LEADSCON
DIGITAL PRODUCTS

A DATABASE OF 150,000 PERFORMANCE MARKETERS
76,000 ENGAGED WEBSITE USERS

2021

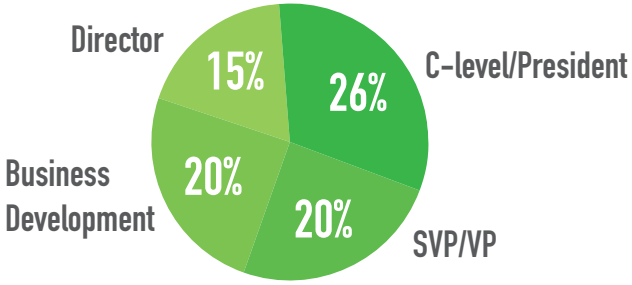
MAKE DEALS & CONNECT WITH LEAD GENERATION BUYERS NOW

Access our database of lead buyers, sellers, and performance marketers to stand out, generate more business, and build brand awareness now.

OUR CONNECTIONS ARE YOUR CONNECTIONS

As a trusted partner, LeadsCon offers the lead generation industry new ways to make deals and form new partnerships. Tap into our community of experts for unique content and experiences that facilitate lead generation, thought leadership, and brand awareness. This is your opportunity to reach thousands of new prospects across more channels than ever before.

DECISION MAKERS



INDUSTRY REACH

- Business/Professional Services
- Education & Educational Services
- Financial Services
- Healthcare Services
- Home Services
- Insurance Services
- Media & Entertainment
- Professional Services
- Real Estate/Mortgage Credit
- Retail/E-Commerce

SAMPLE OF TOP TITLES

- SVP, Marketing
- VP, Digital Marketing
- VP, Commercial Lending
- VP, Direct Marketing
- CMO/CDO/CSO
- Business Development Director
- Director, Growth Marketing
- Director, Compliance
- Digital Marketing Director
- Enrollment Director
- Director of Marketing Analytics
- Product Marketing Manager
- Lead Generation Manager
- Performance Marketing Manager

LEADSCON REACHES 80% OF THE FORTUNE 1000

LEADSCON DIGITAL

OUR MOST POPULAR DIGITAL OFFERINGS

CUSTOM WEBINAR

Gain broad exposure as a thought leader while generating leads for your organization with a 60-minute webinar. As a sponsor, you'll help shape the topic (subject to approval) and have a member of your team or one of your clients included as a program speaker. Additional opportunities are live polling, Q&A and social media exposure, setting the stage for an enlightening program. *Client provides content. LeadsCon provides visibility with a database of 150,000 lead generators.*

$7,500 PER WEBINAR

DEDICATED EMAIL CAMPAIGN

Reach a targeted, active, and engaged audience filled with your future customers. LeadsCon emails are a quick and efficient media buy that won't get lost in the shuffle. Sponsorship includes hyperlink tracking, delivery, and open rate reports. *Client provides HTML (subject to approval). LeadsCon provides promotion to 30,000 of our most engaged users.*

$2,500 PER CUSTOM EMAIL

INDUSTRY SPOTLIGHT NEWSLETTER

Get your white papers, case studies, webinars, and research out to our top buyers using our weekly featured content newsletter. If you've created your own content, let us become your official content distributor. *Client provides content (subject to approval). LeadsCon provides promotion to 30,000 of our most engaged users.*

$1,000 PER LISTING

PODCAST

In each 30-minute podcast, we'll discuss trending topics, best practices, success stories, and more. Sponsors receive the opportunity to run a 10 second audio ad as well as branding on all podcast promotions. *Client provides the ad and branding. LeadsCon provides visibility with our data base of 150,000 performance marketers.*

Custom podcast sponsors have the opportunity to feature one or two executives as thought leaders in a 30-minute podcast. In addition, sponsors will run a 10 second audio ad and receive branding on all promotions. *Client selects the topic (subject to approval), provides the ad and branding. LeadsCon provides visibility with our database of 150,000 performance marketers..*

$5,000 FOR THREE PODCAST EPISODES | $5,000 FOR ONE CUSTOM PODCAST EPISODE

LEADSCON DIGITAL

VISIBILITY WITH A POWERFUL AUDIENCE

BUYERS THINK TANK

Gain exclusive access and insight from the buyer community in our first-ever digital Think Tank. An executive from your company is invited to lead a 60-minute conversation with a group of powerful buyers. Your session will be pre-recorded and shared with our entire audience to provide lead generation and brand awareness.

- A leader from your company at the roundtable with the buyer group to help lead the discussion
- Five-minute introduction time to kick the event off
- Name/company/email of all registrants (promoted as a free download with gated access)
- One (1) dedicated pre- and one (1) dedicated post-event email
- Company logo and website link featured prominently in all promotional materials, as well as registration confirmation materials
- Company logo visible during the webinar broadcast

$15,000 EXCLUSIVE SPONSORSHIP

LEADERSHIP ROUNDTABLE

Take advantage of a targeted, interactive approach to lead generation. Select a thought leader from your company to join a pre-recorded 60-minute digital discussion focused on a specific topic or segment of the industry. You'll have access to the full attendee list, multiple branding opportunities, and the chance to engage with attendees during the watch party.

LEAD PARTNER

- A seat at the table for your thought leader
- Five-minute introduction to the event from thought leader
- One (1) dedicated pre- and one (1) dedicated post-event email sent
- Name/company/email of all attendees
- Company logo and website link featured prominently in all promotional materials, as well as registration confirmation materials
- Company logo visible during the event

$12,000 EXCLUSIVE SPONSORSHIP PER ROUNDTABLE

SUPPORTING PARTNER

- Company logo and website link used in all promotional materials
- Name/company of all attendees
- One dedicated (1) post-event email sent

$4,000 LIMITED TO 2 PER ROUNDTABLE

LEADSCON DIGITAL

LEAD GENERATION DIGITAL WORKSHOP

PERFORMANCE MARKETING BOOT CAMP

Engage with the next generation of performance marketers looking to keep up with the latest trends. This two-day intensive digital prep course helps everyone from C-level to modern marketers stay on top of security, compliance, data, privacy, and more. As a sponsor, you have the opportunity to align your company with thought leaders while also generating leads.

LEAD PARTNER

- One (1) 30-minute designated session for your thought leadership
- Five minutes intro time during the kickoff to the event
- One (1) dedicated pre- and one (1) dedicated post-event email sent
- Company logo and website link featured prominently in all promotional materials, as well as registration confirmation materials
- Company logo visible in all virtual session rooms during the event
- Company section during the event to house collateral, and downloads (documents, videos)
- Name/company/email of all attendees
- Ability to send promotional packages to opted-in attendees (Client provides package, LeadsCon to facilitate shipping)
- Eight (8) attendee passes

$12,500 PER DIGITAL WORKSHOP

SUPPORTING PARTNER

- Company logo and website link used in all promotional materials
- One dedicated (1) post-event email sent
- Name/company of all attendees
- Four (4) attendee slots

$4,000 LIMITED TO 2 PER DIGITAL WORKSHOP

LEADSCON DIGITAL

HAVE SOMETHING ELSE IN MIND?

LeadsCon is dedicated to delivering a forum for the community to connect and make deals both in-person and online. In addition to these offerings, we're always looking for unique ways to work with companies like yours. So, get in touch, and we can work together to develop a custom, interactive campaign that fits your goals.

CONTACT US

SALES INFORMATION:

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VISIT OUR WEBSITE AT WWW.LEADSCON.COM

MEET US AT LEADSCON!

OCTOBER 21-22, 2021
MGM GRAND IN LAS VEGAS

LEADSCON
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