



Amplify Your Brand With  
**Monetize!**

Brought To You By **CustomerGauge**

**Sponsorship Opportunities  
for 2022 + Beyond**

# About Monetize!

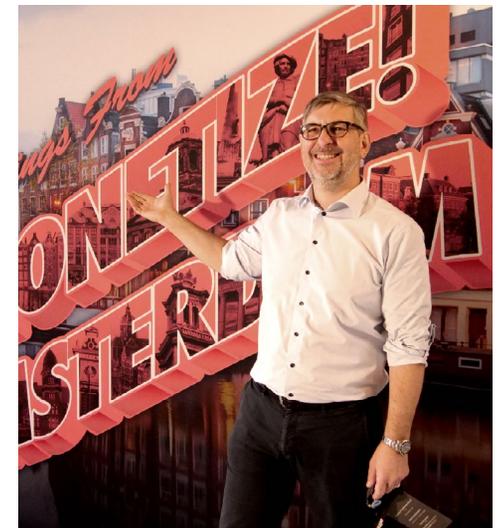
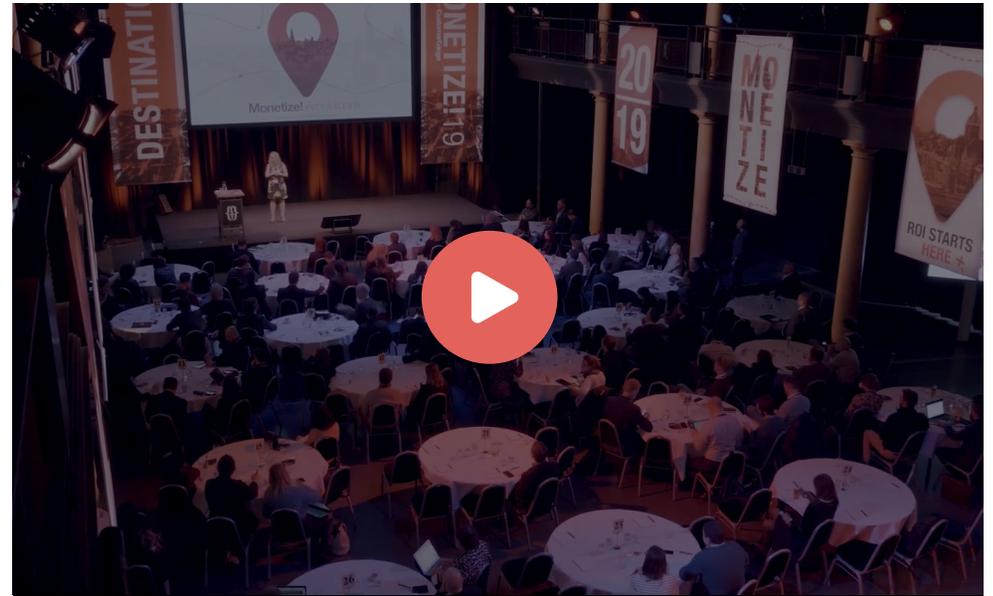
Back in 2015, the co-founders of CustomerGauge, Adam Dorrell and Camilla Scholten, realized something—there wasn't a community focused on helping passionate B2B experience practitioners out in the world.

The next year, Monetize! was officially born. Since then, it's become the largest gathering of B2B experience practitioners in the world holding physical events in Amsterdam, Boston, Silicone Valley, and Sydney!

Our goal at Monetize! Is to help everyone go from a basic B2B experience program to Monetizing your program and driving an ROI with less stress and more success. We do this by gathering industry-leading companies who have been successful already, and we ask them to share their insights for the betterment of the community.

 **When:** September 13-15

 **Where:** Felix Meritis, Amsterdam



# Our Community Agrees: Monetize! is a Hit

Monetize! events are unlike anything else you'll experience this year!

← Tweet

 **Julian Phillips**  
@julianphillips

#Monetize19 has been an enlightening and impactful CX conference. I had fun telling my little story.



linkedin.com  
Julian Phillips on LinkedIn: #Monetize19

2:02 AM · 3/14/19 · LinkedIn

← Tweet

 **Amar**  
@amarkalvikatte

#Monetize19

CustomerGauge adding great value towards Customer experience(CX) and Customer Success!

I recommend you to look at CustomerGauge as your platform-great product, Great team, great Value add ! Go for it !"



← Tweet

 **Areas USA**  
@AreasUSA

Industry high NPS scores don't come without investing in our workforce and in our business partners. Cary Self, Director of Training & Guest Experience, is killing it @CustomerGauge Monetize NPS certification course and conference in Amsterdam! 🙌👏



← Tweet

 **Henry de Jong**  
@henrydejong75

Monetize accounts, Grow Revenue & Deliver Exceptional Experiences. Worth the time and money!! #Monetize19



5:21 AM · 3/14/19 · Twitter for Android

← Tweet

 **DebbieR**  
@debbiemcgibbon

Learning all about the challengers causing disruption! #nps #customerfeedback #monetize19



← Tweet

 **Luiz Henrique Gondim**  
@lhgondim

Always learning with an amazing team! @CustomerGauge #Monetize19



← Tweet

 **Ruben Meiland**  
@rubenmeiland

Great to meet so many like-minded customer centric professionals! #monetize19 #MonetizeAms



← Tweet

 **Rick Maresch**  
@rickmaresch

Thanks a lot CustomerGauge for an inspiring day at #monetize #monetize19





# Event Audiences

Purchasing Power: 52% of attendees are VP-level and above and at companies 100m or bigger.

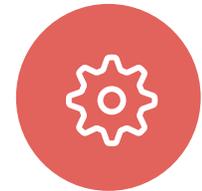
## Attendees From Industries Like...



CPG



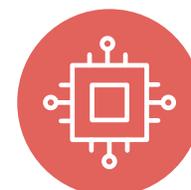
Telecommunications



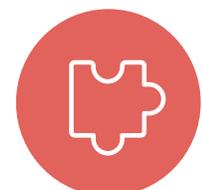
Manufacturing



IT Services



Technology



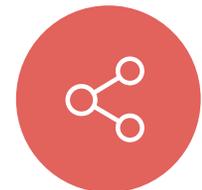
Logistics



Financial Services



Software



Industry Services

# Sponsorship Packages

## BRONZE

€25K

- ✓ Speaker Slot During the Main 2 Days
- ✓ Access to professional video recording
- ✓ Access to Monetize networking app
- ✓ 3 VIP passes and access to exclusive VIP merch
- ✓ 3 annual academy subscription (\$3k value)
- ✓ 20 minute sponsor presentation + Q&A

## SILVER

€50K

- ✓ Everything in Bronze +
- ✓ 5 VIP passes and access to exclusive VIP merch
- ✓ Sponsored social media post + email distribution (200k reach!)
- ✓ AX podcast engagement and syndication post event (global reach, top 1% of business podcasts)
- ✓ 5 annual academy subscription (\$5k value)
- ✓ Premium branding opportunities

## GOLD

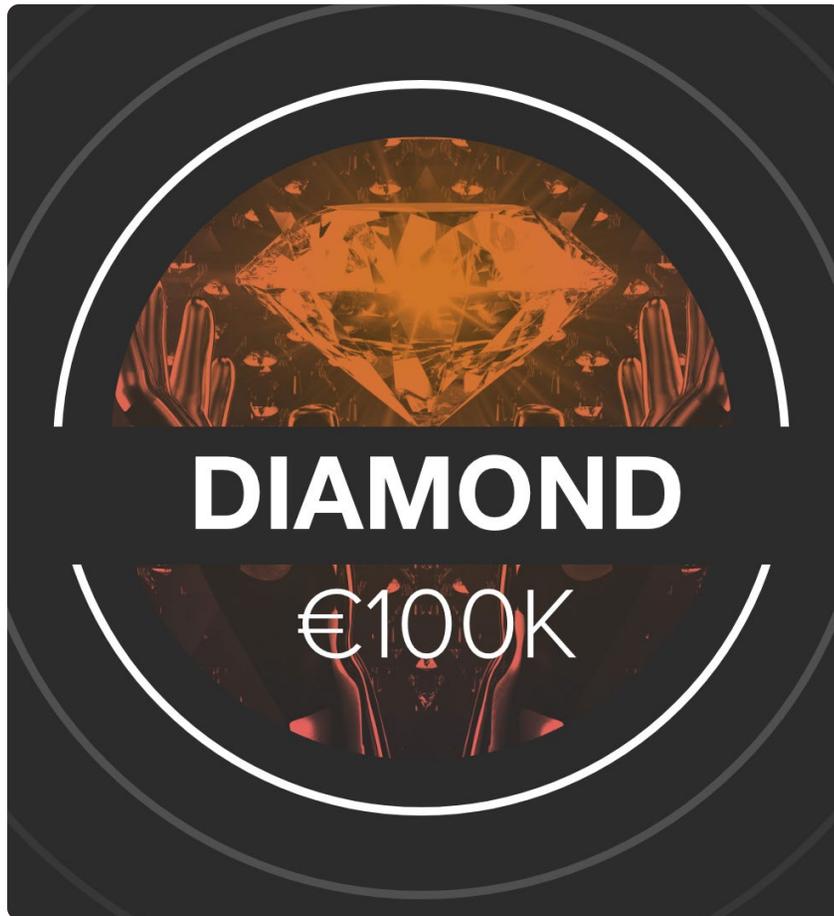
€75K

- ✓ Everything in bronze + silver packages
- ✓ 10 VIP passes and access to exclusive VIP merch
- ✓ Promotion of brand onstage between presentations
- ✓ Sponsorship of entertainment + mentions of brand during entertainment
- ✓ 10 annual academy subscription (\$10k value)
- ✓ Logo on all merch

See Our Most Exclusive Sponsorship Package →

# There Can Only Be One

Every Monetize! we feature a single Diamond sponsor to be heavily featured throughout the conference. If you're looking to maximize brand awareness with budget holding B2B professionals, this is the sponsorship opportunity for you.



- ✓ Everything in bronze, silver, and gold packages
- ✓ 20 VIP passes and access to exclusive VIP merch
- ✓ Main stage sponsorship and brand integration
- ✓ Brand integration into all major promotion and event design
- ✓ Exclusive Account Experience podcast engagement
- ✓ 20 annual academy subscription (\$20k value)
- ✓ Video series shot by professional camera crew

# Core Digital Media Offerings

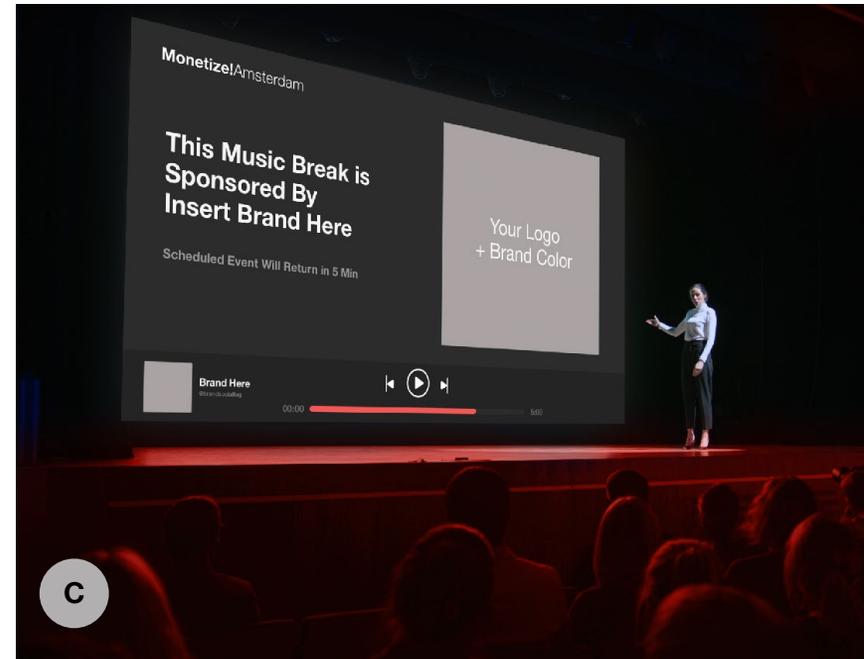
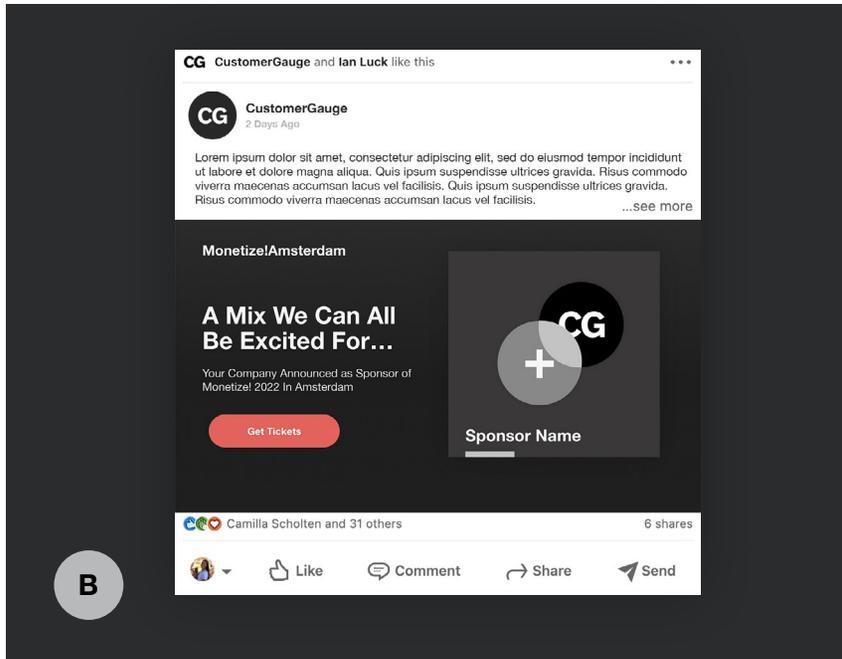
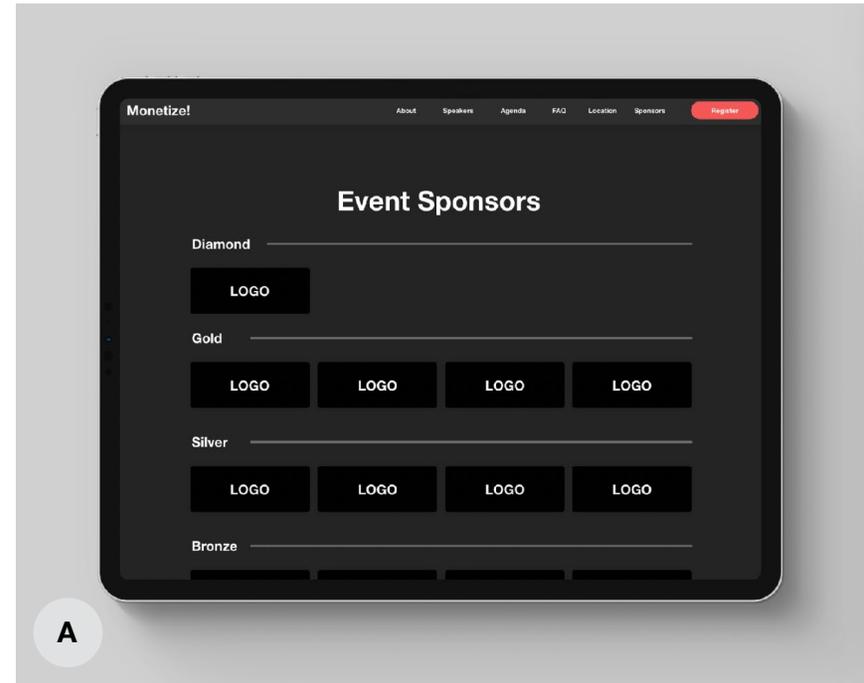
CustomerGauge has a wide range of media opportunities available to sponsors that will help maximize the brand awareness and impact of your investment in Monetize! 2022.

Offering	Audience	Why?
The Account Experience Podcast	Global Reach, 5K	Top 1% of business podcasts + #1 podcast for B2B experience insights
CustomerGauge Newsletter	120K+	Maximum reach across all major B2B industries
CustomerGauge Blog Post	1M+	Reach our community directly
CustomerGauge Academy	50K+	Learn alongside the best in the business

## EXAMPLES

# Digital Media

- A Logo on CustomerGauge's website and marketing materials
- B Sponsored social media post
- C Promotion of brand onstage between presentations



*\*Disclaimer: Not All Media Options Are Shown Here*

## EXAMPLES

# Print Promotion

- A VIP passes and access to exclusive VIP merch
- B Custom branding options
- C Main stage sponsorship and brand integration



*\*Disclaimer: Not All Print Options Are Shown Here*

# Academy Offering

The CustomerGauge Academy subscription is the one-stop shop for those looking to grow their skills or the skills of their team.

Through targeted courses, a wide range of topics, and case studies and eBooks from industry leading brands. You'll have all the tools you need to improve your NPS program and develop best practice knowledge in Account Experience and Customer Experience methodologies.

## Some Topics Covered:

- ✓ Foundation in Customer Experience
- ✓ Net Promoter® Framework
- ✓ Customer Loyalty Economics
- ✓ Survey Methodology
- ✓ Driver Analysis
- ✓ Target-Setting

