

bbc 2025

BUILDING BUSINESS CAPABILITY
GLOBAL EVENTS SERIES **iIBA**® 

IMMERSE YOURSELF - ENGAGE & EXCEL!



JUNE 9-12, 2025 | EXHIBITS JUNE 10-11 | SHERATON PHOENIX DOWNTOWN | PHOENIX, AZ

ENGAGEMENT OPPORTUNITIES

PRODUCED BY
risingmedia™

www.buildingbusinesscapability.com

Why should you sponsor Building Business Capability?

Building Business Capability enhances organizations' ability to advance People, Product, Data, and Knowledge, to build core leadership skills, to create a customer centric organization, and to deliver digital transformation.

Are you relevant?

If you offer software tools or educational products designed to help organizations:

- Build Product Capability
- Build Data Capability
- Build People Capability
- Build Knowledge Capability

You need to be at BBC

PREVIOUS SPONSORS



HOW WE HELP YOU ACHIEVE YOUR GOALS



WE DELIVER YOUR TARGET GROUP

- People implementing business decisions and processes as well as strategic advice for the business performance of large corporates, multinational enterprises and brands.
- Budget holders who look for and buy tools, technologies and services for organization's people, processes, systems, data, and infrastructure.
- Purchase influencers who use and determine the tools and services.



WE TARGET YOUR PRODUCTS AND SERVICES

- Vendors working with large and / or multinational enterprises and brands.
- Tool providers and platforms for business processes, rules and decisioning, product management, workflow automation, enterprise architecture, agile business transformation, data management/governance, visualization, requirements specification and management.
- Educational providers



WE OFFER

- Bulls eye selection of your target audience
- Standard and bespoke packages for lead generation, knowledge transfer and branding
- Openness to new ideas for your appearance
- Competitive pricing
- Neutral and independent noncompetitive event
- Networking app and lead generation tools to maximise your involvement
- Ready-to-work stand
- Help with suppliers
- Professional and friendly operations staff constantly with you before, during and after the show



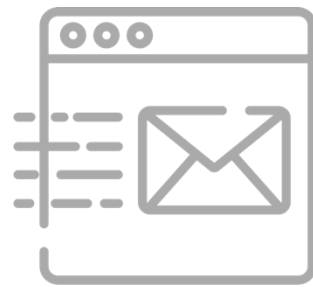
WE LOVE

- Help partners to reach their targets
- Provide great networking opportunities
- Cater excellent food and drinks
- Build long term relationships
- See customers coming back

MARKETING & TOOLS FOR SUCCESS

Marketing for YOUR success!

As an exhibitor or sponsor, you will benefit from:



Feature in our event newsletters



Logo, company description and link to your website on the conference homepage(s)



Social Media presence before, during and after the conference



Feature on break slides in Expo & in Conference

Tools for YOUR success!

We offer our exhibitors various opportunities to connect with the attendees:



Exhibitor – Attendee Meeting Program

Request and schedule meetings with attendees in advance or during the conference and organize your visit at the event as effectively as possible.



Free Lead Capture!

As an exhibitor use the free conference app on your phone to scan attendee badges, capture their details, make notes.



Conference app

Our event app both show-cases the sponsors (add promo videos!) and allows you to include all your booth staff with pictures, so they're easily identifiable. You can also see and message conference attendees.

COMPANIES WHO HAVE ATTENDED INCLUDE

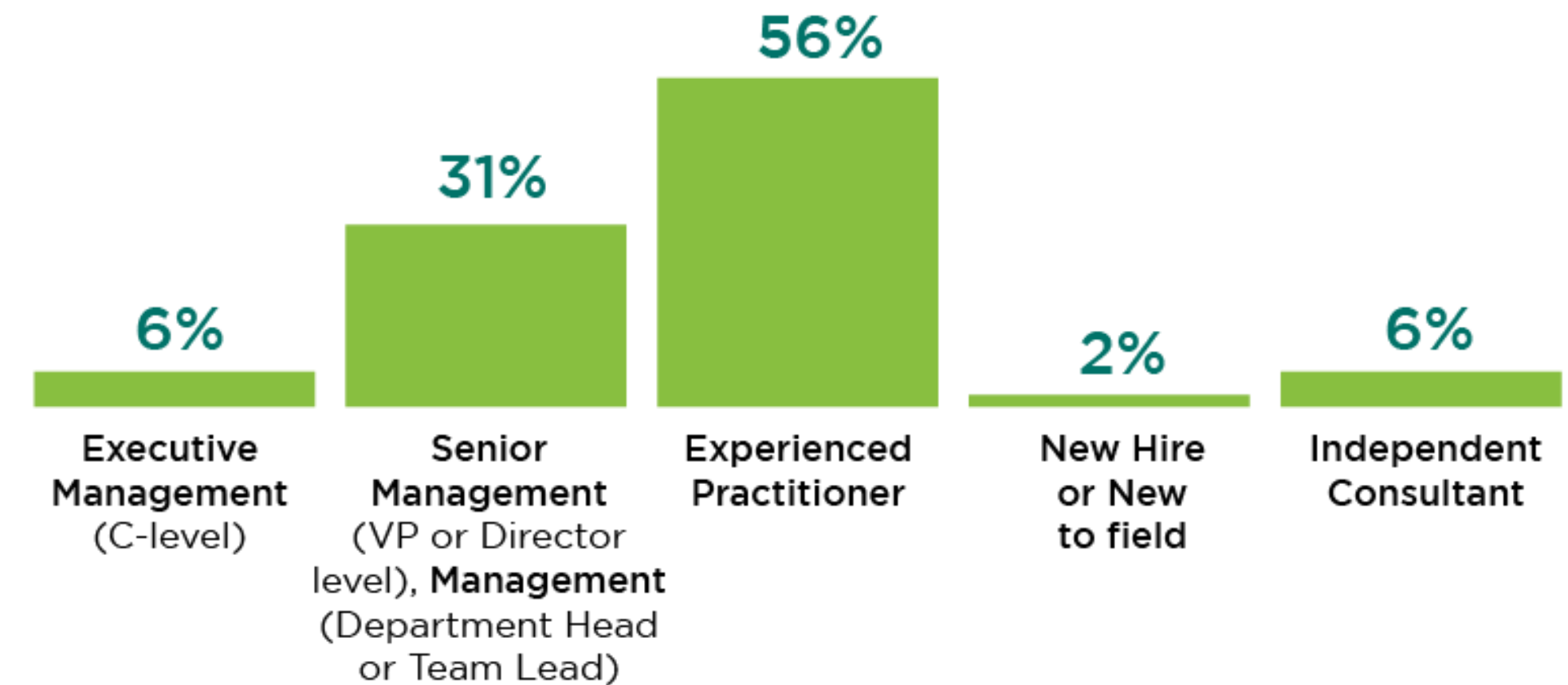


OUR ATTENDEES

COMPANY SIZE (# EMPLOYEES)



PROFESSIONAL LEVEL



BUDGET RESPONSIBILITY



57%

ENGAGEMENT PACKAGES

	TITANIUM EXCLUSIVE	DIAMOND EXCLUSIVE	PLATINUM LIMITED TO 3	GOLD LIMITED TO 6	SILVER LIMITED TO 8	BRONZE LIMITED TO 10
Co-present with client on Day 1*	45 minutes	45 minutes	20 minutes	—	—	—
Presentation in the Technology Theater on the expo floor (**Must Qualify)	15 minutes	15 minutes	15 minutes	10 minutes	—	—
Logo on all BBC promotional material including Website, Event Mobile App, Print Advertising, Email sends & Onsite Signage	✓	✓	✓	✓	✓	✓
150-Word Company/Product profile listing on Website & Event Mobile App	✓	✓	✓	✓	✓	✓
Opt In Attendee List with full contact details (sent 5 days post event)	✓	✓	✓	✓	—	—
One pre-event email conducted by RMI (1 week prior to the event)	✓	✓	✓	—	—	—
Exhibit Space***	20'x20'	20'x20'	20'x20' or 10'x20'	10'x20'	10'x10'	10'x10'
Passport Sponsor	✓	✓	✓	—	—	—
Custom Gobo (projected light wall logo in the Keynote Room for both days)	✓	✓	—	—	—	—
Signage for Day 1 & Day 2 as the Breakfast-Breaks-Lunch Sponsor	✓	✓	—	—	—	—
Complimentary Full Conference Tickets (Tutorials not included)	10	8	6	5	4	2
Complimentary Booth Tickets (Tutorials not included)	10	8	6	5	4	—
20% Conference Registration Discount for Clients, Prospects and Staff	✓	✓	✓	✓	✓	✓
Access to attendees via the mobile app to schedule 1:1 meetings pre-event (available 1 week prior to the event)	✓	✓	✓	✓	✓	✓
1 Promotional send each day during event to all attendees on Mobile App	✓	✓	—	—	—	—
QR Code Branding throughout the event	✓	✓	—	—	—	—
Registration Sponsor: custom banner placed at Registration and Logo on the Registration Desk Kick Panels	✓	✓	—	—	—	—
One post-event email conducted by RMI (1 week post event)	✓	✓	—	—	—	—
Custom Pop-Up Banner in front of the Opening Keynote	✓	✓	—	—	—	—
Rotating Logo Banner in Mobile App	✓	✓	✓	✓	—	—
Rising Media will call and email 10 top attendees for a VIP Lunch or special dinner (sponsor responsible for restaurant & fees associated with the dinner)	✓	✓	—	—	—	—
	\$26,450	\$24,450	\$22,450	\$19,450	\$14,450	\$5,450

*All Speaking Slots must deliver business value – not be a straight sales pitch – and be approved by the Conference Chair 30 days prior to the event or Sponsor relinquishes the speaking slot.

**Technology Theater presentations are for technology providers (generally software vendors)

***Electrical is not included in any booth packages

***Each booth package includes 1 6ft draped table with 2 chairs, 1 wastebasket and company sign

BRANDING & LEAD GENERATION OPPORTUNITIES



Lanyards* | \$2,450
 Sponsor Produces



Bags* | \$1,450
 Sponsor Produces



QRCode Branding | \$1,450



Pads & Pens* | \$950
 Sponsor Produces



**Blankets | Sponsor Produces \$2,450 |
 RMI Produces \$3,450**

*Please note that the sponsor is responsible for the production and on-time delivery of the promotional material. The layout has to be agreed with Rising Media beforehand.

NETWORK BRANDING



VIP Dinner Sponsor | \$7,450

Rising Media will reach the top attendees for the sponsor to have a hosted dinner.



Lunch & Learn | \$5,450

50-minute practical-live demo
 3 additional conference passes
 Branding on website-mobile app-signage



Networking Reception | \$6,450

Logo on Networking Reception
 Signage-Branded Napkins



Passport Program | \$1,450

Mandatory stop by all attendees so that they have an opportunity to win prizes purchased by RMI

VENUE



Sheraton Phoenix Downtown | 340 North 3rd Street Phoenix Arizona 85004

YOUR PERFECT SPONSORSHIP
PACKAGE IS NOT HERE?
CALL ME AND I WILL BUILD ONE JUST FOR YOU



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Rising Media is a global events producer excelling in internet and technology-related events.



Amsterdam • Barcelona • Berlin • Las Vegas • Lisbon • London
Miami • Munich • New York • Orlando • Paris • Phoenix • Washington DC

www.risingmedia.com