

11th Annual

Digital Marketing *for* Financial Services

Virtual Summit **CANADA**

June 15th-16th, 2021

Sponsorship Lead
Generation Guide



Position Your Brand and Generate Qualified Sales Leads

The 10th Annual Digital Marketing for Financial Services Summit is the largest and longest-running event of its kind. For 2021, we are excited to announce we have gone VIRTUAL with increased value for sponsors!

DEMAND GENERATION

Demand generation
for high quality
SQLs for your sales
pipeline

THOUGHT LEADERSHIP

Demonstrate your
expertise alongside
leading brands

HIGH-LEVEL NETWORKING

Connect with senior
decision-makers from
top brands

BRAND AWARENESS

Engage with
customers to be
top-of-mind

BUILD LOYALTY & CLIENT RETENTION

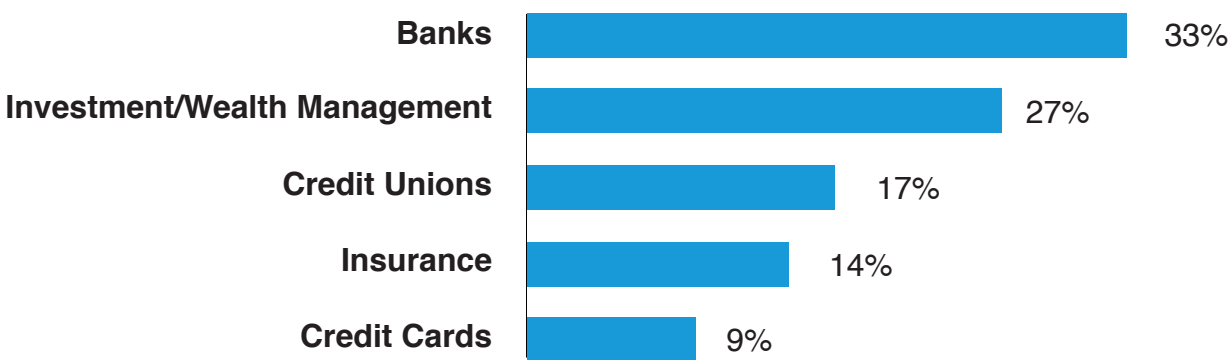
Build and
maintain important
relationships



Connect with Senior Executives Ready to Invest

Join us at this exclusive virtual event to generate high-quality leads that will drive your sales pipeline. Make high impact 1-to-1 connections with senior buyers who are expected to spend a collective \$100mm+ on digital marketing solutions over the next 12 months.

DECISION MAKERS



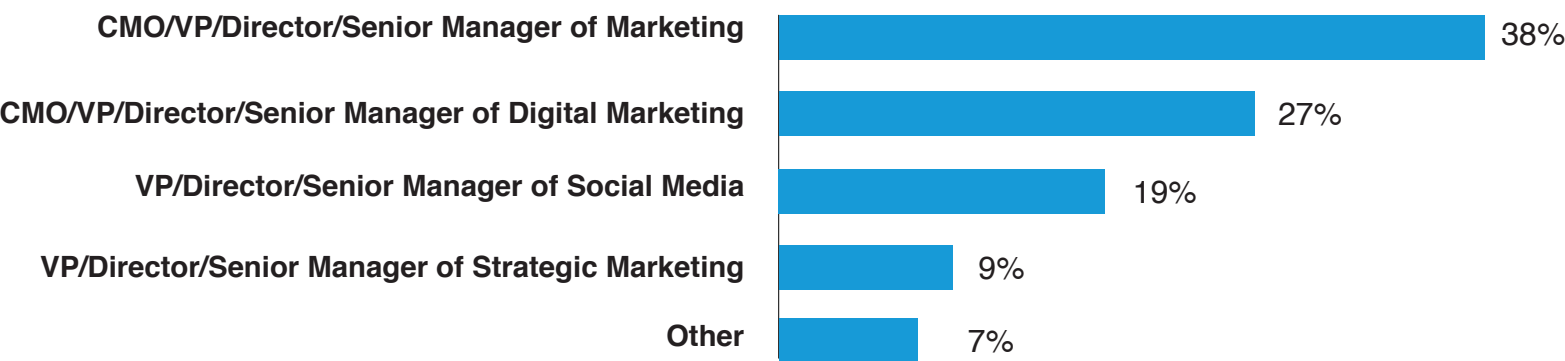
\$1M

Average Attendee Expected Spend on SaaS Technology

15:1

Sponsor to Delegate Ratio

FINANCIAL INSTITUTIONS



10k

Current Database Community Size

96%

Overall Delegate Satisfaction

Largest and Most Prestigious Event in Financial Services Marketing

With over 10,000 members, our DMFS Community is one of the largest and most-influential networks in North America. Over the past decade these members have connected with our satisfied partners helping leading solution providers build brand awareness, increase pipeline and grow their business.

Last Years Speakers Include:



WINNIE SUN,
Managing Director,
Founding Partner
**SUN GROUP
WEALTH PARTNERS**



BROCK DUBBELS,
VP, Experience Design
BANK OF AMERICA



KATHERINE LUCAS,
Global Head of
Client Experience,
STATE STREET

Event in Numbers

500+ 

Attendees

12+ 

Hours of Networking

8 

Exclusive Panels

40+ 

Speakers

Gold Sponsorship Package

Keynote Thought Leadership Speaking

- Immersive interactive 20-minute thought leadership presentation to targeted senior buyers
- Real-time interaction with audience through Q&A, live and private chat with customers
- Promote offers or downloadable thought leadership throughout event
- Upload pre-roll teaser or demo videos to build brand awareness

Branding & Visibility

- Dedicated email to attendees community promoting sponsored session
- Full PR strategy (including social media, press release and media coverage) to build brand awareness
- Amplify your content and products using hosted meetings and lounges
- Upload on-demand evergreen and product content
- Maximize brand exposure with an interactive virtual booth

Lead Generation

- Effective match-making based on Audience interest and engagement
- Network with key decision-makers via private 1:1 chats and live scheduled meetings
- Gamification strategy to promote audience engagement with Sponsors
- Generate leads during and post-event for 12 months with ongoing lead capture
- 6 Complimentary All Access Passes

Analytics & Audience Insights

- Real-time insights on content, exhibitor room and session engagement
- Analyze both high-level and detailed analytics to gain meaningful business insights
- Full post-event Audience Insight Report highlighting audience contact information and key data from polls, surveys, chats and other engagement points
- Calculate sponsorship ROI with our customized event post-mortem

Silver Sponsorship Package

Lead Generation

- Effective match-making based on Audience interest and engagement
- Network with key decision-makers via private 1:1 chats and live scheduled meetings
- Gamification strategy to promote audience engagement with Sponsors
- Generate leads during and post-event for 12 months with ongoing lead capture
- 2 Complimentary All Access Passes

Branding & Visibility

- Dedicated email to attendees community promoting sponsored session
- Full PR strategy (including social media, press release and media coverage) to build brand awareness
- Amplify your content and products using hosted meetings and lounges
- Maximize brand exposure with an interactive virtual booth

Analytics & Audience Insights

- Real-time insights on content, exhibitor room and session engagement
- Analyze both high-level and detailed analytics to gain meaningful business insights
- Full post-event Audience Insight Report highlighting audience contact information and key data from polls, surveys, chats and other engagement points
- Calculate sponsorship ROI with our customized event post-mortem

Panel/Stream Speaking or Moderator

- Engage with targeted senior buyers as a panel speaker, stream speaker or moderator
- Real-time interaction with audience through Q&A, live and private chat with customers

Objective-Driven Packages to Attain your Business Goals

	PLATINUM <i>Plenary Speakers</i>	GOLD <i>Plenary Speakers</i>	SILVER <i>Panel/ Stream Speaking</i>	BRONZE <i>Exhibitor</i>
YOUR BUSINESS OBJECTIVES	Maximum Outcome (Title Sponsor)	Thought Leadership	Thought Leadership	Branding
Speaking	✓	✓	✓	
Lead Generation	✓	✓	✓	✓
Virtual Roundtable	✓			
Branding & Social Media	✓	✓	✓	✓
Analytics & Audience Insights	✓	✓	✓	✓
Virtual Booth	✓	✓	✓	✓
Passes	4	3	2	1
PR	✓	✓	✓	



More Interactive Sponsorship Opportunities

Customize your approach and objectives. Share insights, generate leads and engage with prospects in a variety of different ways.



Birds of a Feather Interactive Session



Roundtables Discussions



Virtual Lunch and Learn



Workshops and Product Demo's



Sponsored Q&A



Icebreaker Sessions



Virtual Happy Hour

We're Driving Connections

The most prominent leaders in North America come together to share proven approaches to overcome challenges, brainstorm new solutions to their pain points and drive their business forward.





We partner with
the world's top
brands, including
250+ speakers,
150+ sponsors,
3000+ attendees

Partner with an Industry Leader

- Strategy Institute has been organizing events for **25+ years**
- We've been building our financial marketing community for **10+ years**
- Our producers research and curate **innovative** industry content
- Our **Customer Success** program ensures your success when working with us

Check Availability

Sponsorship opportunities are limited. Contact me today for a free 30-minute Lead Generation Consultation to discuss how you can generate leads and build your sales pipeline from senior marketing buyers attending this event.



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[Digital Marketing for Financial Services](https://www.linkedin.com/company/digital-marketing-for-financial-services)



[DMFS TO Summit](https://www.strategyinstitute.com/DMFS-TO-Summit)

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