

BUSINESS  
EMPOWERMENT  
THROUGH  
COMMUNITY  
& EDUCATION

# GROWCON

A MARKETOPIA CONFERENCE

**20 SPONSORSHIP**  
**23 OPPORTUNITIES**

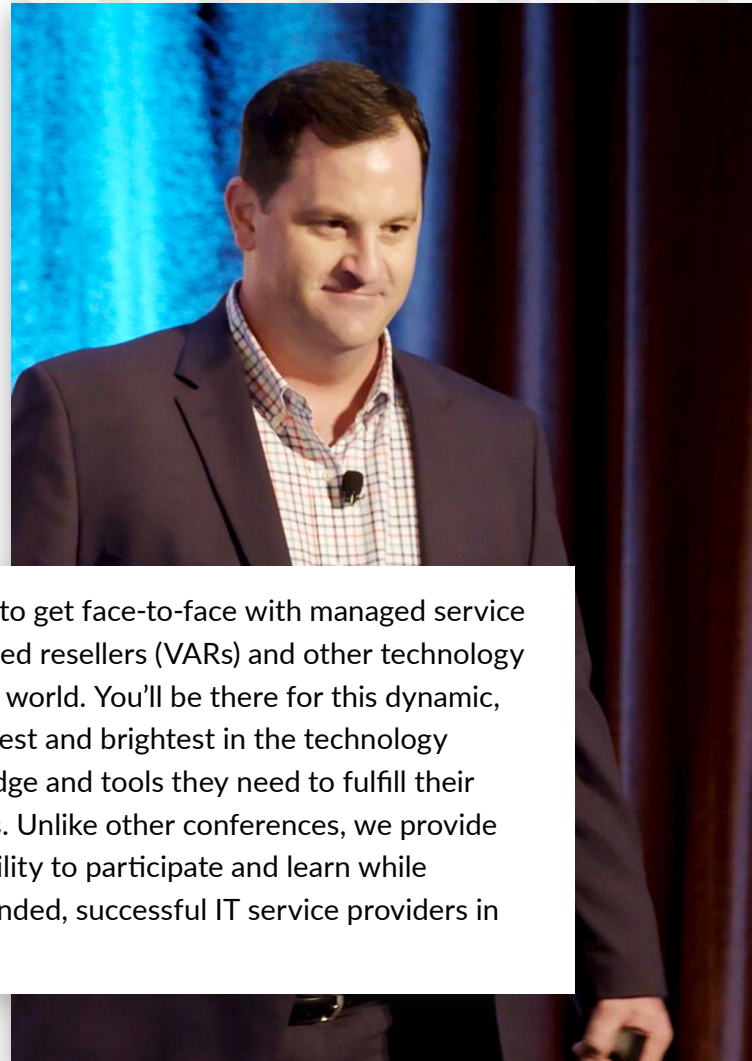


WYNDHAM GRAND, CLEARWATER BEACH, FL

844.482.4769  
GROW@MARKETOPIA.COM

# INTRODUCING GROWCON

Accelerate Your Growth  
& Take Your Channel  
Partners to the Next Level



GROWCON is your chance to get face-to-face with managed service providers (MSPs), value-added resellers (VARs) and other technology companies from around the world. You'll be there for this dynamic, three-day event while the best and brightest in the technology industry gather the knowledge and tools they need to fulfill their dreams and achieve success. Unlike other conferences, we provide our vendor sponsors the ability to participate and learn while networking with growth-minded, successful IT service providers in the industry.

Our event attendees represent some of the most active, successful and innovative decision makers in the technology industry. Don't miss your opportunity to be part of the premier growth conference of the channel.

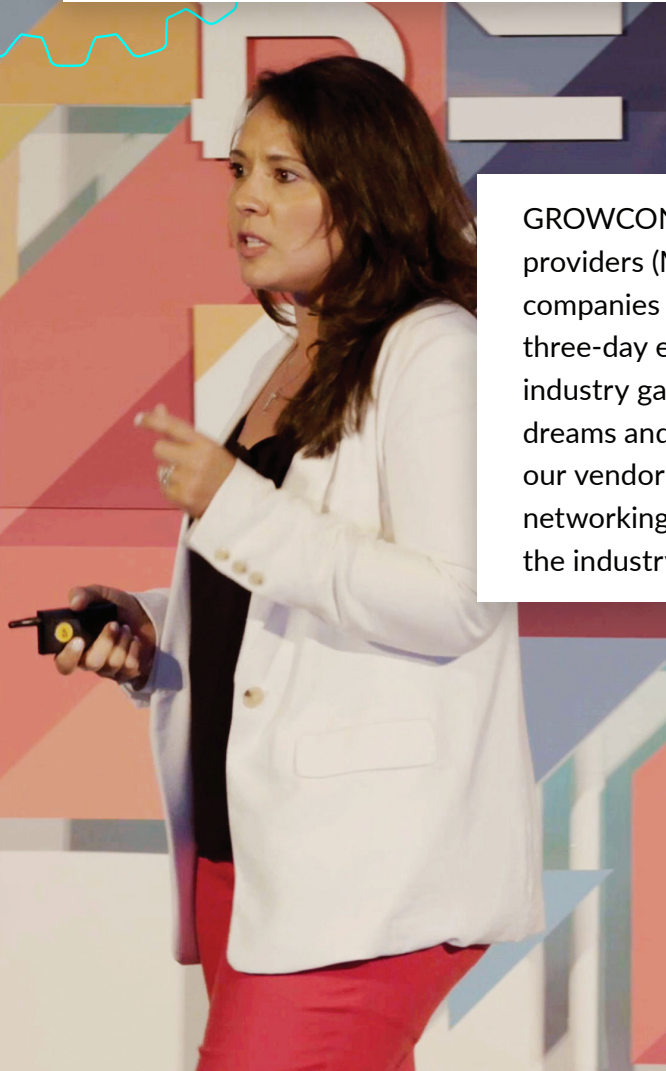
Sincerely

Handwritten signature of Terry Hedden in black ink.

Terry Hedden | CEO  
Marketopia

Handwritten signature of Andra Hedden in black ink.

Andra Hedden | CMO  
Marketopia







# WHAT IS GROW

GROW is Marketopia's community, dedicated to delivering actionable tools, training opportunities and peer-to-peer engagements that empower vendors, MSPs and other technology businesses to grow. Our mission is to connect you with the most prominent MSPs in the country so you can grow faster through a dynamic community that delivers real-world training, insight, advice and mentoring from the most trusted and respected experts in the IT industry.

# WHO IS MARKETOPIA?

Marketopia is the premier marketing and demand-generation agency for technology companies seeking to expand their footprint in the IT channel. Our firsthand experience running a blockbuster managed services firm and our expertise delivering marketing and business development strategies for the world's top technology firms allow us to craft end-to-end marketing initiatives that showcase the breadth and depth of our IT industry expertise. We use a proven system of smart marketing, appointment setting, sales tools and training based on real-world industry best practices. Our clients—vendors, MSPs, VARs and the service, cloud and software providers that sell to and through them—enjoy a constant flood of leads, deals and results from every marketing dollar.

The Marketopia team is dedicated to an exceptionally high standard of excellence, so we're honored to have received the following recognitions:



# GROWCON BY THE NUMBERS

250 - 500

ATTENDEES  
EXPECTED

## Quality > Quantity

### WHAT PARTICIPANTS THINK OF GROWCON

Every one of the technology companies that participate in the GROW community comes to learn how to grow their business with more leads, more sales and more profit. Why? Because 94% of our audience says generating more leads is their biggest challenge, and GROW provides the tools and training they need to get ahead. When polled, here is what they thought about our Annual GROWCON:

99%

WOULD RECOMMEND  
THE CONFERENCE  
TO A FRIEND OR  
COLLEAGUE

90%

FELT THE MATERIAL  
COVERED WILL  
HELP THEM GROW  
THEIR BUSINESS

92%

LEFT WITH A POSITIVE  
OPINION OF THE  
EVENT'S SPONSORS

93%

WOULD ATTEND THE  
CONFERENCE AGAIN  
IN THE FUTURE

# CONFERENCE ATTENDEE PROFILE

TARGET ATTENDEE  
ANNUAL REVENUE  
**\$1 Million+**

**85%**

EXECUTIVE-LEVEL  
MANAGEMENT

**10%**

DIRECTOR/MIDDLE  
MANAGEMENT

**5%**

SALES  
PERSON

## COMPANY SIZE

**5%**

50+ EMPLOYEES

**10%**

30-49 EMPLOYEES

**35%**

10-29 EMPLOYEES

**50%**

5-9 EMPLOYEES

**100%**

EXPECT HIGHER EARNINGS  
BY ATTENDING AN EVENT

**90%**

MANAGED SERVICES  
OR CLOUD FOCUSED

**85%**

INTERESTED IN DEVELOPING  
NEW VENDOR PARTNERSHIPS





# GROWCON ANNUAL CONFERENCE

GROWCON is the exclusive growth event for the technology industry. Our 2023 annual conference is being held at the beautiful Wyndham Grand in Clearwater Beach, FL. This dynamic, three-day conference is the perfect learning opportunity for vendors and MSPs, and GROWCON is packed with training sessions, workshops and panels crafted to help technology service providers accelerate their growth and exceed their business goals. This is the ideal place for you to extend your reach and connect with new partners or strengthen existing relationships in a casual, upscale environment.

Growth is crucial to the long-term success of your business. Attract, connect and grow with the industry's best and brightest at GROWCON.

JOIN US AT

**GROWCON**

DECEMBER 3 - 6

CLEARWATER BEACH, FL

WYNDHAM GRAND



# ANNUAL CONFERENCE SPONSORSHIP

WHAT'S INCLUDED	DIAMOND (\$100,000) (£74,000) (€89,285.71)	PLATINUM (\$75,000) (£55,000) (€66,964.29)	GOLD (\$50,000) (£37,000) (€44,642.86)	SILVER (\$25,000) (£18,500) (€22,321.43)	BRONZE (\$12,500) (£9,250) (€11,160.71)	EMERGING (\$6,000) (£5,304) (€6,140.01)
#Available		2	6	8	4	6 First year sponsors only
Booth Size		15' X 6'	10' X 6'	8' X 5'	6' X 6'	3' Pop Up Banner
Attendee Passes for Your Channel Leadership & Reps		5	4	3	2	
Day 1: Conference Room Prior to Reception to Host Your VIP Channel Partner & Event Team		☑				
Attendee List (all that opt into receiving information)		☑	☑	☑	☑	☑
1 Hour Consulting Session to Grow Your Channel Sales		☑	☑	☑	☑	☑
Training to Help Grow Your Channel		☑	☑	☑	☑	☑
Live Streaming to Help Your Channel Partners Grow Sales		☑	☑	☑	☑	☑
On-Site Promotional Items (Additional a la carte items available)		- Two 2x8 ft. Meter Board Sign - Logo on Stage	- One 2x8 ft. Meter Board Sign - Logo on Stage			
Main Stage Educational Session on Your Solution & Partner Program and to Recruit for Your Breakout Session		20 minutes	10 minutes	3 minutes	5 shared minutes	5 shared minutes
Breakout Sessions		3	2	1	1 shared	1 shared
Main Stage Panel "How Vendors Help You Grow"		☑	☑			
Celebration Dinner Sponsorship						
Lunch Sponsor & 5 Minute Welcome Speech		☑				
Event Passes for Your VIP Channel Partners		40	30	20	10	5
Hosted Pre-day - 4 hours		☑	☑			
Marketopia Creative Services Included (Additional options for additional fee)		- Photos of Your Booth w/Team - Two 2-page Partner Success Case Studies	- Photos of Your Booth w/Team - One 2-page Partner Success Case Study	- Photos of Your Booth w/Team	- Photos of Your Booth w/Team	- Photos of Your Booth
Email and Social Posts Announcing Your Involvement		☑	☑	☑	☑	
Social Post for All Speakers to Share Prior to the Event		☑	☑	☑	☑	
Social Posts & Emails to Share Session Videos Post Event		☑	☑	☑	☑	
Marketopia Network Social Post on Sponsorship & Speaking Involvement, Tagging You for Exposure		☑	☑	☑	☑	
High Value Swag for All Attendees. Must be Approved by Marketopia. Think Oscar Gift Box Type Item!		☑	☑	☑	☑	

SOLD OUT

SOLD OUT

# WHY GROWCON IS DIFFERENT

RESELLERS WHO WANT TO GROW & KNOW HOW

SMALLER, MORE INTIMATE ENVIRONMENT

EVENTS ARE POSITIVE & MOTIVATIONAL

ALL MEALS INCLUDED

LEARN HOW TO WIN, LEARN HOW  
TO GROW

CONTENT BENEFITS VENDORS  
AND ATTENDEES

OPTIONS FOR PROSPECTING PRE-DAYS &  
CLIENT CONFERENCE ADD-ONS

VENDORS MIX WITH MSPs & VARs  
THROUGHOUT THE EVENT

MOST ATTENDEES ARE SPONSORED BY EVENT  
SPONSORS, THEY PAY ONLY TRAVEL EXPENSES

POWER AND WIRELESS INTERNET INCLUDED  
FOR ALL SPONSORS & ATTENDEES







VENDORS:  
**GROWTH IS  
ESSENTIAL  
TO YOUR  
SUCCESS**

CONNECT  
WITH THE  
**TOP MSPS &  
ACCELERATE  
YOUR GROWTH!**

**GROWCON**

A MARKETOPIA CONFERENCE

# MARKETOPIA GROWCON CONFERENCE

Get ready to interact with some of the **most successful and innovative** MSPs, VARs and service providers in the technology industry.

## EVENT SPONSOR AGREEMENT

### ANNUAL CONFERENCE SPONSORSHIP

#### SPONSORSHIP LEVEL

- |                                   |                                   |  |
|-----------------------------------|-----------------------------------|--|
| <input type="checkbox"/> EMERGING | <input type="checkbox"/> BRONZE   | <input type="checkbox"/> SILVER          |
| <input type="checkbox"/> GOLD     | <input type="checkbox"/> PLATINUM | <input type="checkbox"/> <b>SOLD OUT</b> |

#### A LA CARTE

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> HOTEL GUEST ROOM KEY CARD (\$3,000)   | <input type="checkbox"/> GENERAL SESSION SEAT DROP (\$2,000) | <input type="checkbox"/> HOTEL ROOM DROP (\$1,500)                          |
| <input type="checkbox"/> ADDITIONAL SPONSOR ATTENDEE (\$1,499) | <input type="checkbox"/> AFTER PARTY                         | <input type="checkbox"/> ADDITIONAL VIP CHANNEL PARTNER ATTENDEE (\$647.50) |

# MARKETOPIA GROWCON CONFERENCE

## EVENT SPONSOR AGREEMENT

This agreement, signed and executed on the date below, is hereby submitted for sponsorship of the 2023 GROWCON CONFERENCE. By signing below, the undersigned represents that he or she is authorized to execute this Agreement on behalf of the Sponsor Company, that he or she agrees to the terms and conditions outlined in this Agreement, and he or she will pay the fee(s) indicated below.

### SPONSOR INFORMATION, ACCEPTED AND AGREED BY:

COMPANY NAME

SIGNATURE

DATE

NAME OF AUTHORIZED PERSON SIGNING

TITLE

NAME OF MARKETING CONTACT

EMAIL OF MARKETING CONTACT

ADDRESS

CITY, STATE, ZIP

PRIMARY PHONE

FAX

**TOTAL SPONSORSHIP PAYMENT DUE (INCLUDING A LA CARTE OPTIONS) = \$**

Note: Booth selection will be made in the order of full receipt of payment

Please scan and email signed agreement to Marketopia at [GROW@marketopia.com](mailto:GROW@marketopia.com)

If you have any questions about the conference or payment, please contact us at 844-4U2-GROW (482-4769) or [GROW@marketopia.com](mailto:GROW@marketopia.com).





# EVENT SPONSORSHIP AGREEMENT

This is an Agreement between Marketopia, as organizer of the GROW community and all associated events, and the undersigned for sponsorship at selected event(s). The undersigned hereby contracts with Marketopia for the sponsorship indicated, upon the terms and conditions set forth herein this Agreement and any and all rules and regulations Marketopia deems necessary or desirable for the success of the GROW community and/or events associated.

The benefits associated with each sponsorship level are specified in the 2023 GROWCON Sponsorship Prospectus which the Sponsor hereby acknowledges receiving and which are incorporated by reference into this Agreement. In the event the undersigned fails to comply in any respect with the terms of this Agreement or the terms, conditions, rules and regulations referred to herein, this Agreement may be canceled by Marketopia. Upon cancellation of this Agreement by Marketopia, all rights of the undersigned under this Agreement shall, at the option of Marketopia, be forfeited.

## PAYMENT

The sponsorship fee shall be payable as follows: The signed agreement and the total sponsorship amount must be received by Marketopia within 30 days. Table assignment priority, where applicable, will be made in the order of full receipt of payment. Contracts signed within 90 days of event are due on contract signature.

## REFUNDS & CANCELLATION

All sponsorship fees paid by the undersigned are non-refundable and non-cancelable, unless Marketopia cancels the conference.

## ADVERTISING

All publicity releases and other advertising referencing Marketopia shall be subject to Marketopia's prior written approval. Any promotional materials, signs and banners to be used regarding the 2023 GROW community or events are subject to Marketopia's approval. Any use by the undersigned of any logo, name, trademark, trustmark, service mark, trade name or other commercial or product designation of Marketopia ("Marketopia Marks") is subject to Marketopia's prior written approval. Any use by the undersigned of any Marketopia Mark must adhere to Marketopia's standards, restrictions and guidelines. The undersigned is responsible for providing Marketopia with all camera-ready art, ad copy and company logos for use relating to the undersigned's sponsorship.

## EXHIBITOR RULES & REGULATIONS

Sponsor is prohibited from displaying products/services and other brand material in areas outside the provided space – including any hotel, meeting or guest room space – unless obtained with written approval from Marketopia. During the 2023 GROWCON Conference and other events, seat drops, room drops, gobos and hotel meeting space may not be arranged through the host venue without prior written approval from Marketopia.

## INDEMNITY

The undersigned agrees to indemnify, defend and hold harmless Marketopia, its officers, directors, employees, agents, successors and assigns from and against any and all claims, demands, losses, liabilities, actions, lawsuits, proceedings, judgments, awards, costs and expenses (including reasonable attorneys' fees) arising, in whole or in part, out of any act or omission by the undersigned, or any employee, agent, contractor, subcontractor or representative of the undersigned in connection with or relating to this Agreement including, without limitation, any injury and damages caused to the venue.

## FORCE MAJEURE

Marketopia shall not be liable or responsible for any failure by Marketopia to comply with the terms of this Agreement due to causes beyond its reasonable control, including, but not limited to fire, storm, flood, accident, acts of war, insurrection, terrorism, labor disputes, acts of God, failure of communication systems or networks and acts of third parties.

## GENERAL PROVISIONS

This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective successors and assigns. The rights and obligations of the undersigned under this Agreement may not be transferred, assigned, sublet or otherwise disposed of without the prior written consent of Marketopia. The parties hereto may – with mutual consent – amend any provision of this Agreement. Additionally, any party hereto may grant consent or waive any right to which it is entitled hereunder or any condition to its obligations hereunder, provided that each such amendment, consent or waiver shall be in writing. No waiver by either party hereto at any time of any breach by the other party hereto of, or compliance with, any condition or provision of this Agreement to be performed by such other party shall be deemed a waiver of similar or dissimilar provisions or conditions at the same or any prior or subsequent time. This Agreement shall be governed by and construed in accordance with the laws of the United States of America and the laws of the State of Florida without reference to the choice of law principles thereof.

The undersigned hereby submits to the jurisdiction of the state and federal courts of the State of Florida for all proceedings arising out of or relating to this Agreement and waives any objection to the propriety or convenience of venue in such courts. This Agreement shall not create, nor shall it be represented by either party to create a partnership, joint venture, employer-employee, master-servant, principal-agent, or other relationship whatsoever between the parties hereto. Neither party hereto shall have, nor represent to have, authority or power to obligate or bind the other party hereto by contract, agreement, warranty, representation or otherwise in any manner whatsoever, without the other party's prior written consent.

**WE LOOK  
FORWARD TO  
HELPING YOU  
GROW**

**GROWCON**

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