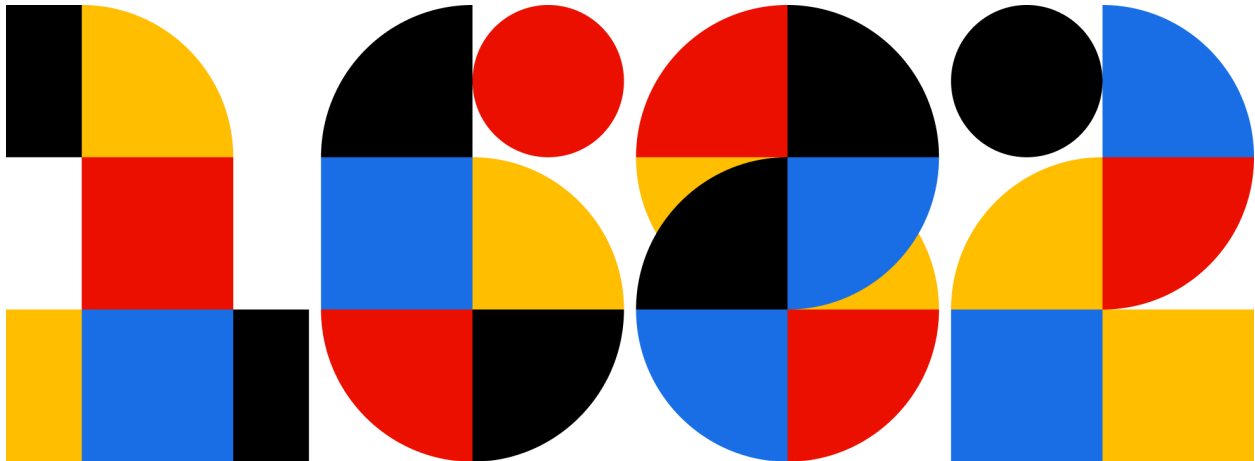


THE BUSINESS OF INNOVATION

# sixteen eighty two

October 16, 2024

Five Below Headquarters, Philadelphia PA



[sponsorship tiers + details](#)

# sponsorship tiers

1682 returns to explore the ever-changing landscape of innovation programs, with a particular focus on the real-world applications of AI in enhancing employee and customer experiences.

	TIER 1	TIER 2	TIER 3	TIER 4
Cost	\$2,500	\$5,000	\$7,500	\$10,000
Complimentary tickets	1	3	4	5
Inclusion of logo on 1682 website	✓	✓	✓	✓
Inclusion of logo in 1682 collateral	✓	✓	✓	✓
Swag bag contribution	✓	✓	✓	✓
Company mentions on 1682 social media	✓	✓	✓	✓
Verbal and visual acknowledgement during the conference		✓	✓	✓
Meal sponsorship		✓	✓	✓
Thought leadership opportunities in the program			✓	✓
Ceremony sponsorship (ie: Venture awards, Happy hour, welcome opening, lunch, closing keynote)				✓

for more information visit [1682conference.com](https://1682conference.com)



# sponsorship details

## Company mentions on 1682 social media

### TIER 1

- **Social Media Mentions:** One mention on LinkedIn.
- **Instagram Story:** One mention in an Instagram Story.
- **Logo Inclusion:** Sponsor's logo included in social media graphics/posts.

### TIER 2

- **Social Media Mentions:** Two mentions on LinkedIn.
- **Instagram Stories:** Two mentions in Instagram Stories.
- **Logo Inclusion:** Sponsor's logo included in social media graphics/posts on both platforms.

### TIER 3

- **Social Media Mentions:** Three mentions on both LinkedIn and Instagram.
- **Instagram Stories:** Three mentions in Instagram Stories.
- **Top Section Logo Display:** Sponsor's logo displayed prominently in the top section of social media posts on both platforms.

### TIER 4

- **Custom LinkedIn Post:** A custom LinkedIn post about the sponsor's involvement, contributions, and thought leadership.
- **Custom Instagram Post:** A custom Instagram post about the sponsor.
- **Social Media Mentions:** Four mentions on LinkedIn.
- **Instagram Stories:** Four mentions in Instagram Stories.
- **Largest Logo:** Sponsor's logo displayed as the largest and most prominent in social media posts on both platforms.

## Thought leadership opportunities within the program

**Lightning talk** - A Lightning Talk is a quick, engaging presentation lasting 5 to 10 minutes. It allows sponsors to share key insights, innovative ideas, or succinct messages with the audience. This format is perfect for delivering impactful content in a short amount of time, ensuring the audience remains captivated.

**Product demo** -The Product Demo session allows sponsors to showcase their latest products or technologies live. This interactive format allows for a detailed demonstration, highlighting features, functionality, and benefits. It's an excellent way to engage with the audience and demonstrate the real-world applications of your innovations.

**Fireside chat** -A Fireside Chat is an informal yet insightful conversation between a sponsor representative and a conference host or industry expert. This relaxed format allows for a deep dive into topics such as company vision, industry trends, and personal experiences. It's designed to be conversational and engaging, offering a behind-the-scenes look at innovation and leadership.

**Panel moderator** -As a Panel Moderator, the sponsor representative will guide discussions among a group of expert panelists. This role involves posing thought-provoking questions, facilitating dialogue, and ensuring the conversation remains on track and engaging for the audience. It's an excellent opportunity to position your company as a thought leader and drive discussions on key industry topics.

## **VENTURE AWARDS**

To honor the spirit of innovation, we are excited to present start-up companies with a chance to win a \$5,000 grant during the Venture Awards.

Three (3) companies from incubators in the Philadelphia area will have a chance to pitch their ideas to 1682 conference attendees. The audience will act as advisors (not critics) to give free advice to those participating. Audience members will vote to decide the winner of the grant.

Tier 4 sponsors will have co-presenting sponsorship status for the Venture Awards. A portion of the sponsorship funds will also go towards the \$5,000 grant.

## **our speakers**

We are currently finalizing our lineup, but the inaugural conference included speakers from organizations such as Comcast, Oracle, Accenture, and CHOP, to name a few.

## **our attendees**

Our attendees will consist of a curated group of decision-makers, thought leaders, and innovators from some of the most prominent and impactful organizations in the region. The target is to ensure that attendees are just as accomplished as the presenters on stage. This will help create an environment for fostering conversations and networking connections between thought leaders and decision-makers.

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