

SCALING UP

The Healthcare Performance
Marketing Summit

SPONSORSHIP OPPORTUNITIES

October 29 - 30, 2024





Sponsor Opportunities

Gain exposure and connect with the top decision-makers shaping the future of healthcare. Spark new growth opportunities for your brand by building awareness, increasing visibility, and discovering new partners.


Sponsorship Includes	Silver	Gold	Platinum
	\$1500	\$2500	\$4000
Logo sponsor recognition in event promotions, including (pre- + post-event) emails, the Scaling Up website, and the Zoom Event platform.	✓	✓	✓
Dedicated sponsor social media posts via Cardinal's LinkedIn.	1	2	3
Complimentary registrations to attend the event.	1	3	5
Complimentary registrations for your clients	5	25	Unlimited
Booth within the virtual expo	✗	✓	✓
Downloadable resources and content for attendees	✗	✓	✓
Virtual product or service demonstration	✗	✗	✓
Full registration list after the event, including name, title, company, and email address.	✗	✗	✓

Contact

Contact Ashley Petrochenko if you're interested in sponsoring Scaling Up. ap@cardinaldigitalmarketing.com

Sponsorship deadline is September 30, 2024.

Sponsor Details

Silver	\$1500
Logo sponsor recognition in event promotions, including (pre- + post-event) emails, the Scaling Up website, and the Zoom Event platform	
Social media posts via Cardinal's LinkedIn <ul style="list-style-type: none"> Sponsor thank you (group post) 	1
Complimentary registrations to attend the event	2
Complimentary registration for your clients	5

Gold	\$2500
Logo sponsor recognition in event promotions, including (pre- + post-event) emails, the Scaling Up website, and the Zoom Event platform	
Social media posts via Cardinal's LinkedIn <ul style="list-style-type: none"> Sponsorship thank you (group post) Educational resource highlight (you provide) 	2
Complimentary registrations to attend the event	3
Complimentary registration for your clients	25
Booth within the virtual expo <ul style="list-style-type: none"> Participate in the exhibition trick-or-treat event Interact with attendees during two 20-minute exhibition breaks each day Customize virtual booth with brand colors and graphics Share booth resources and content Engage attendees through the expo chat. 	

Sponsor Details

Platinum	\$4000
Logo sponsor recognition in event promotions, including (pre- + post-event) emails, the Scaling Up website, and the Zoom Event platform	<input checked="" type="checkbox"/>
Social media posts via Cardinal's & Alex Membrillo's LinkedIn <ul style="list-style-type: none"> • Sponsorship thank you (group post) • Educational resource highlight (you provide) • Virtual demo or session highlight 	3
Complimentary registrations to attend the event	5
Complimentary registration for your clients	Unlimited
Booth within the virtual expo <ul style="list-style-type: none"> • Participate in the exhibition trick-or-treat event • Interact with attendees during two 20-minute exhibition breaks each day • Customize virtual booth with brand colors and graphics • Share booth resources and content • Engage attendees through the expo chat. 	<input checked="" type="checkbox"/>
Virtual product or service demonstration (30-minute session)	<input checked="" type="checkbox"/>
Full registration list after the event, including name, title, company, and email address.	<input checked="" type="checkbox"/>



Who Attends Scaling Up

At Scaling Up 2024, you'll connect with an elite group of healthcare marketing leaders driving the industry forward. Attendees include performance-driven CEOs, CMOs, Marketing VPs, and Marketing Directors dedicated to boosting patient volume and spearheading rapid expansion.

In 2023, we welcomed over 250 attendees, with 78% working at multi-site healthcare organizations and more than 50% at the director level or higher. As a sponsor, you'll have the opportunity to engage with these influential leaders and decision-makers committed to revolutionizing healthcare marketing.

2023 Attendees By The Numbers

Business Type:

- » 78% - Healthcare Providers
- » 11% - Agency
- » 4% - MarTech
- » 4% - Other
- » 3% - Private Equity

Job Function:

- » 58% - Marketing
- » 6% - Sales & BD
- » 9% - Operations
- » 14% - Executive
- » 13% - Misc.

Seniority:

- » 25% C-suite
- » 15% - VP
- » 23% - Director
- » 18% - Manager
- » 31% - Misc.

2023 Attendee Company Sample

