



Exhibitor Essential #2

Hello sponsors,

We are thrilled to welcome you to Content Marketing World & Marketing Analytics & Data Science, taking place from October 21-23, 2024, at the San Diego Convention Center! As the event approaches, we want to ensure you are fully prepared for a successful show. Below are a few key reminders and links to important resources:

Review the Exhibitor Manual

The [Content Marketing World & Marketing Analytics & Data Science Exhibitor Manual](#) contains essential information, including deadline dates, order forms, and health & safety guidelines. Be sure to review it thoroughly and reach out with any questions you may have.

Logo Submission

If you have not yet sent us your logo, we need it ASAP! 😊 Please submit your logo and company description [here](#) today. If you have already sent it, please accept my virtual high fives!

[Sponsor Registration](#)

You should have now received your badge registration email. This allows you to login to the registration portal and register all colleagues who will be attending the event. If you have not received this email, please reply to this email.

Hotels

Check out our [Exclusive Hotel Rates](#) for specially negotiated rates for attendees and sponsors! Some hotels are sold out and we encourage all sponsors to book as soon as possible!

CMI Events App – Complete Your Sponsor Hub Profile

As a sponsor of Content Marketing World & Marketing Analytics & Data Science, you will have a page on our Sponsor Hub within the event app and platform. As a main contact from your company, you have access to upload the following information on your company page:

- Logo
- Company Header Image (1200 x 675px) or Video (YouTube Link)
- Background Image (2560 x 1600px)

- Social Media Links and Website
- Contact Details
- Document links or files
- Digital Show Bag Insert (think of this like digital swag for attendees!)

The CMI Events App and Platform, including the Sponsor List, will be open and visible to attendees starting **Tuesday, October 1, 2024**, but you will still have access to edit your page until the event.

Please note you must be registered to attend the event (see “Sponsor Registration” above) in order to access the CMI Events App to build out your Sponsor Hub Profile. If you will not be attending the event and need access to build your Sponsor Hub profile, please contact me.

Booth Design Guidelines

Planning your booth design? Refer to our [Booth Design Regulations](#) for details on booth space, sightlines, types, layouts, regulations, and more. For sustainability tips, visit our [Sustainability Page](#) and ensure you fill out the [Sustainability Survey](#)!

Exhibitor Lunch & Learn

Please join us online on Tuesday, October 8, 2024, from 12 noon - 1 pm EST for a Sponsor ‘Lunch and Learn’ pre-event virtual workshop designed to get you ready for success at CMWorld & MADS!

In this session we will be covering Exhibitor Success Tips, Health and Safety Protocols, Marketing Tips, the CMI Events App and Lead Retrieval, your new LeadInsights dashboard and more! Join us online and bring your questions! Register for the Lunch and Learn [here](#).

Please reach out with any other questions you may have!

Warm regards,

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My work hours may not be the same as yours, do not feel obligated to reply outside of your work schedule.