

Sponsor Information



XLoDGlobal

NEW YORK





Your Company Representatives

Please use the link provided in the body of the email, to register your sponsor representatives attending the event, before 3rd September

You **do not** need to register your speakers, this will be done by our production team. This includes roundtable participants.

Additional places may be purchased at a rate of \$1997.50 (50% off the full non-financial institution rate), using the following discount code on our website: **SPONREP50**



Company profile

Please use the link provided in the body of the email to upload the following app content by 3rd September:

- Company Synopsis: A brief description of your company (approximately 250 words)
- Website: Your company's website address
- Contact Information: A contact email address, any social media links you would like to include (e.g. LinkedIn, X).
- Logo Confirmation: Please verify we have the correct logo for your company by checking the provided web link.
 - If any changes to the logo are required, we kindly ask you to inform us by the 3rd September

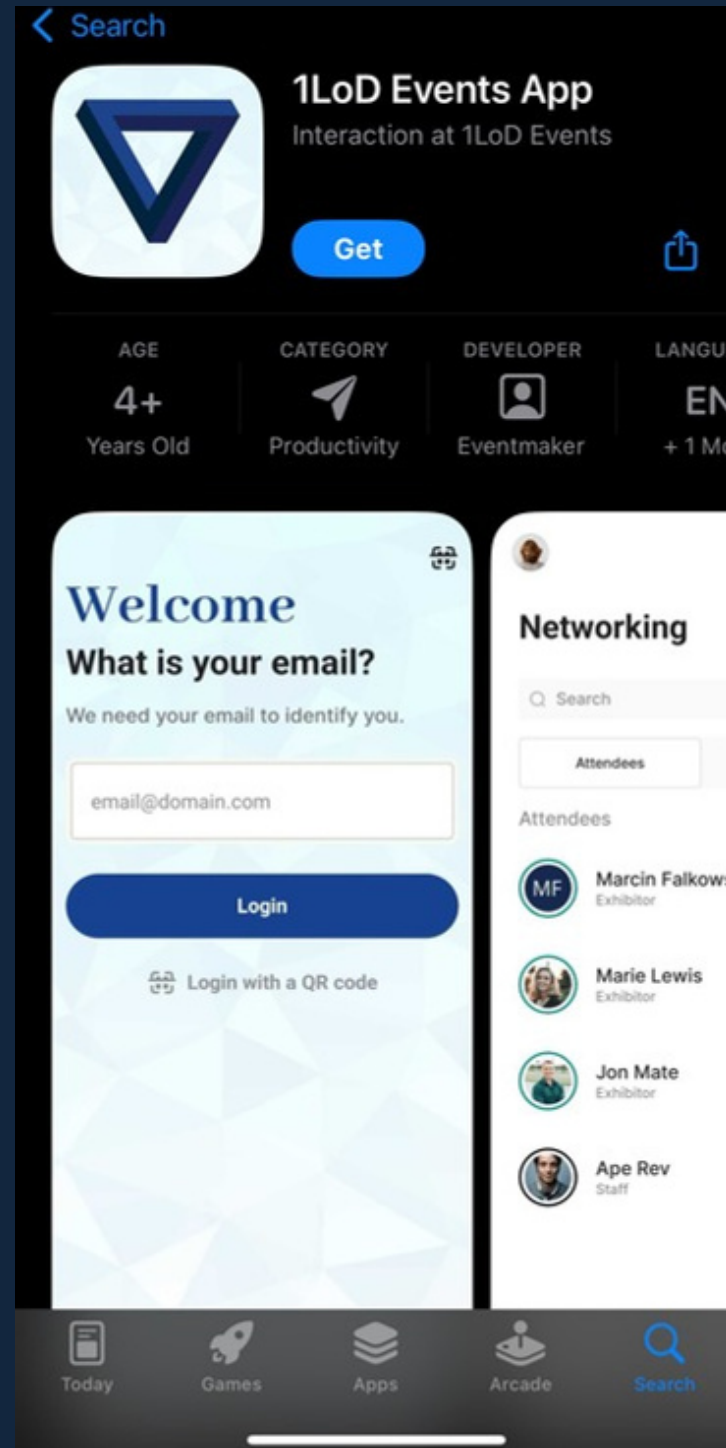
This is the print deadline so we want to ensure your logo is correct on on-site branding materials.



Delegate List

Sponsors will receive a delegate list as follows:

- Pre-Event Delegate List: Two weeks prior to the event, you will receive a list containing the following details: Name, Job Title, Company, Country.
- Final Delegate List: You will receive an updated delegate list the day before the event.
- Post-Event List: Within 48 hours of the event, you will receive a link to your Insight Accelerator dashboard, which will include:
 1. A final delegate list (including name, job title, company and country).
 2. A list of the leads your company collected during the event.



Event App

- The event app will go live on the 10th September. Your registered company representatives will be able to log in and view the agenda & delegate list, message delegates directly and book the roundtable sessions they wish to attend.
- Any changes to your company page on the event app should be sent to us before 3rd September, you will then be sent a link to check your page before the app goes live.

Networking & Lead Capture Via The App

The event app includes a networking and lead capture feature designed to enhance your interactions with attendees. Each delegate will have a QR code printed on their badge. By using the **camera within the app** to scan another delegate's badge, your on-site team can easily collect connection data, much like exchanging business cards. You must be registered on the event app, to use this function. **All attendees will receive instructions on how to access the app and make the most of this feature.**

A video explaining how to use the networking and lead capture tool can be found [here](#).

The data collected will only include contact numbers if the delegate has chosen to add this information to their profile, as providing a contact number is optional. It is important to ensure that your on-site team understands and is fully engaged with this process to maximise the potential leads available at the event. If any assistance is required they can contact us via email or at the registration desk on the day.

Following the event, a list of the leads collected by your team will be provided.

Exhibition Stands

If we haven't done so already, we will be in touch with you in the coming weeks to ask you to select your exhibition space. Please note that space allocation is based on the order in which sponsors signed up for the event. Further details regarding set-up and delivery will be provided in a separate e-mail.

All sponsors will be offered the option to purchase a turnkey, pre-built exhibition stand. If you would like to add this to your package please contact me directly
Sophie.BakerSmith@1lod.com

If you are **bringing your own stand this must be approved prior to the event.**

If you intend to serve drinks, food, or similar items from your stand, this must also be approved in advance.

Please note that serving drinks or food from your stand is not permitted after 3:30pm on the day of the event.



Venue & Accommodation

Javits Center
429 11th Ave, New York, NY
10001

You can view details of local accommodation [here](#).

The event schedule is as follows:

The event will run from 07:45–17:50 EDT with networking breaks throughout the day, followed by a drink's reception from 18:00 – 19:00 EDT.

Event team



Production enquiries

Harry Batstone

Head of XLoD Production



Marketing enquiries

Dan Aldridge

Group Head of Marketing



Logistical Enquiries

Abi Stanton

Operations Manager