



**STAMFORD
INNOVATION
WEEK**

2020 Guide

Events Content Sponsorship



2019, By the Numbers

SiW experienced tremendous growth in 2019. In our sophomore year we focused on optimization; more of what worked in the first year and less of what didn't. By decreasing the total number of events, while substantially increasing their scale, sophistication, and capacity we were able to put forward a more engaging product. Our community responded accordingly:



3,303

Advanced
Tickets
+74%



1,590

Walk-in
Tickets
+44%



4,893

Foot
Traffic
+66%



2,865

Unique
Attendance
+254%



16,945

Website
Traffic
+86%



Sponsors & Partners



Robinson+Cole



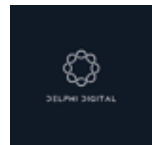
Deloitte.



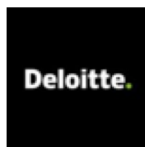
UConn
UNIVERSITY OF CONNECTICUT



Charter
COMMUNICATIONS



Whitmyer  Group



UConn
WERTH INSTITUTE



**McCARTER
& ENGLISH**
ATTORNEYS AT LAW



Belpointe 



girls who
code



**GA GENERAL
ASSEMBLY**



Why Companies Support SiW

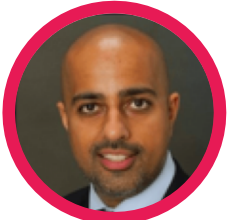
Employee Engagement & Recruiting. Demonstrate your commitment to innovation with exciting opportunities for personal and professional growth. Show your people that you place a premium on creative thinking and discovery through attendance at SiW events and experiences. With dozens of events and hundreds of speakers there is truly an opportunity for everyone to get involved. And with an NPS of 9.3/10 in 2019 they're sure to have a great experience.

Branding. Ready to make your company more synonymous with innovation? SiW's portfolio of digital and live experiences provide the perfect canvas for branding and promotion; In 2019, SiW had nearly 10,000 unique website visitors, 13,000 email engagements, and just under 5,000 people in event traffic.

Big Thinking. Many of SiW's speakers are the leaders in their field, and all offer unique and challenging perspectives on a broad range of topics. 2019 featured leaders from Deloitte, GE Healthcare, The State of Connecticut, NatWest Markets, The United Nations, Mastercard, Lovesac, IBM, NBA, MLB, WWE, CNN, CBS, NBC, Harman, Henkel, Slack and many others sharing their insights and perspectives.

Learning, Training, and Development. SiW's workshops, crash courses, and educational series' focus on building technical knowledge and know-how. SiW's speaking events are focused on geopolitical, macroeconomic, and emerging consumer trends to help you understand the when, how, where, and why behind disruption and innovation today.

Past Speakers



Rajan Mehta
CTO
WWE



Margaret Feeney
Head of Innovation
NatWest Markets



Sowmya Gottipati
VP Emerging Tech
NBC Universal



Vinnie Fusco
VP & GM
SMC, NBC



Sarah Broderick
Former COO
Vice Media



Peter Woodfork
EVP
MLB



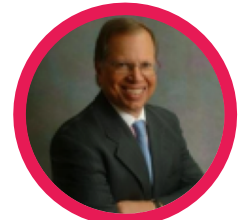
SE Cupp
Host
CNN



Steve Angel
SVP
NBA



Reena Ninan
Anchor
CBS



Stanley Litow
Former President
IBM Foundation



David O'Malley
Senior Director
GE Healthcare



David Lehman
Commissioner
DECD



Chris Epple
VP, Consumer Marketing
Harman



Neil Sahota
AI Strategy
United Nations



Ken Krasnow
VP Omnichannel
Henkel



William Tong
Attorney General
State of Connecticut



Shawn Nelson
CEO & Founder
Lovesac



Tim Kane
CEO
Goodway



Kristen Sullivan
Partner, Sustainability
Deloitte



Abhijit Shome
VP
MasterCard

SiW Virtual

The events of 2020 are reshaping the opinions, behaviors, and values of a generation. Whether working for a large corporation or a small startup, surviving and thriving in this environment dominates strategic planning and decision making today. And we're here to help.

Our content this year focuses on 6 themes that will shape the years, and maybe even decades, to come;

- Surviving and Thriving
- Planning and Strategy
- Leadership in Uncertain Times
- Deep Understanding and Actionable Insights
- Inspiration
- Compassion and Inclusion

Our 2-day virtual event series will take place all-day on **September 24th and 25th 2020**. In late-July or early-August we will determine what, if any, physical events may take place this year. For example, we are exploring the idea of having open-air tents organized by track with a capacity of 50-150 people each.

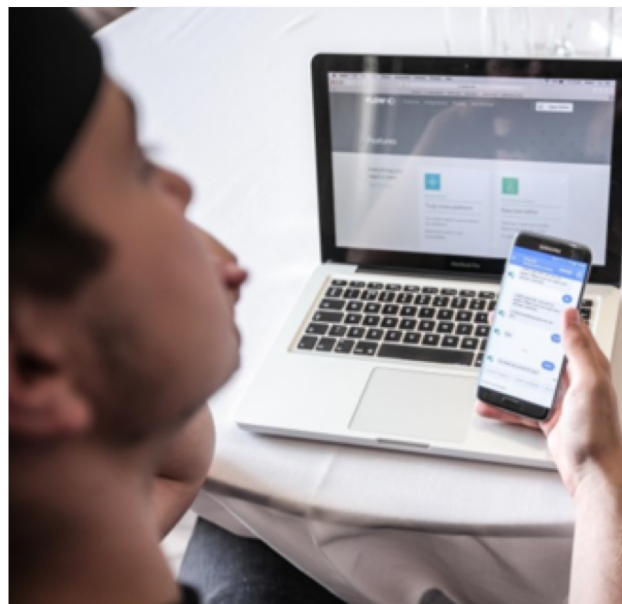
General Admission tickets to SiW Virtual will be free. An 'Innovator' ticket for ~\$100 will also be available. This ticket will include a home or office delivered Conference Box with books from our speakers, swag, and other creative items. The Innovator ticket will be convertible into an in-person ticket with no other fees (if available).



SiW Virtual: Content

SiW Virtual 2020 will feature live and pre-recorded sessions, broadcast content, as well as new media experiences leveraging virtual and social platforms. Formats and themes will include:

- **Keynotes** focused on inspiring stories of growth in the face of adversity.
- **'Future of' Sessions** on topics like Digital Media, CPG, Finance, Insurance, and Biotech.
- **Panel Discussions** on macroeconomic, societal, strategic, governmental and other institutional perspectives.
- **How-to Workshops** like Leveraging Social Media to Build Relationships, Managing a Remote Team, Staying Motivated WFH, Starting an Ecommerce Business, Building an Instagram Audience, Creating a Product Roadmap, etc.
- **A Pitch Competition** focused on general tech, fintech, insurtech, CPG, and digital media.



- **Interviews & Firesides** with deep dives into timely topics like relief programs, forecasts and predictions, and much more.
- **Intro-to Workshops** on Java, HTML, Python, and Agile Development.
- **Expert-led Roundtables** These invite-only peer groups will discuss the strategies and tactics needed to address critical challenges and opportunities presented by current affairs.
- **Job Board & Virtual Career Fair**
- **Digital and Downloadable Resources**

Visionary Sponsor | \$10,000

- **Primary Logo Position**
 - SiW Website
 - SiW App
 - SiW Social Media Pages
 - SiW Email Footer
 - SiW Digital Assets
 - SiW Printed Assets
 - SiW Event Banners and Signage
 - SiW Merchandise
 - SiW Virtual Welcome Page/Room
- **Sponsorship Promotion.** Press Release, Media Wire, SiW Social Media, Dedicated Email Announcement, SiW Website Banner
- **Press & Media.** First Right of Refusal for Quotes, Features and Other Opportunities.
- **Speaking.** Speaking Roles of Choice
- **Remarks.** Opening or Closing Remarks at Event of Choice
- **Themed Panel.** Exclusive, Branded Panel at FastFWD
- **Complimentary Event Sponsorship.** Event Sponsorship of Choice
- **SiW Social Media Posts.** Promotion of Sponsorship, Speakers, etc.
- **Content Promotion.** SiW Channels Made Available For Sponsor Content
- **Speaker Presentation Deck Branding.** Logo at the opening of each presentation.
- **Virtual and/or Physical Booth.** Complimentary Booth Space at SiW Events
- **L(a)unch Show.** Feature of choice.
- **Tickets.** \$2,500 Premium Ticket Credit
- **Discounts.** 50% off Tickets Beyond Account Credit
- **Merchandise.** 25 complimentary t-shirts, 25% off all merchandise



Revolutionary Sponsor | \$5,000



- **Secondary Logo Position**
 - SiW Website
 - SiW App
 - SiW Social Media Pages
 - SiW Email Footer
 - SiW Digital Assets
 - SiW Printed Assets
 - SiW Event Banners and Signage
 - SiW Merchandise
- **Sponsorship Promotion.** SiW Social Media, Dedicated Email Announcement, SiW Website Banner
- **Speaking.** Preferred Placement for Speaking Opportunities
- **Remarks.** Closing Remarks at Event(s) of Choice

- **SiW Social Media Posts.** Promotion of Sponsorship, Speakers, etc.
- **Content Coordination.** Guest Blog, Podcast, and Similar Opportunities
- **Virtual and/or Physical Booth.** Complimentary Booth Space at SiW Events
- **L(a)unch Show.** Feature of choice.
- **Tickets.** \$1,000 Premium Ticket Credit
- **Discounts.** 40% off Tickets Beyond Account Credit
- **Merchandise.** 15 complimentary t-shirts, 20% off all merchandise



Complementary Value Adds

Speaker Recruitment. As your company navigates its innovation and strategic priorities, SiW can help to recruit speakers, authors, and thought leaders. From 60-minute fireside chats to annual keynotes, our roster of speakers and supporters are some of the most respected individuals in their fields.

Leadership Engagement Opportunities. As opportunities to lead discussions on your topics arise, SiW will share identify and share them.

Local Connections. Joining the board is not the only way to develop a local network. SiW regularly hosts VIP and invite-only social events to help our sponsors and partners connect in meaningful ways.



Co-branded Events. SiW will produce, or help to produce, an industry-specific event for your space. The scope, scale, and positioning of the event would be a collaborative effort. Example focuses for inspiration: Recruiting-focused event hosted with UCONN, summit on digital transformation in your industry or a summit on the future of sustainability.

Board and Committee Role(s). SiW has a large organization of Board Members, Committee Members, and Volunteers. Joining our support structure is a great way to build strong connections within a great context. Joining the board would signal strong support for local organizations and would be supported by a press and media campaign.

Sustained Engagement. With the development of FastFWD—the year-round version of SiW—there is an opportunity to derive continuous value. With substantial ticket credits available at both sponsorship tiers, Henkel employees can attend events as desired.

New for 2020, TechFWD

TechFWD is the technology education and training portion of Stamford Innovation Week. TechFWD helps companies and organizations train their staff in the coding languages, platforms, and frameworks that are the foundation of digital transformation and disruption today. From Python to Data Science to Agile Development, TechFWD provides the content and training needed to get your people up to speed on, or even ahead of, technology development and management trends.

TechFWD, taking place during SiW, will cover topics like;

Languages & Frameworks

- Python
- JavaScript
- HTML & CSS
- Data Analytics & Visualization

Root Skills of Innovation

- Product Development
- Design Thinking
- Customer & Market Research
- Agile Methodology

Tools & Tactics

- Marketing Automation
- The New Media Landscape
- CRM & Customer Segmentation
- Personas & Archetypes