



INBOUND

INBOUND 25

Sponsorship Prospectus

SEPTEMBER 2-5 | SAN FRANCISCO

IN 24

Why **INBOUND**

Legitimize Your Brand

Stand out as an industry leader by activating at one of the most sought after marketing, sales, & tech business building events of the year.

A Vibrant Community

Tap into **HubSpot's** extensive network of customers, app partners, agencies, & tech leaders.

Turnkey Activations

Save the stress of building your booth and focus on what really matters: your event goals.

Powerful Connections

Build relationships with prospects & strengthen partnerships with current users. They are all here.



INBOUND BY THE NUMBERS

ATTENDEES

12K

DECISION MAKERS

80%

UNIQUE SPONSOR LEADS

41K

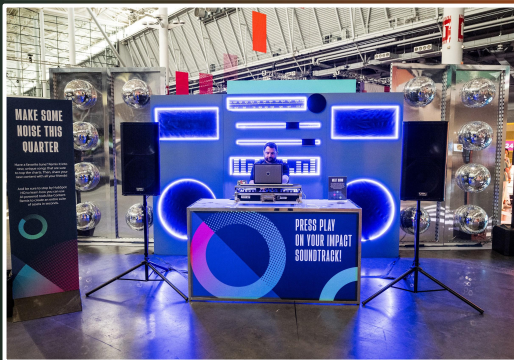
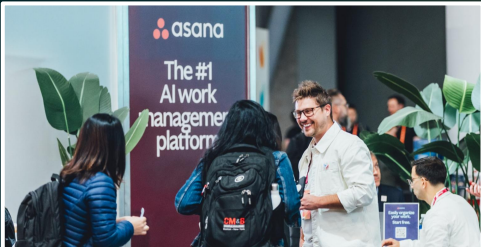
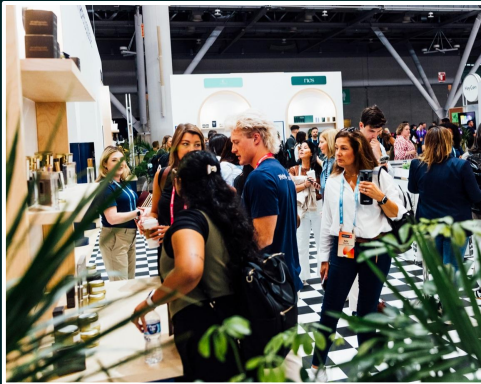
PRESS OUTLET COVERAGE

135

COUNTRIES REPRESENTED

71



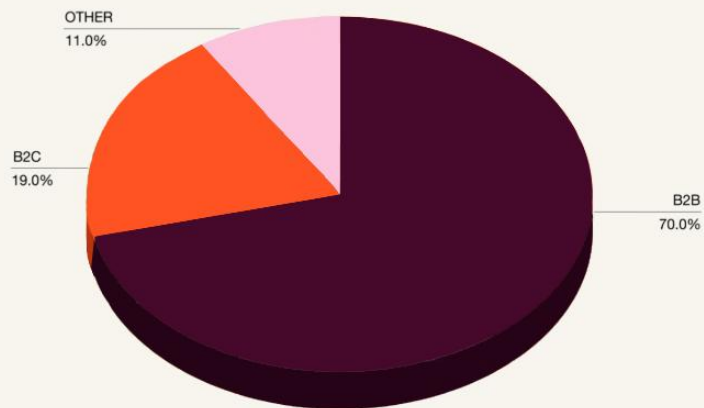


INBOUND Audience

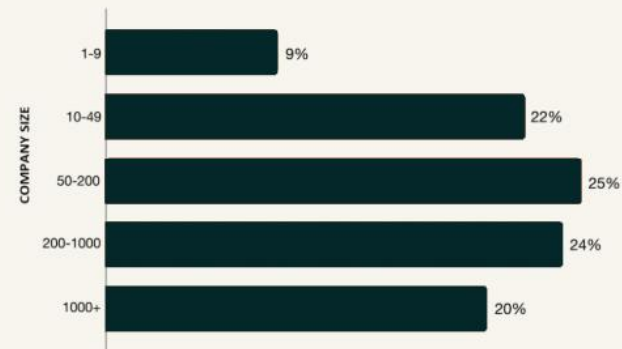
INDUSTRY

Marketing/Advertising	18%
Computer Software	14%
IT & Services	12%
Financial Services	7%
Consumer Goods & Services	7%
Health Care	5%
Non-profit	4%
Management Consulting	4%
Higher Education	2%
Other	27%

SECTOR



COMPANY SIZE



INBOUND Audience

COUNTRY



UNITED STATES

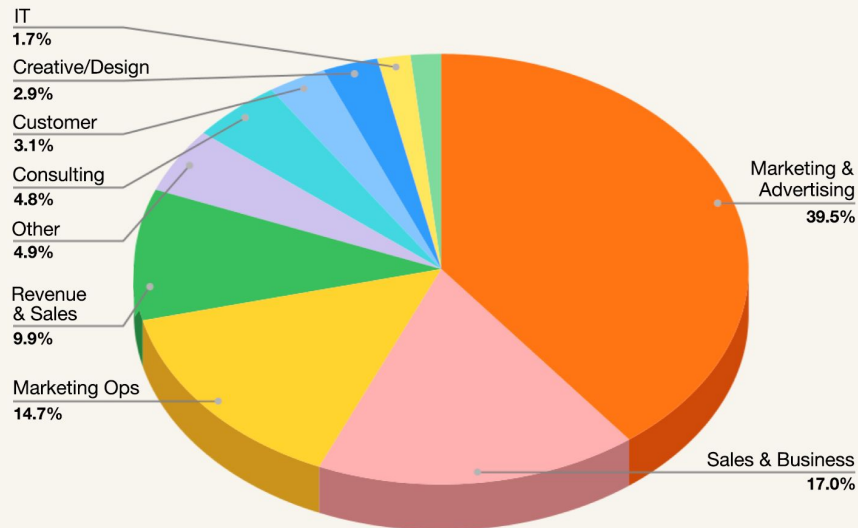
85%



INTERNATIONAL

15%

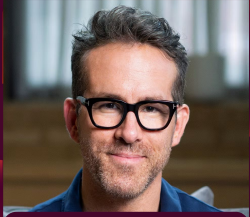
PROFESSION



SENIORITY

OWNER/FOUNDER/ PRESIDENT/PARTNER	11%
C-LEVEL/SVP	7%
VP/DIRECTOR	26%
MANAGER/SR. MANAGER	36%
ASSOCIATE/ANALYST/ ASSISTANT/COORDINATOR	18%
DEVELOPER	2%

Past **INBOUND** Speakers



Ryan Reynolds



Serena Williams



Andrew Huberman



Barack Obama



Reese Witherspoon



Dharmesh Shah



Oprah Winfrey



Brian Halligan

What **INBOUND** Sponsors Are Saying



"We were here last year and had an incredible experience. We scanned about 1200 different folks who came to visit us, we booked 210 follow up meetings, and from that we were able to generate 5.4 millions dollars of pipeline and we closed about 20% of it. We got a huge return on this investment, so it was a no-brainer for us to expand our sponsorship and come back big."

-Jodi Cerretani, VP Revenue Marketing



QUOTAPATH

"The first day of INBOUND we generated the most pipeline in a single day in our company's history."

- Travis Northup, Director of Demand Generation

ceros

"The biggest return on investment is the connections with people and the meetings. Our booth is always busy. I think that's a testament to how the place is set up and the quality of the attendees."

-Allan Stormon, VP Marketing



"We have sponsored INBOUND before and every year we keep coming back, we love it and it keeps growing. We get really quality conversations out of it."

-Brianna Seidule, Event Marketing Manager

Welcome Aboard

- 1 **TURNKEY PACKAGES**
- 2 **CUSTOM OPPORTUNITIES**
- 3 **THOUGHT LEADERSHIP**
- 4 **BRAND AMPLIFICATION**
- 5 **ADD - ONS**



Turnkey Packages

VISIONARY | ELEVATED | MEMORABLE | FOUNDATIONAL

INBOUND 25



The Visionary

**Double Sided Structure*
\$125,000

LEAD GENERATION

Access to master registration lead list & complimentary lead generation package

DIGITAL PRESENCE

Digital branding package; Website & app inclusion

FOOTPRINT

16' 8" w x 16' 9" d, double sided foot-print & structure, 2 mounted monitors, 8 stools, 4 person lounge seating area, plant decor & branded surfaces

INBOUND ACCESS

10 VIP passes

SPONSORED CONTENT

75% off content session

**Booth design and inclusions subject to change*



The Elevated

\$105,000

LEAD GENERATION

Access to master registration lead list & complimentary lead generation package

DIGITAL PRESENCE

Digital branding package; website & app inclusion

FOOTPRINT

21'w x 12' 9"d, mounted monitor, 4 stools, 4 person lounge seating area, plant decor & branded surfaces

INBOUND ACCESS

8 VIP passes

SPONSORED CONTENT

35% off content session

**Booth design and inclusions subject to change*



The Memorable

\$58,500

LEAD GENERATION

Access to master registration lead list & complimentary lead generation package

DIGITAL PRESENCE

Website & app inclusion

FOOTPRINT

12' 4" w x 12' 9" d, mounted monitor, 4 stools & branded surfaces

INBOUND ACCESS

6 General Admission passes

SPONSORED CONTENT

15% off content session

**Booth design and inclusions subject to change*



The Foundational

\$46,500

LEAD GENERATION

Complimentary lead generation package

DIGITAL PRESENCE

Website & app inclusion

FOOTPRINT

8' 4" w x 8' 9" d, 2 stools & branded surfaces.
Add monitor for extra charge.

INBOUND ACCESS

4 General Admission passes

SPONSORED CONTENT

5% off content session

**Booth design and inclusions subject to change*

Comparison Grid

SPONSORSHIP	Visionary \$125,000	Elevated \$105,000	Memorable \$58,500	Foundational \$46,500
Turnkey Exhibit Space	16'8"w x 16'9"d (Double Sided)	21'w x 12'9"d	12'4w x 12'9"d	8'4"w x 8'9"d
VIP Admission Passes	10	8		
General Admission Passes			6	4
Sponsored Content Session	75% Off	35% Off	15% Off	5% Off
Digital Branding Package	✓	✓		
Includes Lounge Area with Furniture	✓	✓		
Additional Booth Branding & Decor Options	✓	✓		
Includes Mounted Monitor(s)	✓	✓	✓	
Copy of Master Registration Lead List (Opt-ins)	✓	✓	✓	
Day 1 VIP Party Access	✓	✓	✓	✓
Logo on Website & App Inclusion	✓	✓	✓	✓
Lead Collection Package	✓	✓	✓	✓

Custom Opportunities

BLANK FOOTPRINT | READY, SET, PARTNER | CUSTOM EXPERIENCES | UNIQUE SPACES

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Blank Footprint

Secure premium space on the show floor and bring in your own booth or activation.

Pricing from \$125,000

Ready, Set, Partner

Our Ready, Set, Partner activations provide a hassle-free way for sponsors to engage attendees through pre-designed, high-impact experiences. These semi-custom concepts come ready to launch, with built-in brand integrations that ensure seamless visibility and engagement.

Concept: Zen Zone



Concept: Content is Fuel



Concept: Swag Shop



Pricing from \$150k



Custom Experiences

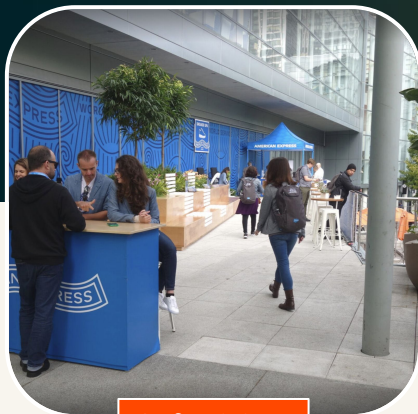
Make a lasting impression at **INBOUND** with a custom experience designed for your brand. Whether it's a lounge, high-impact demo area, interactive activation, or unique installation, we'll bring your vision to life in a way that stands out from the crowd.

\$185K - \$350k

Unique Spaces

Secure your own space to host a reception, programming, or custom experience. Reach out for details on pricing.

Triangle Terrace



Sqft: 2,250

This terrace is located right outside the Metreon and adjacent to Yerba Buena Garden. It can fit roughly 120 guests concurrently. This is the perfect place for a brand takeover moment to host exclusive food & beverage offerings, interactive games, activations, entertainment and more.

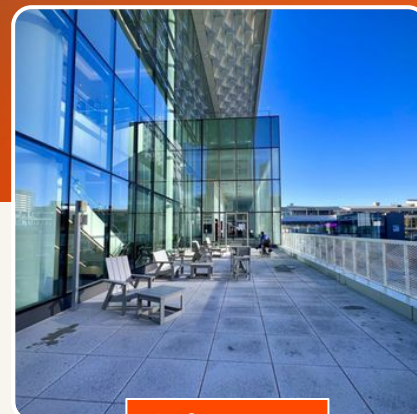
City View



Sqft: 31,000 Indoor & 11,000k Outdoor Terrace

City View is a flexible indoor/outdoor space that can be divided in multiple ways depending on the intended use. The large terrace overlooks the Yerba Buena Gardens with skyline views. The stunning views and centralized location make this the perfect place for your brand's own exclusive after-hours party.

Corner Terrace



Sqft: 1,400

Prominently located on the 2nd floor of Moscone overlooking the intersection of Howard and 3rd Street, this highly visible location is adjacent to the main escalators attendees take to and from breakout rooms. This is a perfect space for a brand takeover as attendees look for an outdoor break.

Thought Leadership

SHOW FLOOR | EDUCATIONS SESSION | DEEP DIVE | TECH STACK SHOWCASE

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Show Floor Stage

Our largest stages at **INBOUND**, located prominently within our Innovation, Impact & HubSpot HQ zones. These 30-minute sessions are for brands with seasoned presenters that want maximum visibility. Topics tend to be higher level. Attendees can drop in anytime - no reservation required. Session capacity with standing room can reach 1,000+.

\$40K



Education Session

These 45-minute sessions combine insightful presentations with live Q&A opportunities featuring thought leaders from across marketing, sales, customer success, operations and culture. From keynote-style talks to live "teardowns" of attendee assets, these sessions deliver immediate takeaways. Session reservation is required. Session capacity ranges from 400 - 1,000+.

\$35K



Deep Dive

Our 90-minute Deep Dives go beyond surface-level concepts. The extended format gives you time to cover sophisticated strategies around marketing, sales, or service approaches that allow for actionable attendee takeaways. Session reservation is required. Session capacity ranges from 350 -500.

\$35K



Tech Stack Showcase

An **INBOUND** first, this 100-seat stage located on the show floor, features industry-led demonstrations & use cases of complementary technologies curated to address today's business challenges. These are concise 20-minute sessions that allow for real-time Q&A. Attendees can drop in anytime - no reservation required.

\$17,500

Brand Amplification

PRESENTING STAGE SPONSOR | TAXI TOPS | PEDICABS | BRANDED CONTENT

INBOUND **25**



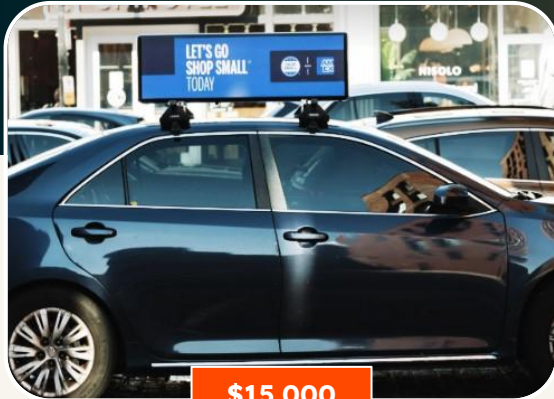
Presenting Stage Sponsor

Thoughtful integration into one of our open air stages allows you to stand out as an industry leader and authentically drive your brand messaging amongst the **INBOUND** audience.

\$75K

Brand Amplification Packages

Taxi Tops



\$15,000

Digital Tops showcasing your creative throughout the city. Packages include a minimum 25% Share of Voice.

Pedicab Package

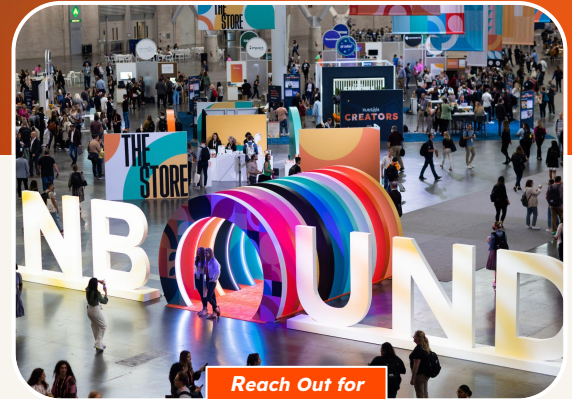
**2 Available*



\$35,000

Delight **INBOUND** attendees with complimentary rides around downtown. Package comes with five (5) wrapped pedi-cabs that will have exclusive parking rights in front of our primary entrance, digital signage, email inclusion and a push notification.

Branded Content



Reach Out for Details

Weave into the **INBOUND** story with a branded content package. Campaigns can be executed before, during and after **INBOUND** to extend your reach to create a lasting impact.

Add-Ons

SURPRISE & DELIGHTS | MEETING ROOM PACKAGE

INBOUND **25**



Surprise & Delight: Eats

Delight **INBOUND** attendees with a surprise food offering. Options range from a doughnut bar to a smoothie station. Packages come with a branded counter, branded napkins and a push notification. Servings, duration and location will vary depending on selection.

Pricing from \$25K



Surprise & Delight: Drinks

Enhance your presence at **INBOUND** with a Margarita Station, Beer & Wine Bar, Martini Lounge, or Mimosa Bar. Packages come with a branded counter, branded napkins and a push notification. Servings, duration and location will vary depending on selection.

Pricing from \$32,500



Meeting Room Package

Hold meetings at **INBOUND** within a private space with customizable exterior graphics tailored to your brand. Meeting rooms will be located in a prominent, centralized space adjacent to the show floor. Spaces come with one (1) table, six (6) chairs, a power drop and a standing monitor.

\$35K

**Want to learn more?
Let's talk**

Sponsorship@HubSpot.com

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