

SUMMITSPARK

MIAMI IT WEEK 2025

📍 Miami, FL | April 17-18, 2025

💰 Premium Sponsorship & Brand Integration
Opportunities

🚀 Connect | Engage | Close Deals

MIAMI IT WEEK 2025: A PREMIER TECH GATHERING

- - **Dozens of events including panels, pitch sessions, workshops, and networking dinners**
 - **Focus on next-gen ideas, positive culture building, and growth**
 - **Attracting leaders across tech, business, and culture**

- Miami IT Week offers a vibrant ecosystem, making it an ideal platform for sponsors to engage with industry innovators and decision-makers.



ABOUT US AT SUMMITSPARK

Mission Statement: Transforming trade shows and corporate events into high-ROI executive networking experiences through luxury wellness activations.

- Core Offerings:
 - Premium wellness activations & biohacking stations
 - Exclusive VIP networking lounges
 - Guaranteed executive-level engagement
 - AI-powered lead tracking & post-event business acceleration
 -

Value Proposition: Direct access for sponsors to decision-makers and measurable business outcomes.





INDUSTRY INSIGHTS

Global sponsorship spending was \$65.8 billion in 2021 and is expected to grow by 2026.

67% of event professionals foresee increased meeting spending in 2025.

2025 MIAMI IT WEEK

Event Insights

Brand Awareness Impact:

60% of event marketers use sponsorships to boost brand recognition.* (sweap.io) 💡 *

*Insight:

Corporate brands are aggressively increasing event sponsorship budgets. SummitSpark positions sponsors in front of the highest-value executives at Miami IT Week.

TARGET AUDIENCE – WHO SPONSORS WILL REACH

Direct access to decision-makers controlling million-dollar budgets in tech & AI.



Total Attendees

Projected 2,500+ high-level participants in 2025.

Attendee Breakdown

30% Enterprise Executives, 26% Tech Solution Providers, 27% VARs, Resellers, AI & Cloud Experts, and 12% Software Developers, Analysts, and Consultants.



SPONSORSHIP BENEFITS

- Exclusive Access: Interact directly with C-suite executives in a focused environment.
- Enhanced Brand Positioning: Align your brand with innovation and wellness.
- Measurable ROI: Utilize AI-driven tools for lead tracking and post-event analytics.
- Customized Engagements: Tailor activations to resonate with your target audience

Executive Wellness Lounges



High-Impact Networking Experiences



Biohacking & Performance Optimization Activations



AI-Driven Sponsorship ROI and Lead Generation



SPONSORSHIP PACKAGES

Custom Packages: Tailored options to meet specific branding and engagement objectives.



Title Sponsor (\$100K-\$250K)

- Prominent brand integration in all wellness activations.
- VIP guest hosting and curated introductions.
- Speaking opportunities and comprehensive event branding.

Elite Lounge Sponsor (\$50K-\$100K)

- Custom-branded networking lounge.
- Targeted executive engagement and branding placement.
- Post-event lead tracking report

Technology & Innovation Partner (\$25K-\$50K)

- Branding on biohacking and performance optimization stations.
- Direct sponsor-driven engagement experiences.

Executive Networking Sponsor (\$10K-\$25K)

- Branded networking sessions and private executive meetups.
- Data-driven engagement insights.

HARMONY360 WELLNESS & MEDS CLINIC PARTNERSHIP



Harmony360 Wellness, powered by MEDS Clinic, offers holistic wellness and corporate optimization for high-level executives.

Key offerings include:

- Guided wellness sessions (yoga, stress reduction, mindfulness)
- Holistic recovery zones to enhance cognitive function
- Network-driven experiences promoting productivity and mental clarity

Benefits for sponsors:

- Position your brand in corporate wellness
- Engage high-value decision-makers in a focused environment
- Address workplace stress, with 80% of employees experiencing burnout

Integrating SummitSpark with Harmony360 Wellness fosters unique connections with executives.



PAST SUCCESSES & TESTIMONIALS

📌 Proven ROI: How SummitSpark Sponsorships Turn Exposure into Business Deals

💡 Featured Case Study: POSSIBLE Miami 2023 – Real Sales Impact ✓ At POSSIBLE Miami 2023, our team successfully facilitated high-impact networking and business acceleration on the trade show floor.

✓ A \$300K sponsorship deal was closed on-site, demonstrating the direct revenue potential of strategic event activations.

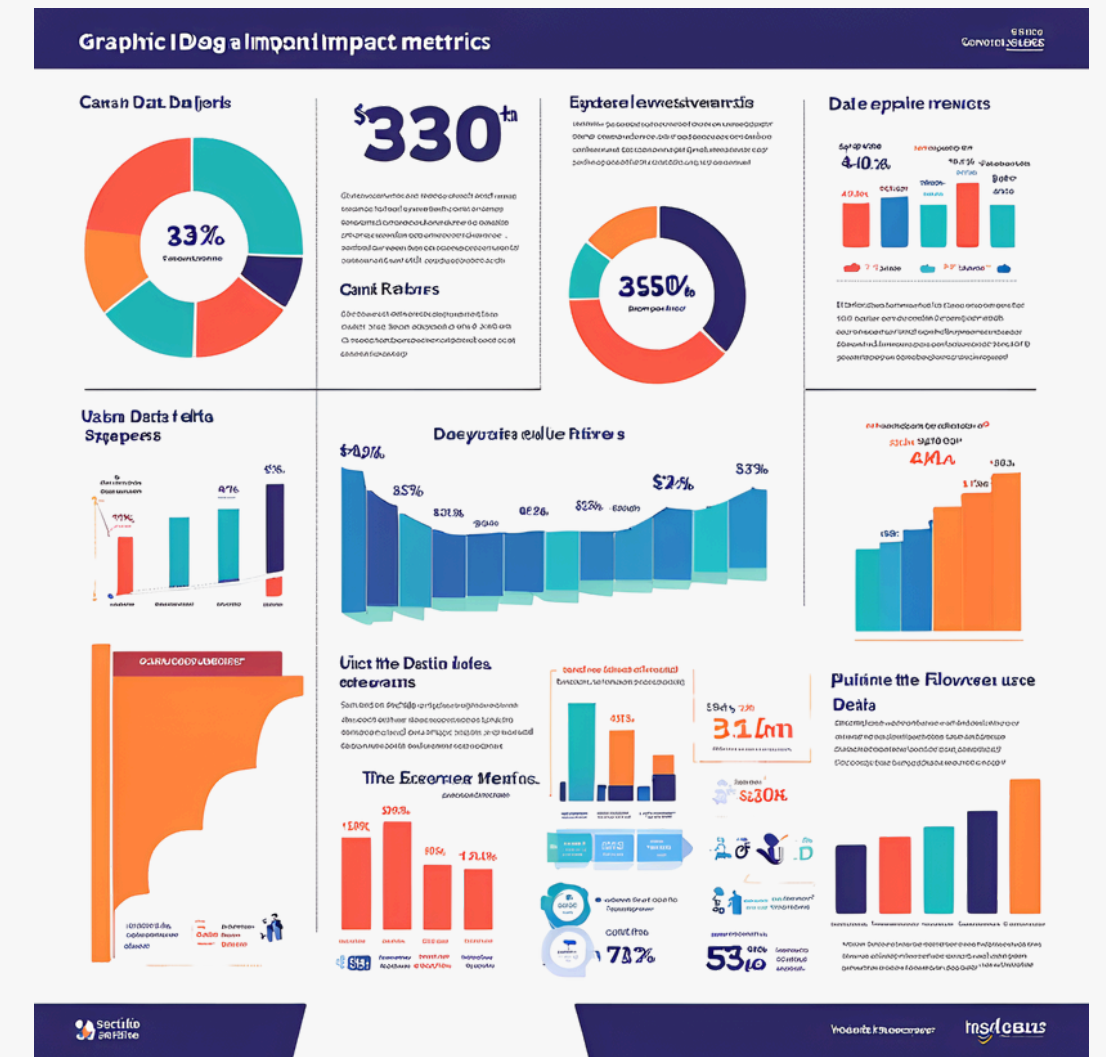
✓ Over 350+ executive-level attendees engaged in premium networking and brand activations.

✓ 47% of attendees scheduled follow-up meetings, showcasing the effectiveness of SummitSpark's structured networking approach.

✓ \$1.2M+ in new business pipeline was generated within 90 days.

📌 What Sponsors Say: 🗣️ “SummitSpark provided us with an unmatched networking opportunity—our ROI was 10x the initial sponsorship investment.” – Vendelux

🗣️ “This was the most valuable trade show activation we’ve ever participated in.” – Glean



THANK YOU

SECURE YOUR SPONSORSHIP:

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