



Event Konnector Sponsorship Prospectus



INVEST IN AN EXPERIENCE THE
EVENT INDUSTRY IS CRAVING



AUG 2-5, 2026

KANSAS CITY, MO



About

EK 2026

2+ DAYS OF IMMERSIVE CONNECTION, COLLABORATION, AND COMMERCE

The first-ever Event Konnector (EK) Conference is your chance to be part of something groundbreaking. Designed by event professionals for event professionals, EK is more than a conference—it's a bold, immersive experience where innovation, creativity, and collaboration take center stage.

MISSION

At Event Konnector, we value your partnership.

We believe that the most meaningful partnerships go beyond logo placements. That's why our investment program is built around experiences, not tiers. Each category includes a flexible range of activation ideas and visibility perks—but the real value lies in what we create together.



Strategic Sponsorship

Opportunity

1 CREATE

- Collaborate with EK to select the sponsorship opportunities that best align with your brand goals and vision.
- Design a partnership experience that highlights your unique contribution to the EK community—whether through activations, hosted experiences, or thought leadership.
- Build your brand profile in the Whova App to showcase your products, services, and story to fellow professionals before the event even begins.

2 PROMOTE

- Connect early with event professionals to spark meaningful conversations, schedule meetups, and establish relationships that carry into the event.
- Amplify your voice by sharing updates, insights, and announcements through EK's digital channels and community spaces.
- Generate excitement by aligning your pre-event messaging with EK's promotional momentum to increase visibility and engagement.

3 ENGAGE

- Engage in person with attendees and decision-makers throughout the EK experience.
- Showcase your brand creatively through immersive activations, conversations, and hosted experiences.
- Host a dinner or offsite gathering.
- Continue the conversation post-event with access to a curated list of participating professionals.
- Stay engaged year-round through ongoing EK initiatives and partnership opportunities that keep your brand at the heart of the conversation.

→ **250+**

ANTICIPATED ATTENDEES

Professionals from industries as diverse as technology, healthcare, higher education, government, professional services, hospitality, agriculture, and nonprofits—each seeking trusted partners to elevate their events and activations.

→ **100%**

EVENTS INDUSTRY PROFESSIONALS

- Planners and certified professionals
- Marketing, communications, and brand teams
- Producers, designers, and creative agencies
- Destinations, venues and hospitality brands
- Service providers representing AV, decor, catering, technology, and more

→ **National**

ATTENDANCE

EK attracts a nationwide audience while trending heavily toward the Midwest—ensuring strong regional decision-maker presence with broad national exposure.

Who's Coming?



How We Promote

EK



SOCIAL MEDIA STRATEGY

We're leveraging our growing online community of event professionals across LinkedIn, Instagram, and Facebook to generate excitement and engagement. Our strategy includes weekly social media updates, press releases, podcast interviews, and targeted digital advertising to maximize reach and visibility.

INFLUENCER & PR APPROACH

As excitement builds, many attendees have expressed interest in becoming EK influencers. We're capitalizing on this momentum by distributing targeted PR and influencer packages to spread the word and expand our reach across social and media networks.

OUTREACH EVENTS & WORD OF MOUTH

To keep the EK energy alive year-round, we're hosting micro events across multiple cities. Each event brings together local professionals to network, discover what EK is all about, and get involved in EK 2026 — creating authentic, grassroots buzz.

Exhibits

20 Opportunities | \$7,500

Reserve your spot in the **EK Experience Gallery** — where **creativity meets connection**. More than an exhibit hall, this curated space invites planners and suppliers to engage in **meaningful conversations**, explore **interactive activations**, and discover **the future of events**.

WHAT'S INCLUDED

- 10' x 10' exhibit space
- Includes 1 Attendee Pass
- Virtual booth on Whova (EK's official event app)
- Dedicated EK Experience Gallery times
- Lead retrieval via Whova
- Inclusion in attendee Passport Contest

Need more space? Let's collaborate on your creative vision.

CREATE

INTERACTIVE DEMOS OR MINI WORKSHOPS

ENGAGE

WITH GAMIFIED CHALLENGES AND GIVEAWAYS

PROMOTE

THROUGH USE OF VISUAL OR SOCIAL PHOTO MOMENTS

Tech | Innovation

Power What Moves Us. Champion the platforms and innovations that keep the EK Conference running seamlessly. This sponsorship supports the essential tech and tools that elevate the attendee experience—from registration to engagement.



\$9,500

EXCLUSIVE OPPORTUNITY

EVENT APP SPONSOR

- One custom announcement in event app and email showcasing your brand and message
- Push notification mentioning company name
- Rotating banner in event app on the Home and Agenda pages
- Full page (5.5" by 8.5") ad in the official EK digital program

\$8,000

EXCLUSIVE OPPORTUNITY

WIFI SPONSOR

- Custom wifi passcode and branded signage
- Rotating banner in event app on the Home and Agenda pages
- Push notification mentioning company name
- Half page (5.5" by 4.25") ad in the official EK digital program

\$7,000

2 OPPORTUNITIES

MAIN STAGE BACKDROP

- One spotlight social media post on EK networks
- A dedicated branded space on main stage
- One social media post featuring custom messaging and content
- Push notification mentioning company name

Engagement



Turn brand moments into real connections. These opportunities go beyond logos and handouts — Engagement Sponsors create interactive touchpoints that build trust, spark conversation, and drive visibility. Think immersive activations, gamification, lounges, live demos, and meaningful planner-supplier interactions.

\$6,500

2 OPPORTUNITIES

EK EMCEE

- Company shoutouts from emcee during General Session
- Brand recognition on signage
- Half page (5.5" by 4.25") ad in the official EK digital program
- Push notification mentioning company name

\$6,000

EXCLUSIVE OPPORTUNITY

HEADSHOT STUDIO

- Branded mirrors
- Branded studio name: Presented by [Sponsor] Headshot Studio
- Opportunity to welcome attendees during studio hours
- Push notification including branded studio name

\$5,500

UNLIMITED OPPORTUNITIES

T-SHIRT ACTIVATION

- Your logo on the official EK branded t-shirt provided to all attendees
- Connect with attendees during the activation and t-shirt selection process
- Push notification mentioning company name

Engagement Cont'd

Turn brand moments into real connections. These opportunities go beyond logos and handouts — Engagement Sponsors create interactive touchpoints that build trust, spark conversation, and drive visibility. Think immersive activations, gamification, lounges, live demos, and meaningful planner-supplier interactions.

\$4,000

8 OPPORTUNITIES

GENERAL SESSION ADS & INTROS

- 30 second video commercial ad spot
- 60 seconds on main stage to promote your company's products and/or services
- Half page (5.5" by 4.25") ad in the official EK digital program

\$2,000

12 OPPORTUNITIES

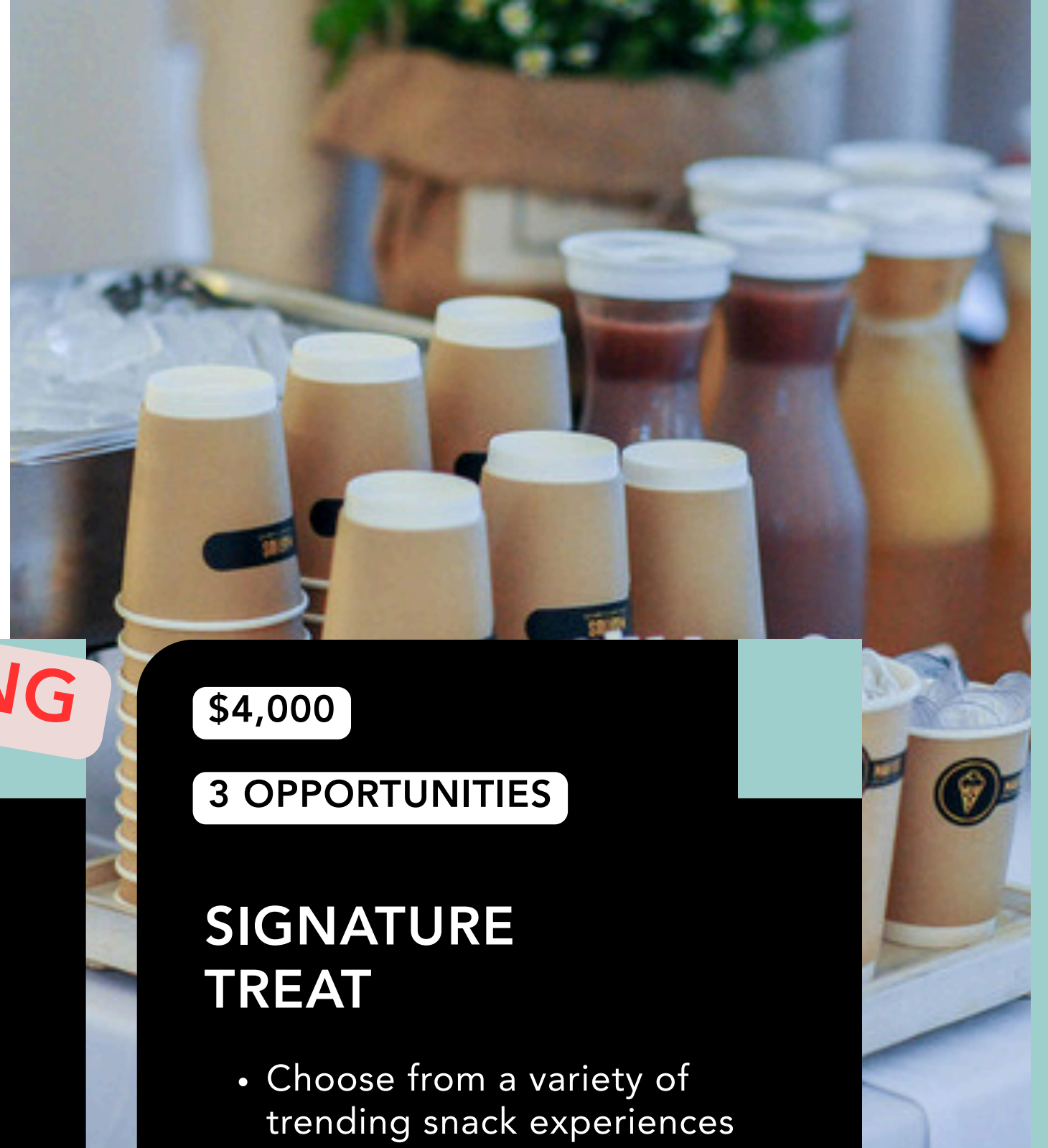
BREAKOUT ADS & INTROS

- 30 second looping video on screen before speaker presentation
- Opportunity to welcome attendees and introduce speakers

EK Cafe

Where coffee meets connection. The EK Café is a cozy, café-inspired space where attendees can recharge, catch up on work, or spark casual conversations between sessions. As a sponsor of this high-traffic lounge, your brand will be featured in a relaxed yet purposeful setting — complete with comfortable seating, ambient music, and other cafe vibes.

Whether laptops are open or conversations are flowing, your brand will anchor the space where productivity and connection meet.



2 REMAINING

\$4,500

2 OPPORTUNITIES

CHARGING STATIONS

- One company branded charging station
- Inclusion in EK Cafe social media post

\$4,000

~~3~~ OPPORTUNITIES

SIGNATURE BEVERAGE STATION

- Choose from a variety of trending beverage experiences (Dirty Sodas, Cold Foams, Wellness Drinks, etc.)
- Brand recognition on signage
- Opportunity to engage with attendees during breaks

\$4,000

3 OPPORTUNITIES

SIGNATURE TREAT

- Choose from a variety of trending snack experiences (e.g. Nitro Ice Cream bar)
- Brand recognition on signage
- Opportunity to engage with attendees during breaks

Opening Reception

The story of EK begins here. The Opening Reception brings attendees together in a high-energy setting filled with flavor, sound, and connection. With opportunities woven throughout the space—from entertainment to hosted drinks—your brand can plug into the moments that make this night unforgettable.

\$3,000

EXCLUSIVE OPPORTUNITY

VOO LOUNGE WRISTBANDS

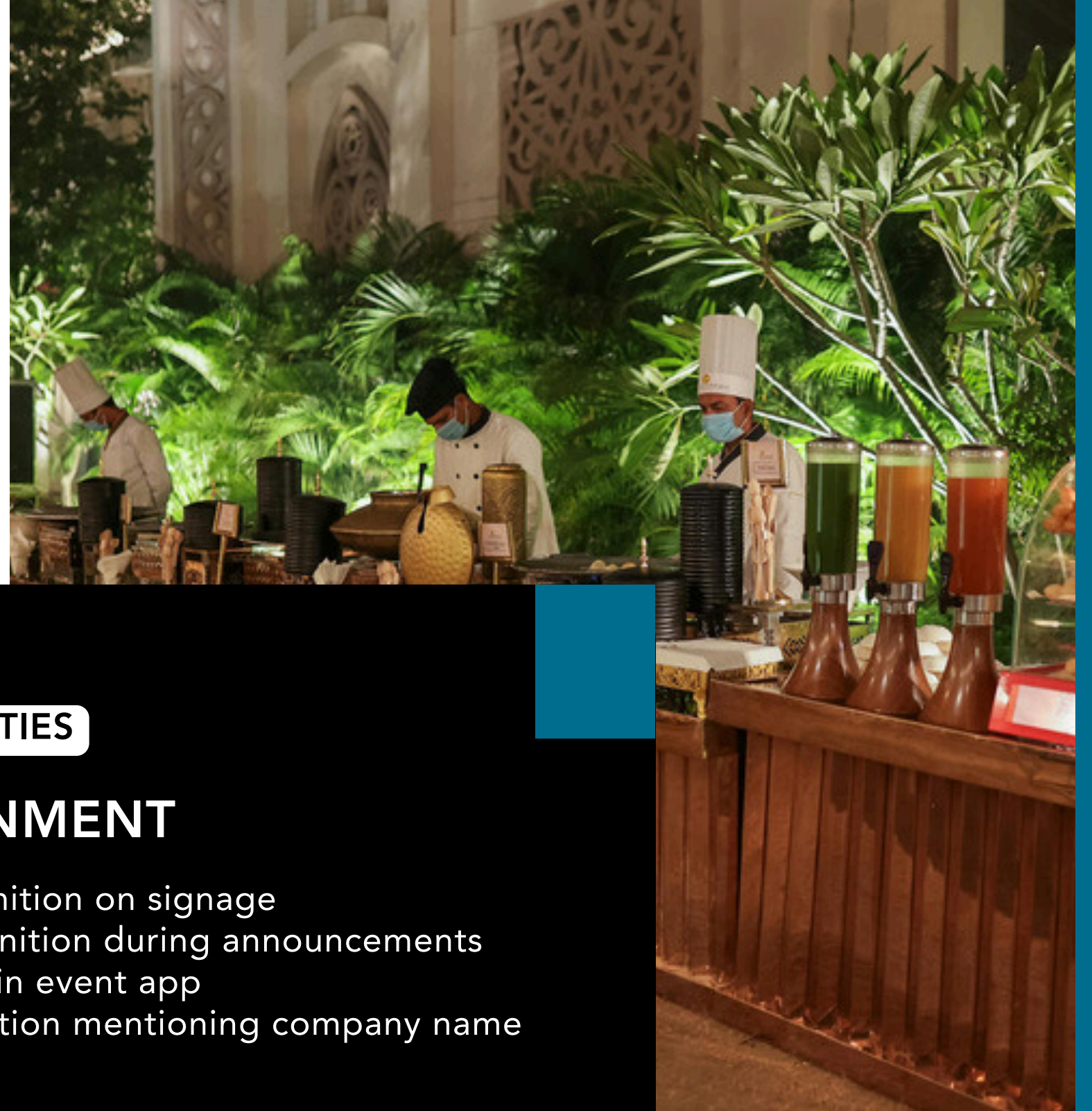
- Branded wristbands granting attendee access to VOO Lounge
- Branded entry signage at VOO Lounge
- Additional wristbands will be provided to all sponsors to personally invite attendees to VOO Lounge during the reception
- Recognition in event app
- Push notification mentioning company name

\$4,500

2 OPPORTUNITIES

ENTERTAINMENT

- Brand recognition on signage
- Verbal recognition during announcements
- Recognition in event app
- Push notification mentioning company name



Opening Reception Cont'd

The story of EK begins here. The Opening Reception brings attendees together in a high-energy setting filled with flavor, sound, and connection. With opportunities woven throughout the space—from entertainment to hosted drinks—your brand can plug into the moments that make this night unforgettable.

\$2,500

2 OPPORTUNITIES

DRINK TICKETS

- Co-branded drink tickets to all attendees
- Receive additional drink tickets to host your special guests
- Verbal recognition during reception
- Recognition in event app
- Push notification mentioning company name

\$4,500

2 OPPORTUNITIES

DESSERT STATION

- Brand recognition on signage next to dessert station
- Verbal recognition during reception
- Recognition in event app
- Push notification mentioning company name



Closing Reception

End the conference with impact. The Closing Reception is where conversations deepen, relationships solidify, and the EK experience comes full circle. With high visibility and built-in attendee engagement, sponsorships throughout the reception offer prime exposure during one of the most relaxed and high-energy moments of the conference.

\$4,500

2 OPPORTUNITIES

ENTERTAINMENT

- Brand recognition on signage
- Verbal recognition during announcements
- Recognition in event app
- Push notification mentioning company name

\$2,500

2 OPPORTUNITIES

DRINK TICKETS

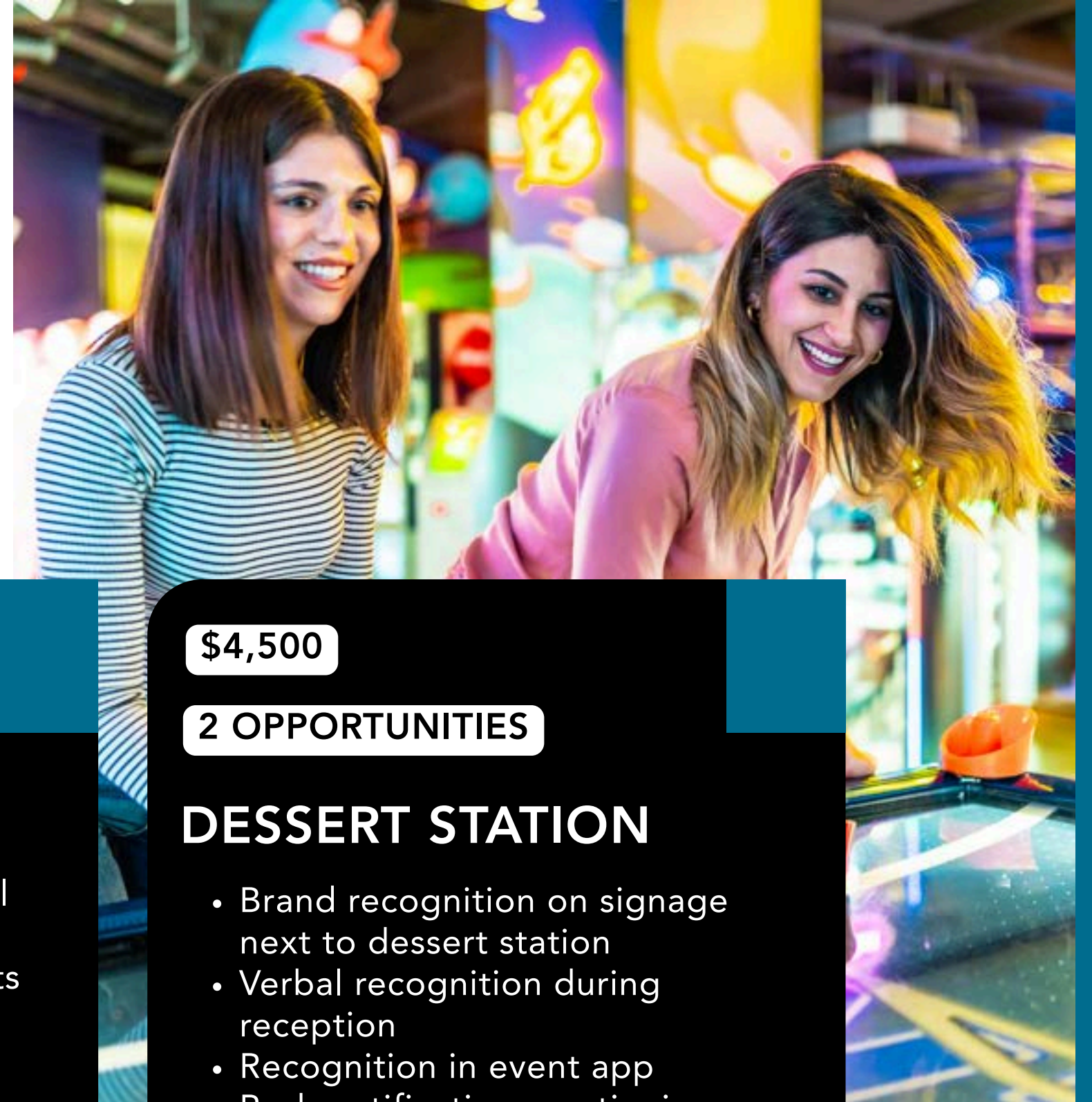
- Co-branded drink tickets to all attendees
- Receive additional drink tickets to host your special guests
- Verbal recognition during reception
- Recognition in event app
- Push notification mentioning company name

\$4,500

2 OPPORTUNITIES

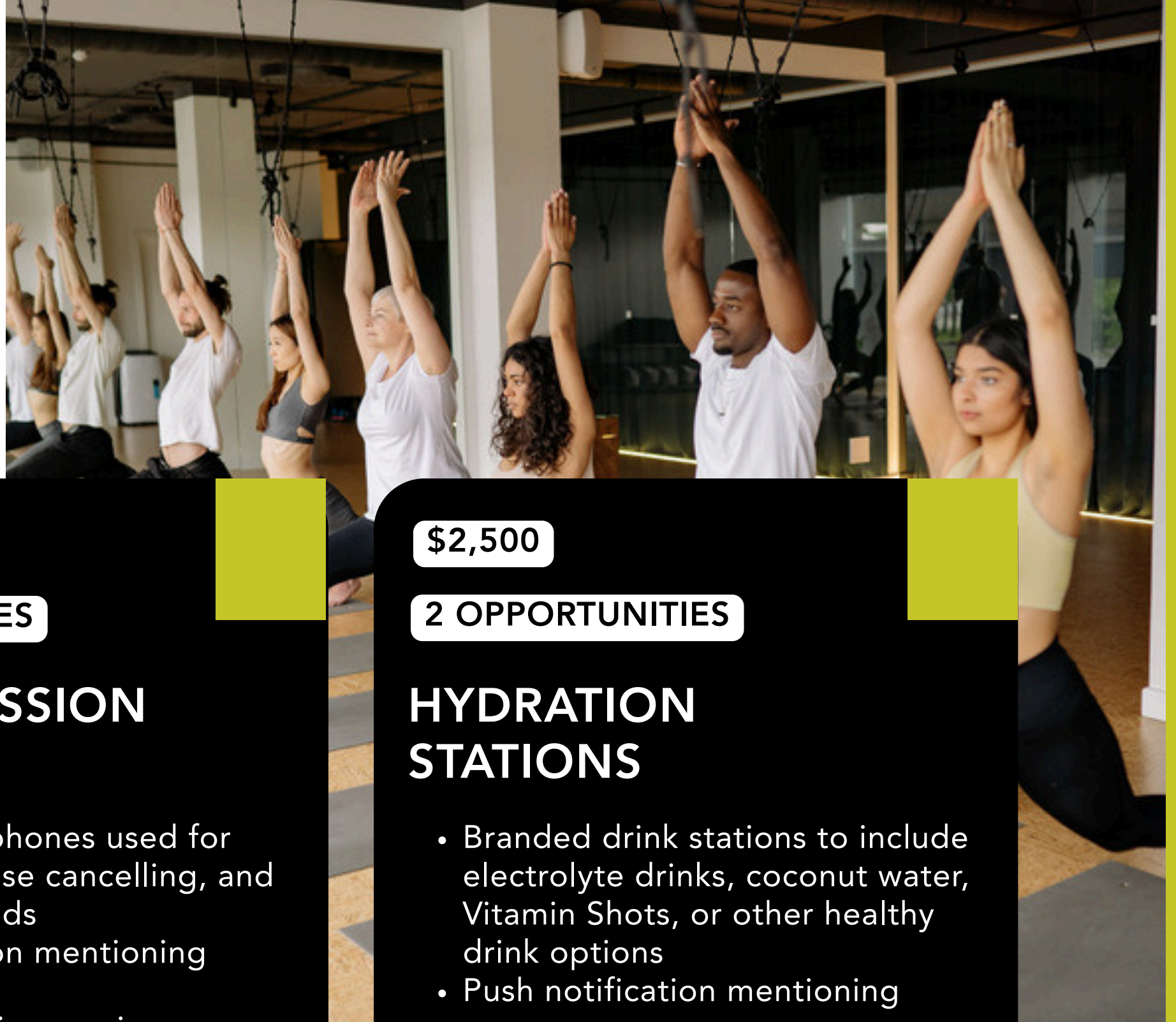
DESSERT STATION

- Brand recognition on signage next to dessert station
- Verbal recognition during reception
- Recognition in event app
- Push notification mentioning company name



Wellness

Balance the Buzz. Support the spaces and moments that help attendees reset, recharge, and stay grounded amidst the energy of the event.



\$5,000

2 OPPORTUNITIES

CHAIR MASSAGE STATION

- Greet Attendees and VIPs as they relax and enjoy
- Push notification mentioning company name
- Brand recognition on signage

\$3,000

2 OPPORTUNITIES

DECOMPRESSION AREA

- Branded headphones used for meditation, noise cancelling, and relaxation sounds
- Push notification mentioning company name
- Brand recognition on signage

\$2,500

2 OPPORTUNITIES

HYDRATION STATIONS

- Branded drink stations to include electrolyte drinks, coconut water, Vitamin Shots, or other healthy drink options
- Push notification mentioning company name
- Brand recognition on signage

Wellness Cont'd

Balance the Buzz. Support the spaces and moments that help attendees reset, recharge, and stay grounded amidst the energy of the event.

\$2,000

2 OPPORTUNITIES

YOGA | STRETCHING CLASS

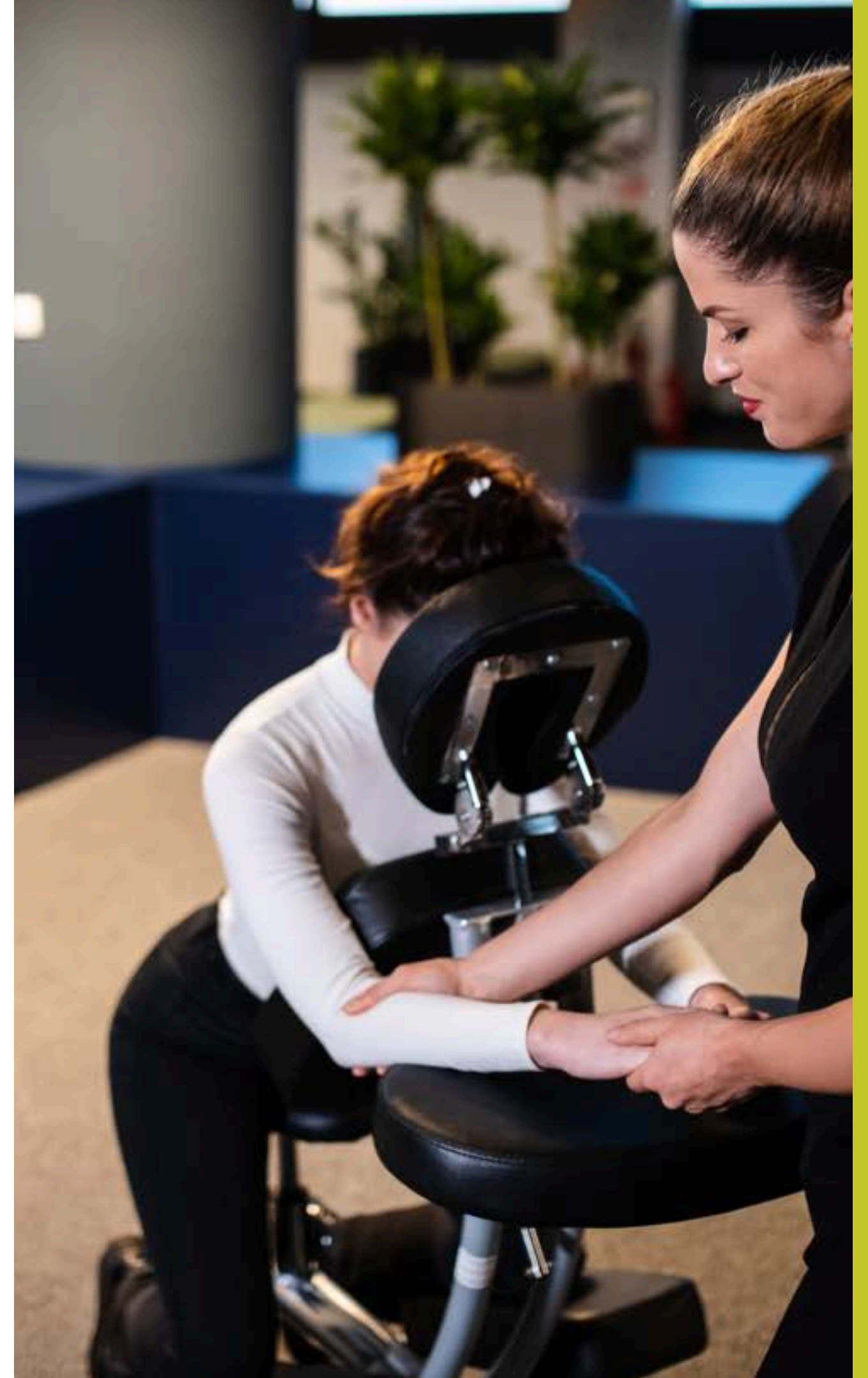
- Opportunity to welcome attendees at the morning class
- Push notification mentioning company name

\$2,000

2 OPPORTUNITIES

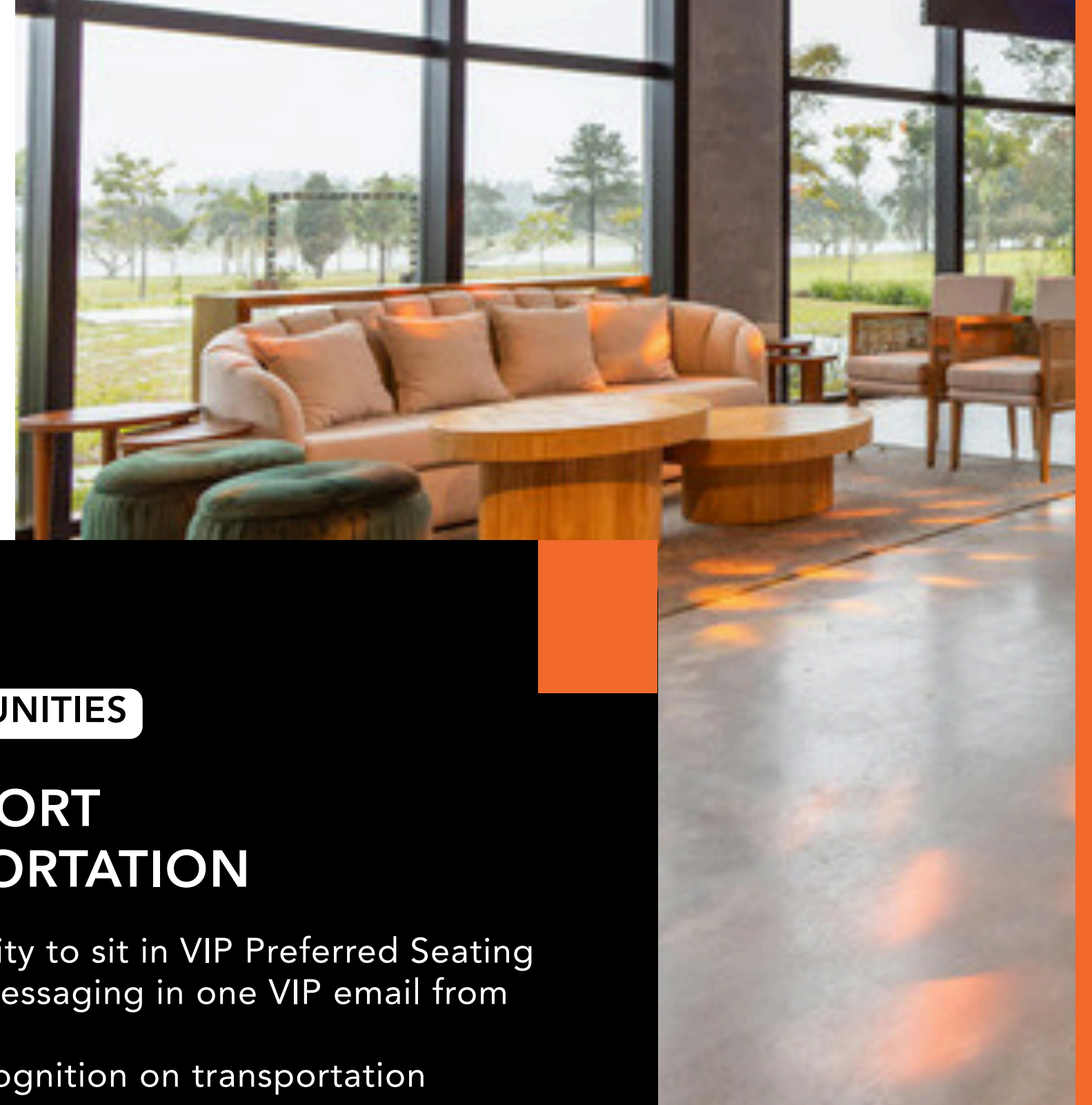
SOUND BATH CLASS

- Opportunity to welcome attendees at the morning class
- Push notification mentioning company name



VIP Experience

Make It Delightfully Exclusive. The VIP Experience Sponsor helps create elevated, high-touch moments for attendees who opt into premium access—offering exclusive perks, comfort, and curated experiences that make them feel truly valued.



\$5,500

3 OPPORTUNITIES

VIP PREFERRED SEATING (GENERAL SESSION)

- Push notification mentioning company name
- Opportunity to sit in VIP Preferred Seating
- Custom messaging in one VIP email from EK

\$2,750

2 OPPORTUNITIES

VIP AIRPORT TRANSPORTATION

- Opportunity to sit in VIP Preferred Seating
- Custom messaging in one VIP email from EK
- Brand recognition on transportation vehicles

Hotel Branding Opportunities

Sponsor must supply custom graphic(s) and pay for installation.

\$2,250 *Per Panel*

ESCALATOR CLINGS

\$3,500 *Per Elevator*

ELEVATOR DOOR WRAPS

\$5,500

HOTEL KEY CARDS, CO-BRANDED WITH EK

\$1,750 *Per Panel*

SKYWALK WINDOW CLING

LIMITED

DIGITAL PROGRAM ADS

LIMITED

\$2,500 Full Page Ad | *Exclusive

INSIDE FRONT COVER

\$2,000 Full Page Ad | 5.5" x 8.5"

INTERIOR PAGE - FULL

\$1,500 Half Page Ad | 5.5" x 4.25"

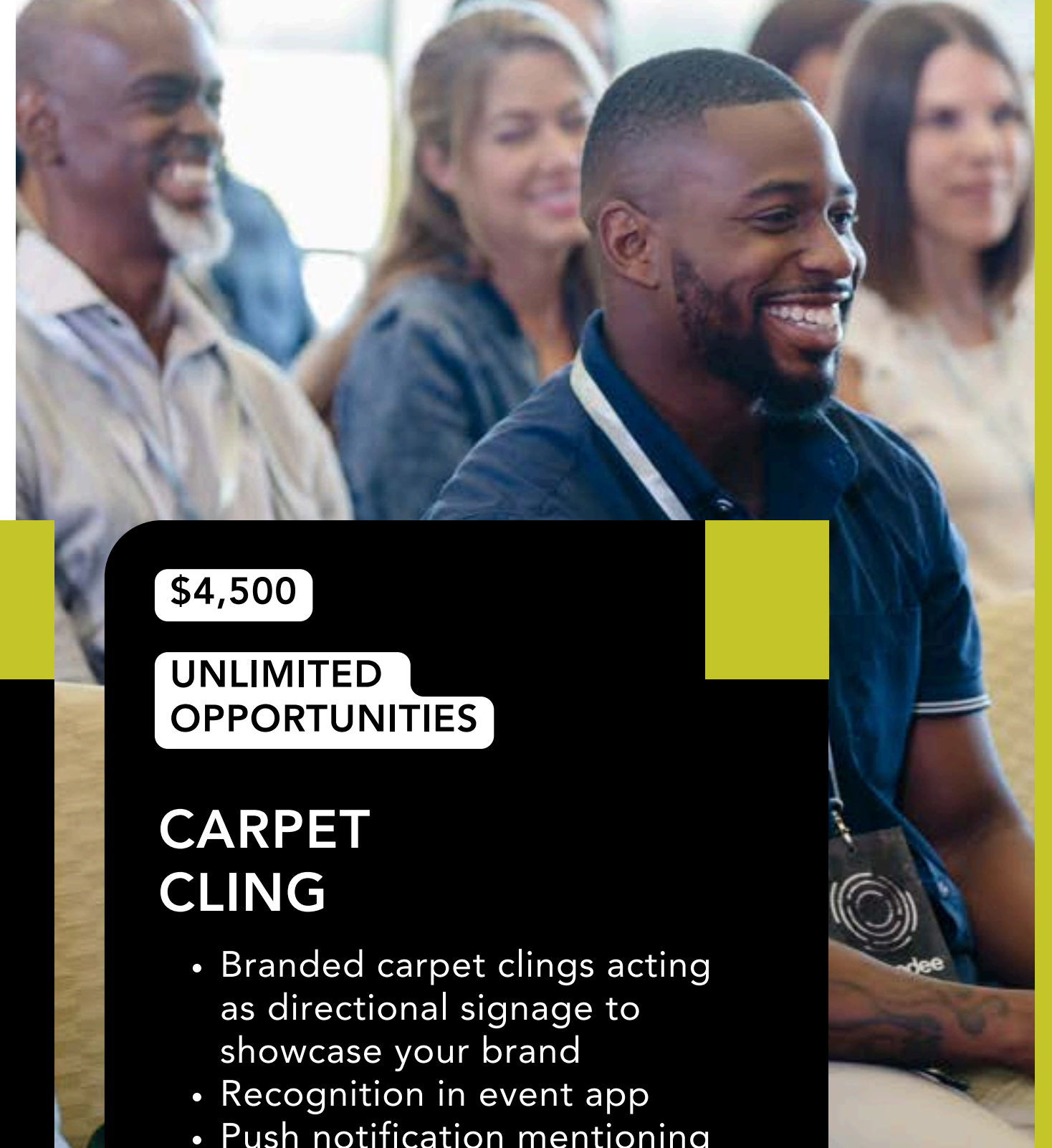
INTERIOR PAGE - HALF

\$2,500 Full Page Ad | *Exclusive

INSIDE BACK COVER

More Opportunities

Want more visibility? Layer on one or more of these a la carte options



\$1,000

UNLIMITED OPPORTUNITIES

SWAG

- Contribute to the EK Swag Bag with your branded items for increased exposure
- Recognition in event app
- Push notification mentioning company name

\$6,000

EXCLUSIVE OPPORTUNITY

NAME BADGE LANYARDS

- EK Co-Branded Name Badge Lanyard received by all EK attendees
- Recognition in event app
- Push notification mentioning company name

\$4,500

UNLIMITED OPPORTUNITIES

CARPET CLING

- Branded carpet clings acting as directional signage to showcase your brand
- Recognition in event app
- Push notification mentioning company name
- *Sponsor must supply custom graphic(s) and pay for installation*

More Opportunities Cont'd

Want more visibility? Layer on one or more of these a la carte options

\$6,000

2 OPPORTUNITIES

BRANDED NOTEPADS AND PENS (GENERAL SESSION)

- Custom notepads and pens provided on each table during general session
- Recognition in event app
- Push notification mentioning company name

\$7,500

EXCLUSIVE OPPORTUNITY

EK CO-BRANDED TOTE BAGS

- Quality tote bags branded with your company logo provided to all attendees
- Recognition in event app
- Push notification mentioning company name

More Opportunities Cont'd

Want more visibility? Layer on one or more of these a la carte options

\$1,500

UNLIMITED
OPPORTUNITIES

SPONSOR A STUDENT

- Verbal acknowledgment of your sponsorship during the main stage program
- Company featured on event signage and promotional materials
- Invitation to participate as a panelist during a featured session

\$2,500

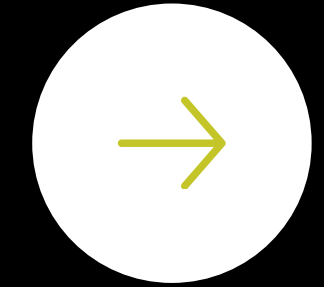
2 OPPORTUNITIES

BUS SIGNAGE

- Signs on one designated bus to and from Wednesday's EK Kansas City Experience
- Push notification on event app mentioning company



Sponsorship **Perks**



AUG 2-5, 2026

	SIGNATURE COLLABORATOR	EXPERIENCE CONTRIBUTOR	KONNECT PARTNER
Starting Investment- your "spend"	\$15,000 <i>minimum spend</i>	\$7,500 <i>minimum spend</i>	\$3,000 <i>minimum spend</i>
<p>Our partnership levels are designed to highlight the unique experiences and value each sponsor contributes to EK. Rather than a traditional tiered model, we offer a catalog of opportunities, each with its own set of benefits, activations, and engagement touchpoints.</p> <p>The investment levels to the right simply serve as starting points to guide collaboration and ensure every partner experience is meaningful and aligned with EK's vision.</p>	Everything received by EK's Experience Sponsors and Konnect Partners plus...	Everything received by EK's Konnect Partners plus...	Brand Recognition — Online & Onsite
	Main Stage Branding and Introduction Opportunity	Branded Signage and Integration	Inclusion on EK Website
	Exhibit Opportunity in the EK Experience Gallery	Exclusive VOO Lounge Benefits at Opening Reception	Inclusion in Event App
	Inclusion in Pre-Event Digital Promotions	Inclusion in Sponsor Spotlight Email	Company name listed in Digital Event Program
	Two VIP Attendee Passes (<i>In lieu of "One Attendee Pass"</i>)	One Attendee Pass	
	Featured post on EK Social Media post-event		

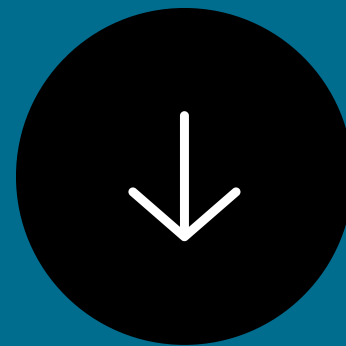
KANSAS CITY, MO



Contact & Next Steps

AUG 2-5, 2026

EVENT KONNECTOR PARTNERSHIPS



CONTACT:



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AN OPPORTUNITY YOU
DON'T WANT TO MISS

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MOVEMENT*

www.eventkonnector.com



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