

the
Great Game
of Business®



26th
ANNUAL
**GATHERING
OF GAMES**
CONFERENCE

SEPTEMBER 5-7, 2018
HILTON ANATOLE DALLAS

SPONSORSHIP 2018



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the
GreatGame
of Business®

greatgame.com

2017 HIGHLIGHTS



658

International Business Professionals in attendance. We are expecting over 750 participants in 2018.



196

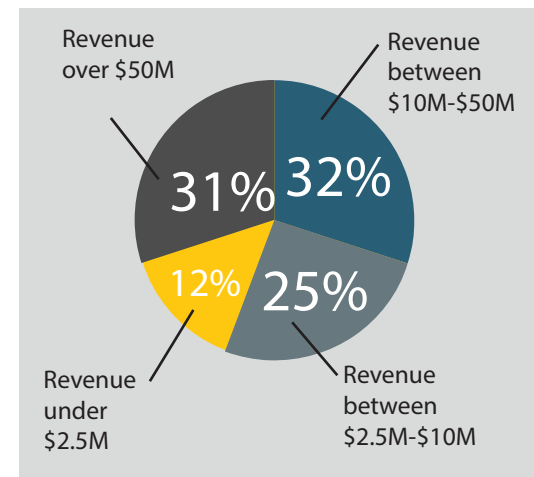
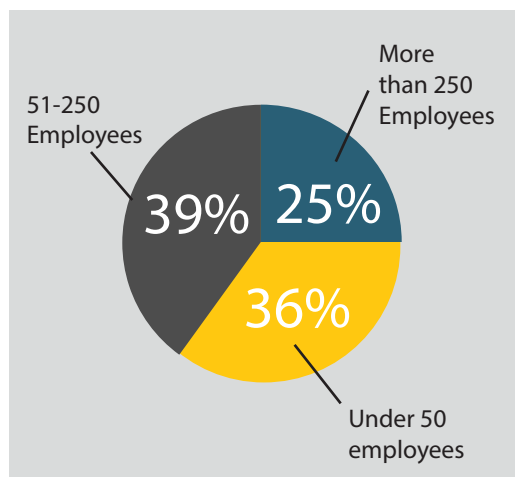
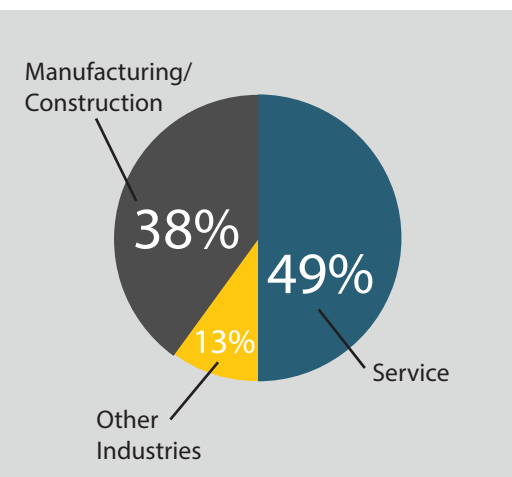
Individual companies were represented.

"If you want to change your business outcomes for the positive and empower your employees, this is the place you start."

- Paul's Machine & Welding

WHO ATTENDED?

- **57%**
Upper Management
- **21%**
Middle Management
- **10%**
Board Members



6X

GREAT GAME OF BUSINESS PRACTITIONERS SEE A
INCREASE IN PROFIT GROWTH

"This is the epicenter of the open-book community." -Rethink Restaurants

ABOUT THE GATHERING

The Gathering of Games is the only conference where the open-book community comes together from around the world to learn, share and celebrate the principles and practices of the Great Game of Business and open-book management. Participants at the 2017 conference included more than 650 business leaders from companies considering implementing open-book management to long-time practitioners of the Great Game of Business, all ready to share best practices with the open-book community. One hundred speakers & presenters conducted over 50 educational sessions, in addition to five main-stage presentations, and three dynamic networking events.

Gathering of Games participants are excited about creating transparent workplaces where employees are educated, empowered and engaged in driving business results. Even better, Gathering of Games participants are passionate about sharing the message of open-book management with others.

In short, the Gathering of Games provides an unmatched opportunity to connect with like-minded business leaders and learn the most innovative techniques for playing The Game.



PRACTITIONER STORIES

Hear success stories from companies who have used The Great Game of Business to drive rapid financial results and lasting cultural change.



WORLD-CLASS SPEAKERS

Get inspired by first-class keynote speakers, including the "Father of Open-Book Management," Jack Stack.



NETWORKING OPPORTUNITIES

Connect with other open-book practitioners during multiple high-energy networking opportunities.



MANAGEMENT EXPERTS

Attend sessions led by practitioners who have lived open-book management in their organizations and are ready to share their trials and triumphs with you.



CELEBRATE

Join us in congratulating and celebrating the success of the All-Star Finalists. Their success stories will inspire you to further leverage the power of open-book management in your company.

EXAMPLES OF PAST PARTICIPANTS



WHY ATTEND?

TENTATIVE AGENDA

WEDNESDAY SEPTEMBER 5

Registration
Pre-Conference Workshops
Networking Reception

THURSDAY SEPTEMBER 6

Registration / Breakfast
Opening Keynote
Networking Event
Breakout #1 – concurrent sessions
Regional Networking Lunch
Breakout #2 – concurrent sessions
Breakout #3 – concurrent sessions
Breakout #4 – concurrent sessions
All-Star Reception (invitation only)

FRIDAY SEPTEMBER 7

Breakfast
OBMx Practitioner Talks
Breakout #5– concurrent sessions
Closing Keynote

SPONSORSHIP LEVELS

PLATINUM \$50,000

More info

GOLD \$25,000

More info

SILVER \$15,000

More info

BRONZE \$10,000

More info

NUMBER OF SPOTS	1	4	5	5
THE GATHERING CONFERENCE	<ul style="list-style-type: none"> Name & logo on all promo material leading up to the conference Exhibitor booth Introduction of main stage session Networking reception sponsor Branded coffee sleeves Thursday lunch sponsor 	<ul style="list-style-type: none"> Meal & break sponsor Name & logo on all promotional material Exhibitor booth 	<ul style="list-style-type: none"> Name & logo on all promotional material Exhibitor booth 	<ul style="list-style-type: none"> Name & logo on all promotional material Exhibitor booth
TICKETS & ACCESS	<ul style="list-style-type: none"> 6 conference registrations (for company reps or clients) 6 tickets to networking reception 25% off additional registrations, limit 15 	<ul style="list-style-type: none"> 4 conference registrations (for company reps or clients) 4 tickets to networking reception 25% off additional registrations, limit 10 	<ul style="list-style-type: none"> 2 conference registrations 2 tickets to networking reception \$150 off additional registrations, limit 10 	<ul style="list-style-type: none"> 1 conference registration 1 ticket to networking reception \$100 off addtnl registrations, limit 5
WEB PRESENCE	<ul style="list-style-type: none"> Logo, link, and description on website 	<ul style="list-style-type: none"> Logo, link, and description on website 	<ul style="list-style-type: none"> Logo, link, and description on website 	<ul style="list-style-type: none"> Logo & link on website
MOBILE APP	<ul style="list-style-type: none"> Logo & link in app Push notification in app 	<ul style="list-style-type: none"> Logo & link in app Push notification in app 	<ul style="list-style-type: none"> Logo in app 	
EMAIL & BLOG	<ul style="list-style-type: none"> Logo in marketing emails Logo in confirmation emails Pre-event educational blog post Post-event email 	<ul style="list-style-type: none"> Logo in marketing emails Post-event email 	<ul style="list-style-type: none"> Logo in marketing emails 	
PRINT/SIGNAGE	<ul style="list-style-type: none"> Chair drop in main session Logo in program Two full-page ads in program Logo on event signage Participant bag insert 	<ul style="list-style-type: none"> Logo in program Full page ad in program Logo on event signage Participant bag insert 	<ul style="list-style-type: none"> Logo in program Half-pg ad in program Logo on event signage Participant bag insert 	<ul style="list-style-type: none"> Logo in program Half-pg ad in program Logo on event signage

WORKSHOPS:

HIGH INVOLVEMENT PLANNING WKSHP

GET IN THE GAME WKSHP

WEB	<ul style="list-style-type: none"> Logo and link on website Logo and link in marketing emails 			
PRINT	<ul style="list-style-type: none"> Logo and link on event materials One page insert in participant folders 	<ul style="list-style-type: none"> One page insert in participant folders 		
TICKETS	<ul style="list-style-type: none"> 6 total seats at 2018 events (for company reps or clients) 	<ul style="list-style-type: none"> 2 total seats at 2018 events (for company reps or clients) 		

"It's the most personally and professionally motivating experience I've ever had." –Club WAKA

SPONSORSHIP LEVELS

PLATINUM SPONSOR - \$50,000

1 AVAILABLE

PRE EVENT PROMOTION (FEBRUARY – SEPTEMBER 2018)

- Company name and logo on all pre-event promotional materials
- Company name/logo and description on website with URL
- Logo in all marketing and registration confirmation emails
- Pre-event educational blog post

EVENT PROMOTION (SEPTEMBER 5 – 7, 2018)

- Exhibitor booth
- Introduction of main stage session
- Chair drop in main session
- Logo in event program
- One (1) full-page ad in event program
- Logo on all event signage
- Six (6) complimentary registrations and networking reception tickets (for company reps or clients)
- 25% off additional registrations (reps or clients – limit 15)
- Participant bag insert
- Logo/URL in mobile app
- One (1) push notification within the mobile app

POST EVENT PROMOTION (SEPTEMBER – OCTOBER 2018)

- Post event email
- Attending mailing (list provided to mailing company for one use)

OVERALL PROMOTION

- Networking reception sponsor (includes logo on wristbands, signage, photobooth pics, and intro by company representative)
- Break sponsor (branded coffee sleeves)
- Thursday lunch sponsor (signage, recognition in program, short speaking opportunity at lunch)

GET IN THE GAME AND HIGH-INVOLVEMENT PLANNING WORKSHOPS

Your reach extends beyond The Gathering of Games through our Get in the Game two-day workshop (held five times a year), and the High-Involvement Planning Workshop (conducted twice a year).

> [CLICK TO VIEW SCHEDULE](#)

- Company name and logo on all promotional materials
- Company name/logo and description on website with URL
- Logo on event materials/signage
- One (1) full-page insert in participant folders
- Six (6) seats/tickets at 2018 events (for company reps or clients)

SPONSORSHIP LEVELS

GOLD SPONSOR - \$25,000

4 AVAILABLE

PRE EVENT PROMOTION (FEBRUARY – SEPTEMBER 2018)

- Company name and logo on all pre-event promotional materials
- Company name/logo and description on website with URL
- Logo in all marketing and registration confirmation emails
- Pre-event educational blog post

EVENT PROMOTION (SEPTEMBER 5 – 7, 2018)

- Exhibitor booth
- Logo in event program
- One (1) full-page ad in event program
- Logo on all event signage
- Four (4) complimentary registrations and networking reception tickets (for company reps or clients)
- 25% off additional registrations (reps or clients – limit 10)
- Participant bag insert
- Logo/URL in mobile app
- One (1) push notification within the mobile app
- One (1) breakfast or break sponsor

POST EVENT PROMOTION (SEPTEMBER – OCTOBER 2018)

- Post event email

GET IN THE GAME WORKSHOPS AND HIGH-INVOLVEMENT PLANNING WORKSHOPS

Your reach extends beyond The Gathering of Games through our Get in the Game two-day workshop (held seven times a year), and the High-Involvement Planning Workshop (conducted twice a year).

[> CLICK TO VIEW SCHEDULE](#)

- One (1) full-page insert in participant folders
- Two (2) seats/tickets at 2018 events (for company reps or clients)

“

The Gathering of Games has been one of our more successful events yielding a 160% ROI within the first month after the conference. The staff is great to work with and there is a clear fit between the attendees and who we're looking to talk with.

-Nicole MacLean, Emplify

”

SPONSORSHIP LEVELS

SILVER SPONSOR - \$15,000

5 AVAILABLE

PRE EVENT PROMOTION (FEBRUARY – SEPTEMBER 2018)

- Company name and logo on all pre-event promotional materials
- Company name/logo and description on website with URL
- Logo in all marketing emails

EVENT PROMOTION (SEPTEMBER 5 – 7, 2018)

- Exhibitor booth
- Logo in event program
- One (1) half-page ad in event program
- Logo on all event signage
- Two (2) complimentary registrations and networking reception tickets (for company reps or clients)
- \$150 off additional registrations (reps or clients – limit 10)
- Participant bag insert
- Logo/URL in mobile app



“ The event was wonderful! We made a lot of contact with the attendees and in comparison to other events, this one seemed to have more attendees coming to us directly with their questions and interest... we felt like a natural part of the event.

-Carly Taft, BKD CPAs & Advisors

”

SPONSORSHIP LEVELS

BRONZE SPONSOR - \$10,000

5 AVAILABLE

PRE EVENT PROMOTION (FEBRUARY – SEPTEMBER 2018)

- Company name and logo on all pre-event promotional materials
- Company name/logo and description on website with URL

EVENT PROMOTION (SEPTEMBER 5 – 7, 2018)

- Exhibitor booth
- Logo in event program
- One (1) half-page ad in event program
- Logo on all event signage
- One (1) complimentary registration and networking reception ticket (for company rep or client)
- \$100 off additional registrations (reps or clients – limit 5)



“

Just a final compliment to all of you at GGOB for a great conference. We will want to continue our sponsorship. See you in Dallas next September!

-Rick Rose, Menke & Associates

”

OTHER OPPORTUNITIES

	AVAILABILITY	ADD-ON TO A SPONSORSHIP PACKAGE	WITHOUT BRONZE, SILVER, GOLD, OR PLATINUM PACKAGE
WIFI SPONSOR	1	\$5,000	N/A
CONFERENCE TRACK SPONSORSHIPS	5	\$2,000	N/A
SPONSORED SESSION	3	\$4,500	\$7,500
LANYARD SPONSOR	1	\$2,500	N/A
EXHIBIT BOOTH	UNLIMITED	N/A	\$3,500
BRANDED CHARGING STATION	1	\$1,500	N/A
PARTICIPANT BAGS	1	\$3,000	\$5,000
PARTICIPANT BAG INSERT	UNLIMITED	\$750	\$1,500
HALF-PG AD IN PROGRAM	UNLIMITED	N/A	\$1,000
FULL PG AD IN PROGRAM	UNLIMITED	\$250 (UPGRADE FROM 1/2 PG)	\$1,250
PRE-EVENT BLOG POST	UNLIMITED	\$2,000	\$3,000
POST EVENT EMAIL	UNLIMITED	\$3,500	\$5,000
INCL. IN POST EVENT EMAIL	UNLIMITED	\$1,500	\$2,500
LOGO IN EMAIL CONFIRMATIONS	UNLIMITED	\$1,000	N/A
LOGO/LINK IN APP	UNLIMITED	\$750	\$1,250
PUSH NOTIFICATION IN APP	3	\$750	\$2,000

"It was the most valuable three days of my life." –Moncrieff Construction

IN-KIND SPONSORSHIPS

SPEAKER SPONSOR	PROVIDE GIFTS SHIPPED TO SPEAKERS
SWAG BAG SPONSOR	PROVIDE 800 PARTICIPANT BAGS
MEDIA SPONSOR	PROVIDE MEDIA ADVERTISING
PRINTING SPONSOR	PROVIDE SOME COMPENSATION OF PRINTING OF PROGRAM, SIGNAGE, ETC
AWARDS SPONSOR	PROVIDE TROPHIES, PLAQUES FOR ALL-STAR AWARDS
PLEASE CALL FOR ADDITIONAL INFORMATION.	



"The best way to learn to play is from the people playing." –Superior Bowen Asphalt

SPONSOR SIGN-UP

YES! Our company would like to partner with the Great Game of Business in support of the 26th Annual Gathering of Games 2018 Conference.

SPONSORSHIP LEVELS

<input type="checkbox"/>	PLATINUM	\$50,000
<input type="checkbox"/>	GOLD	\$25,000
<input type="checkbox"/>	SILVER	\$15,000
<input type="checkbox"/>	BRONZE	\$10,000

TOTAL COMMITMENT

OTHER OPPORTUNITIES

ITEM:

COST:

IN-KIND SPONSORSHIPS

ITEM:

COST:

NAME:

DATE:

COMPANY NAME:

PHONE NUMBER: