

BUSINESS
EMPOWERMENT
THROUGH
COMMUNITY
& EDUCATION

GROWCON

A MARKETOPIA CONFERENCE

20 SPONSORSHIP
24 OPPORTUNITIES

DECEMBER 3-5, 2024



 THE COLISEUM, ST. PETERSBURG, FL

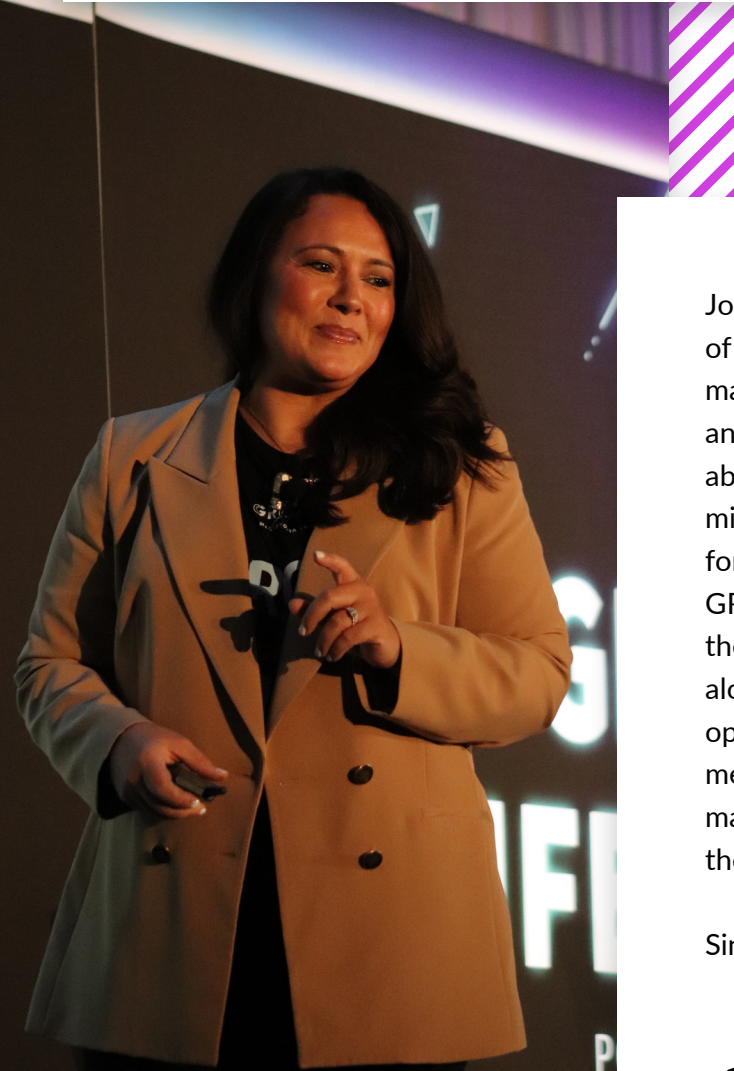
844.482.4769
GROW@MARKETOPIA.COM

JOIN US AT

GROWCON



150+ MSPs Couldn't Be Wrong.
Join Us at the Annual Growth
Conference of the Channel!



Join us at GROWCON – the IT channel's MSP growth event of the year—where you'll create invaluable connections with managed service providers (MSPs), value-added resellers (VARs) and tech trailblazers worldwide. This three-day event isn't just about networking—it's a dynamic gathering where the brightest minds in technology converge to exchange insights and tools for achieving unparalleled success. Unlike typical conferences, GROWCON goes the extra mile, offering vendor sponsors the chance to immerse themselves in the vibrant atmosphere alongside ambitious IT service providers. Don't miss this opportunity to elevate your career and business prospects. You'll meet some of the most active, successful and innovative decision-makers in the tech world. Don't miss your chance to connect with these individuals and be part of the action.

Sincerely

Terry Hedden | CEO
Marketopia

Andra Hedden | CMO
Marketopia



WHAT IS

GROW



Marketopia's vibrant community, GROW, offers actionable tools, training opportunities and peer-to-peer engagements to empower vendors, MSPs and other tech businesses to thrive. Our mission is to connect you with top MSPs nationwide and beyond, enabling you to accelerate your growth through a vibrant community that offers real-world training, invaluable insights, expert advice and mentoring from trusted industry leaders.

WHO IS

MARKETOPIA?

Marketopia is the leading global marketing agency specializing in helping technology companies in the IT channel grow. We have unique experience managing a highly successful managed services firm, and we use this expertise to develop effective marketing strategies for technology leaders worldwide. We offer comprehensive marketing solutions, combining smart marketing approaches, appointment setting, and proven best practices to consistently deliver results. Our global presence, including our London office, ensures clients everywhere benefit from a continuous flow of leads, deals, and increased revenue from their marketing investments.

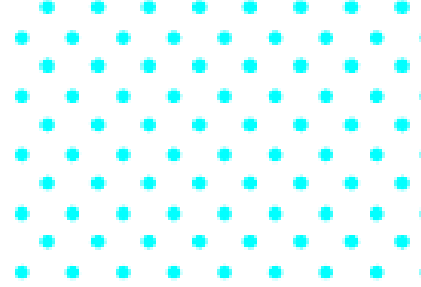
The Marketopia team is dedicated to an exceptionally high standard of excellence. We're honored to have received the following recognitions, including being a five-time winner of the INC. 5000 award:





GROWCON

BY THE NUMBERS



150 - 250+

ATTENDEES
EXPECTED

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

20%

10-29 EMPLOYEES

25%

5-9 EMPLOYEES

40%

1-4 EMPLOYEES

100%

EXPECT HIGHER EARNINGS
BY ATTENDING AN EVENT

95%

MANAGED SERVICES
OR CLOUD FOCUSED

95%

INTERESTED IN DEVELOPING
NEW VENDOR PARTNERSHIPS



GROWCON **ANNUAL** **CONFERENCE**

GROWCON is the exclusive growth event for the technology industry. Our 2024 annual conference will be held at The Coliseum in St. Petersburg, FL. This dynamic, three-day conference is the perfect learning opportunity for vendors and MSPs. 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 3-5

ST. PETERSBURG, FL

THE COLISEUM

ANNUAL CONFERENCE SPONSORSHIP

WHAT'S INCLUDED	DIAMOND (\$50,000) (£39,430) (€46,103.75)	PLATINUM (\$40,000) (£31,544) (€36,879.40)	GOLD (\$30,000) (£23,658) (€27,659.55)	SILVER (\$15,000) (£11,829) (€13,831.12)	BRONZE (\$7,500) (£5,914.50) (€6,915.56)
Booth Size	20'	15'	10'	8'	6'
Table Size	8'	8'	6'	6'	4'
Attendee Passes for Your Channel Leadership & Reps	4	4	3	2	1
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 with Growth Consultant to Grow Your Channel Sales	✓	✓	✓	✓	✓
Training to Help You Grow Your Channel	✓	✓	✓	✓	✓
On-Site Promotional Items (Additional a la carte items available)	<ul style="list-style-type: none"> - Two 39"X84" Meter Board Signs - Logo on Break Slide 	<ul style="list-style-type: none"> - One 39"X84" Meter Board Sign - Logo on Break Slide 	<ul style="list-style-type: none"> - One 39"X84" Meter Board Sign - Logo on Break Slide 		
Main Stage Educational Session on Your Solution & Partner Program	20 minutes	10 minutes	5 minutes	3 minutes	1 minute
Breakout Sessions	4	3	2	1	1
Main Stage Panel "How Vendors Help You Grow"	✓	✓	✓		
Major Evening Event Sponsorship (10-Minute Event Speech)	✓				
Meals Sponsor & 5-Minute Meal Speech	✓	✓			
Event Passes for Your VIP Channel Partners (Vendor agrees to send invites via email & social)	50	40	30	20	10
Marketopia Creative Services Included (Additional options for additional fee)	<ul style="list-style-type: none"> - Photos of Your Booth w/Team - Two 2-page VIP Partner Success Case Studies 	<ul style="list-style-type: none"> - Photos of Your Booth w/Team - Two 2-page VIP Partner Success Case Studies 	<ul style="list-style-type: none"> - Photos of Your Booth w/Team - One 2-page VIP Partner Success Case Study 	<ul style="list-style-type: none"> - Photos of Your Booth w/Team 	<ul style="list-style-type: none"> - Photos of Your Booth w/Team
Email and Social Posts Announcing Your Involvement	✓	✓	✓	✓	✓
Social Posts & Emails to Share Session Videos Post Event	✓	✓	✓		
Marketopia Network Social Post on Sponsorship & Speaking Involvement, Tagging You for Exposure	✓	✓	✓	✓	✓
Packing & Delivery of High Value Swag for All Attendees. Must be Approved by Marketopia. Think Oscar Gift Box Type Item!	✓	✓	✓	✓	✓



WHY GROWCON IS **DIFFERENT**

SMALLER, MORE **INTIMATE ENVIRONMENT**

EVENTS ARE **POSITIVE & MOTIVATIONAL**

MEALS **INCLUDED**

LEARN HOW TO WIN, **LEARN HOW
TO GROW**

CONTENT **BENEFITS VENDORS
AND ATTENDEES**

**VENDORS MIX WITH MSPs & VARs
THROUGHOUT THE EVENT**

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





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

- BRONZE
- SILVER
- GOLD
- PLATINUM
- DIAMOND

A LA CARTE

- COMEDIAN OR BAND SPONSOR (\$25K-50K)
- BAG SPONSOR FOR SWAG (\$5,000)
- BREAK SPONSOR (\$5,000)
- VENDOR BRANDED CUPS AND NAPKINS (\$3,000)
- GENERAL SESSION SEAT DROP (\$2,000)
- ADDITIONAL SPONSOR ATTENDEE (\$1,499)
- BRANDED SHOT SPONSOR W/ MODEL (\$1,000)
- ADDITIONAL VIP CHANNEL PARTNER ATTENDEE (\$500)
- ELECTRICITY AT BOOTH (\$100)

MARKETOPIA GROWCON CONFERENCE

EVENT SPONSOR AGREEMENT

This agreement, signed and executed on the date below, is hereby submitted for sponsorship of the 2024 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:**

NAME OF SPONSORING COMPANY

SIGNATURE

DATE

NAME OF AUTHORIZED PERSON SIGNING

TITLE

NAME OF SPONSORING 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

PAYMENT TERMS

Payment due at time of contract signing.

Please scan and email signed agreement to Marketopia at 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.



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 2024 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

Payment is due Net 30 if signed prior to September 1st. If signed after September 1st, payment is due upon signature. Table assignment, where applicable, will be made in the order of full receipt of payment.

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 2024 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 2024 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.

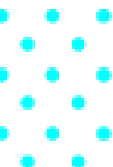
FORCE MAJEURE

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**



A MARKETOPIA CONFERENCE



844.482.4769



GROW@MARKETOPIA.COM



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