



Impact 2024

SPONSORSHIP

PROSPECTUS



IMPACT

InnoLead is a membership organization that creates content, events, and tools to help its community of 1000+ corporate leaders successfully drive growth and transformation while guiding their organizations into the future.

Why Sponsor Impact?

Impact is InnoLead’s annual conference, bringing hundreds of strategy, innovation, transformation, R&D, and emerging tech leaders to Boston. Tickets are limited to leaders in large private or public companies; nonprofits and NGOs; government agencies; and within our sponsor companies. Others, including consultants, cannot attend.

Be part of the most useful event of the year for growth leaders!



“Better than any innovation conference I’ve ever been to.”

Allstate
Chief Innovation Officer
Moises Norena

“Fantastic opportunity to meet and interact with colleagues.”

Manulife / John Hancock
Head of Innovation Labs
Amit Bhatia

“Outstanding opportunity to learn, network and inspire innovation.”

Nationwide
Vice President Claims Innovation
Alan Demers

“At the end of two full days, I find myself wishing this was a three-day event!”

Stanley Black & Decker
Director of Breakthrough Innovation
Lauran Hazan

“Amazingly inspiring, priceless insights, really good event.”

Children’s Hospital
Head of Innovation Accelerator
Carla Small

“Excellent investment of time, which is our most valuable asset.”

Amsurg
Chief Innovation and Technology Officer
Eric Thraikill

“Highest quality event honestly addressing real challenges.”

W.L. Gore
Innovation Leader, R&D
Chip Coffee



Impact 2023 took place at the Hyatt Boston Cambridge hotel from October 25 to 27. Over 3 days, more than 300 leaders attended 45 sessions from those on our mainstage to workshops of between 30 and 45 participants.

October 25-27, 2023 • Boston

3 days • 45 sessions • 300 attendees • 20 sponsors

Select Speakers



Tye Brady
Chief Technologist
Amazon Robotics



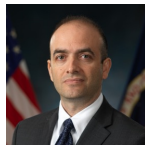
John Murray
President and CEO
Sonesta International
Hotels



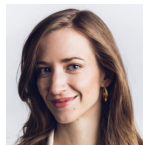
Shira Goodman
Board Member
CarMax, CBRE,
Henry Schein



Vidya Spandana
Global GM
Nike Valiant Labs



Omar Hatamleh
Chief Advisor Artificial
Intelligence & Innovation,
NASA GSFC



Cassie Kozyrkov
Chief Decision Scientist
Google

Select Attendee Companies

- Amazon Robotics
- American Express
- AstraZeneca
- Autodesk
- Avery Dennison
- Blue Cross Blue Shield
- Campbell Soup
- Canada Post
- Chick-fil-A
- Colgate Palmolive
- Costco
- Del Monte Foods
- Dell Technologies Capital Ventures
- ExxonMobil
- Fidelity Investments
- General Mills
- Hormel Foods
- MIT
- NASA
- Nike Valiant Labs
- Northrop Grumman
- PepsiCo
- Pfizer
- Verizon

Sponsors



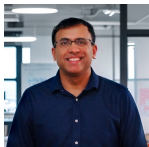


Impact 2024 will take place at the Hyatt Boston Cambridge hotel from October 23 to 25. There are limited Presenting, Demo and Amenity sponsorships available. For more information about the tiers and benefits, please see the next page.

Select Confirmed Speakers



AARP
Andy Miller
SVP Innovation & Product Development



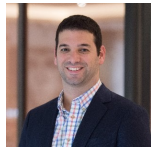
Mastercard
Rahul Deshpande
EVP & Global Head of R&D



Mayo Clinic Platform
John Halamka
President



New York Life Ventures
Elizabeth Yenko
VP and Head of Innovation



NFL Media
Gil Moran
VP, Head of Direct-to-Consumer and Media Strategy



The Grammys
Panos A. Panay
President



Target
Prat Vemana
EVP Chief Digital and Product Officer



United Airlines
Linda Jojo
Executive Vice President, Chief Customer Officer

Plus executives from Blue Cross Blue Shield, Boston Dynamics, Carmax, Clorox, Fidelity, GE, Mayo Clinic, the New England Patriots, Pepsico, Rustoleum, Sonesta Hotels, Spotify, TDK Ventures, Travelers, Yahoo Sports and others

Current Sponsors

Select Registrant Companies

- AARP
- Avery Dennison
- Biogen
- Blue Cross Blue Shield of MA
- Boston University
- Canada Post
- Chick-fil-A, Inc.
- CITGO Petroleum
- Colonial Pipeline Company
- Eli Lilly
- Entergy
- GE Appliances, a Haier company
- MAYO Clinic
- New York Life Ventures
- NFL Media
- NRG
- PACCAR Trucks
- PepsiCo
- Progressive
- Ralph Lauren
- SAIC
- Takeda Pharmaceuticals
- The Clorox Company
- The Kraft Group & Affiliates
- United Airlines
- Yahoo





Impact 2024 Sponsorship Opportunities

	Presenting Sponsorship	Premium Sponsorship	Demo Sponsorship	Amenity Sponsorship
Overview				
Cost	\$50,000	Sold Out	\$17,500	\$15,000
Participation				
Mainstage presence	✓			
60-minute workshop	✓	✓		
Category exclusivity	Available			
Demo table	✓	✓	✓	
Branded amenity				✓
On-Site				
Team member tickets	4	2	2	2
Client tickets	5	3	2	1
Logo on attendee bag	✓			
Logo on event signage	✓	✓	✓	✓
Logo on event materials	✓	✓	✓	✓
Giveaway in attendee bag	✓	✓	✓	✓
Attendee list	✓	✓	✓	✓
Pre-Conference				
Participation in 30-minute webcast	✓	✓		
Social promotions	3	3		
Logo, link in event communications	✓	✓	✓	✓
Logo, link on event registration page	✓	✓	✓	✓

Presentation or "talkshow guest" format

e.g., sponsored Coffee Bar, Cocktail Hour, etc.

Subject to IL approval

Including contact details, approx. 48 hours before event

Wednesday, October 23

5:30 pm Welcome Reception

Thursday, October 24

- 8:30 am Mainstage Sessions to 11:00am
- 9:30 am Networking break in Demo Room
- 11:00am Networking break in Demo Room
- 11:30 am Corporate-led Breakout Sessions
- 12:30 pm Lunch & Private Lunch Session *opportunity*
- 2:00 pm Sponsor-led Breakout Sessions
- 3:00 pm Networking break in Demo Room
- 3:30 pm Corporate-led Breakout Sessions
- 6:00 pm Reception & Awards
- 8:00 pm VIP Dinner *opportunity*

Conference Flow

Friday, October 25

- 9:00 am Mainstage Session to 10:30 am
- 10:30 am Networking break in Demo Room
- 11:00 am Sponsor-led Breakout Sessions
- 12:00 pm Lunch & Unconference sessions
- 1:45 pm Corporate-led Breakout Sessions
- 3:00 pm Feedback Session & Conclusion