum package including pre-conference marketing, onsite exposure, a speaking opportunity, and complimentary conference passes.

### MARKETING

- ✓ Email blast: Logo/URL, 25-word description, scheduled based on availability
- ✓ Conference website: Logo/URL and 50-word description
- ✓ Half-page ad in the conference guide
- ✓ One Twitter/X post promoting sponsor's session (content to be provided by sponsor for Boomi approval)
- ✓ Executive Q&A on Boomi blog
- ✓ Included in Boomi press release and the ability to issue a Boomi World sponsorship press release\*
- ✓ Conference bag: One collateral or promotional giveaway

### CONTENT DELIVERY

- ✓ One 15-minute breakout session (subject to pre-approval)

### EXCLUSIVE PARTICIPATION

- ✓ Main stage panel inclusion
- ✓ Exclusive 30-minute strategy meeting with Boomi executive
- ✓ Shared sponsor of guest keynote
- ✓ Scheduled meeting space

### EXPO

- ✓ 10' x 20' turnkey booth
- ✓ Overlay graphics
- ✓ Two electrical drops
- ✓ Wireless Internet
- ✓ Daily cleaning
- ✓ Two Vienna stools, orange
- ✓ One 60" monitor
- ✓ One wastebasket
- ✓ Two lead retrieval devices

### CONFERENCE ACCESS

- ✓ Four reserved seats during general sessions
- ✓ Four Full Conference passes, two Speaker passes, two Expo passes
- ✓ Opportunity to purchase Full Conference passes at \$695
- ✓ Opportunity to purchase ten Expo passes at \$495

\*All press releases require Boomi approval

**AVAILABLE: 12**

# Gold Sponsorship

## \$25,000

The Gold Sponsorship gives 12 top partners a heightened brand presence throughout the conference and through marketing. Prime placement at the Connections Expo is geared for high-value engagement with prospective customers.

### MARKETING

- ✓ Email blast: Logo/URL
- ✓ Conference website: Logo/URL and 50-word description
- ✓ One Twitter/X post promoting Sponsor's session (content to be provided by Sponsor for Boomi approval)
- ✓ Ability to issue a Boomi World sponsorship press release\*

### EXPO

- ✓ 10' x 10' turnkey booth
- ✓ Overlay graphics
- ✓ One electrical drop
- ✓ Wireless Internet
- ✓ Daily cleaning
- ✓ Three Vienna stools, orange
- ✓ One 55" monitor
- ✓ One wastebasket
- ✓ One lead retrieval device

### CONFERENCE ACCESS

- ✓ Two Full Conference passes, two Expo passes
- ✓ Opportunity to purchase Full Conference passes at \$695
- ✓ Opportunity to purchase ten Expo passes at \$495

\*All press releases require Boomi approval

**AVAILABLE: 14**

# Silver Sponsorship

## \$12,000

The Silver Sponsorship gives companies the opportunity to showcase products and services amid the high traffic of the Connections Expo. It's a terrific way to engage with prospects through demos and one-on-one conversations.

### MARKETING

- ✓ Conference website: Logo/URL
- ✓ One Twitter/X post promoting Sponsor's session (content to be provided by Sponsor for Boomi approval)
- ✓ Ability to issue a Boomi World sponsorship press release\*

### EXPO

- ✓ 6' x 6' turnkey booth
- ✓ Overlay graphics
- ✓ One electrical drop
- ✓ Wireless Internet
- ✓ Daily cleaning
- ✓ One Vienna stool, orange
- ✓ One 55" monitor
- ✓ One wastebasket
- ✓ One lead retrieval device

### CONFERENCE ACCESS

- ✓ One Full Conference pass, one Expo pass
- ✓ Opportunity to purchase Full Conference passes at \$695
- ✓ Opportunity to purchase five Expo passes at \$495

\*All press releases require Boomi approval

**AVAILABLE: 8**

# Bronze Sponsorship

## \$7,500

The Bronze Sponsorship gives companies the opportunity to showcase products and services amid the high traffic of the Connections Expo. It's a terrific way to engage with prospects through demos and one-on-one conversations.

### MARKETING

- ✓ Conference website: Logo/URL
- ✓ One Twitter/X post promoting Sponsor's session (content to be provided by Sponsor for Boomi approval)

### EXPO

- ✓ 3' x 3' turnkey booth
- ✓ Overlay graphics
- ✓ One electrical drop
- ✓ Daily cleaning
- ✓ One 32" monitor
- ✓ One wastebasket
- ✓ One lead retrieval device

### CONFERENCE ACCESS

- ✓ One Full Conference pass
- ✓ Opportunity to purchase Full Conference passes at \$695
- ✓ Opportunity to purchase five Expo passes at \$495

# Let's Connect

For any questions on the material in this prospectus or to sign up for a Boomi World 2024 sponsorship, please contact us:

 [globalevents@boomi.com](mailto:globalevents@boomi.com)





**Connect**



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