

NamesCon GLOBAL

The Domain Economic Forum

January 29th - February 1st, 2020 in Austin, TX

Sponsorship Catalogue

NamesCon GLOBAL

The Domain Economic Forum

It's a year of exciting changes. NamesCon Global has established itself as the world's largest annual domain-industry conference, attracting professionals from around the world and all corners of the domaining space.

Developing from an investor-centric event, NamesCon has evolved into the central event for everything domain-related, attracting domain name investors, registries, registrars, ISPs, attorneys, brand managers, affiliate marketing companies, domain marketplaces, parking companies, financial service providers, and individual end-users. We're taking you 360 degrees around the dot.

The Domain Name Market closed in the first quarter of 2019 with 351.8 million domain name

registrations across all top-level domains (TLDs), an increase of 3.1 million domain name registrations, or 0.9 percent, compared to the fourth quarter of 2018. Domain name registrations have grown by 18.0 million, or 5.4 percent, year over year.

These statistics point to a vibrant and growing ecosystem, including all services to create, deliver, buy, sell, analyze, secure, and manage domains—the domain economy is very large indeed. **Welcome to the Domain Economic Forum**, where we will explore today's market, today's secondary market, and tomorrow's market.



The New Center of the Domaining Universe



We've relocated from the conference's birthplace of Las Vegas to Austin, Texas, a global hotbed of innovation and forward thinking. NamesCon is now a four-day convention, at the Omni Hotel. We will take over their Downtown Austin location for our partner Exhibition Area, Session Stages, as well as meeting and lounge areas. In basing the event at the Omni, we're better able to plug into this vibrant city and its tech ecosystem: no more feeling trapped in a typical conference hotel! Keynotes, networking events and partner workshops are all within easy reach of the main hub, as is the high-stakes live domain auction that's become a

must-attend event for domain investors around the world.

We are also scheduling the last day of NamesCon Global as a dedicated Fun Day. This was such a huge success at NamesCon Europe 2019—taking everyone to the beach and giving them surfing lessons—that we knew we had to try something like that in Austin.

This allows us to take networking to the next level, facilitating valuable personal connections through not only structured business connection opportunities but also engaging social events that will really stick in your memory. We're keeping further details under wraps, at least for now!

The move to Austin is the start of a future that we're creating together. In terms of sponsorship opportunities, there are many exciting changes for NamesCon Global 2020:

- ▷ Distributed event spaces for unique and immersive branding opportunities
- ▷ Offsite music and dining events for a greater sense of occasion
- ▷ Official off-site partner workshops around our central venue
- ▷ Branding opportunities that really pop, while still staying classy

We look forward to working with you to design a meaningful and impactful partnership package: let's build a whole new experience! Don't hesitate to reach out to me, Alexey, or Leah with whatever questions you may have.

Johannes Gottschlich

Head of Sales

Sponsorship Tiers

Any of the sponsorship and exhibit items listed in our sales catalogue, as well as conference passes purchased, may be combined to calculate your total spend, which will determine your sponsorship tier. All sponsors have access to our preferred/group ticket rates at \$299. If you have purchased a booth but are not a Silver sponsor or above, you may still purchase tickets at our sponsor rates. We will send you a custom registration link upon signature of your contract.

\$80,000	\$40,000+	\$25,000+	\$10,000+
Title	Platinum	Gold	Silver
Premium placement of logo on NamesCon website, listed in alphabetical order	Placement of logo on NamesCon website	Placement of logo on NamesCon website	Placement of logo on NamesCon website
Sponsor logo and messaging included within one pre-show newsletter, and in post-show wrap-up newsletter	Placement of logo on Sponsors Artwork (displayed on wayfinding signage, within conference guide, and included on thank-you signage placed around convention area)	Placement of logo on Sponsors Artwork (displayed on wayfinding signage, within conference guide, and included on thank-you signage placed around convention area)	Placement of logo on Sponsors Artwork (displayed on wayfinding signage, within conference guide, and included on thank-you signage placed around convention area)
Premium placement of logo on Sponsors Artwork (displayed on wayfinding signage, within conference guide, and included on thank-you signage placed around convention area)	½-page company description with logo in conference guide	½-page company description with logo in conference guide	2 Standard passes included
1-page company description with logo in conference guide	Speaking opportunity, based on availability	Panel participation, based on availability	
First right of refusal on all available sponsorship inventory	6 Standard passes included	4 Standard passes included	
Keynote speaking opportunity guaranteed			
10 Standard passes included			

All other sponsors will be listed as partners on the NamesCon website and select on-site event banners, with your logo.

A blue-tinted photograph of an exhibition space. In the foreground, a man in a dark jacket is seen from the back, sitting on a white cylindrical stool. To his right, another man is seated at a white table. In the background, several other people are seated at similar tables, some engaged in conversation. A sign in the upper right corner reads "Welcome Afilias LOUNGE". The ceiling is high with recessed lighting, and the overall atmosphere is professional and social.

Exhibition Space

Exhibition Space

Join 25 other exhibitors in the main exhibit hall at NamesCon Global. This year, the Exhibition Hall will be hosted in the atrium of the Omni Hotel, filled with natural light to create a more vibrant and engaging space. We offer two options for both exhibit types: Base and Premium. Each booth comes with one 120V/5a power strip: additional power can be ordered directly through our services provider. If you'd like a turnkey booth, our Premium options come with table, chairs and a wastebasket! Don't hesitate to contact us if you would like a custom booth quote, or want to bundle up on your sponsorship package by creating an even greater impact with exhibit and event, branding, or marketing add-ons. If you want to go big, we'll help make that happen!

STANDARD BOOTH
8' x 8'

- 8' high back drape
- 3' high side drape
- booth ID sign

\$5,000.00

STANDARD PREMIUM
8' x 8'

- 8' high back drape
- 3' high side drape
- 6' draped table
- (2) side chairs
- wastebasket
- booth ID sign

\$5,500.00

STANDARD DOUBLE
16' x 8'

- 8' high back drape
- 3' high side drape
- booth ID sign

\$10,000.00

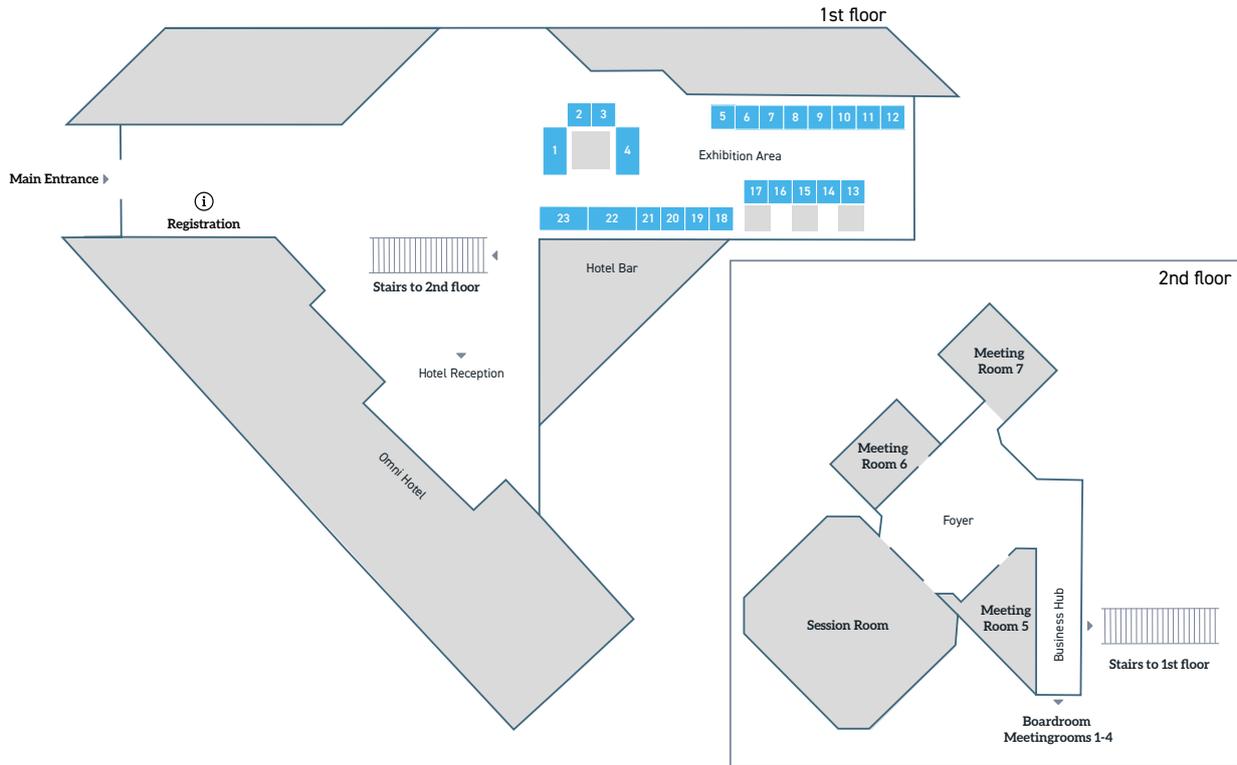
STANDARD DOUBLE PREMIUM
16' x 8'

- 8' high back drape
- 3' high side drape
- 6' draped table
- (2) side chairs
- wastebasket
- booth ID sign

\$11,000.00



Floor plan



Marketing Opportunities

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Marketing Opportunities

<p>\$50,000</p> <p>Attendee Lounge Sponsor</p>	<p>\$50,000</p> <p>Domain Party</p>	<p>\$50,000</p> <p>Opening Reception Sponsor</p>	<p>\$30,000</p> <p>Fun Day Sponsor</p>	<p>\$25,000</p> <p>Badges</p>	<p>\$25,000</p> <p>Lanyards</p>
<p>\$25,000</p> <p>Registration Partner</p>	<p>\$20,000</p> <p>Breakout Stage Naming Rights</p>	<p>\$20,000</p> <p>Keynote Hall Naming Rights</p>	<p><i>Starting at:</i></p> <p>\$16,000</p> <p>Private Event (LINE Hotel)</p>	<p>\$15,000</p> <p>Elevator Wraps</p>	<p>\$15,000</p> <p>Hotel Keycards</p>
<p>\$15,000</p> <p>Event bag</p>	<p>\$13,000</p> <p>Balcony Banner</p>	<p>\$13,000</p> <p>Projector Fair Area</p>	<p>\$12,000</p> <p>Seat Back</p>	<p>\$10,000</p> <p>Build Your Own Session</p>	<p>\$10,000</p> <p>Business Hub Naming Rights</p>

Marketing Opportunities

\$10,000 Foam Letters	\$10,000 Staff T-Shirts	\$10,000 Water Sponsor	\$10,000 Domain Economy Report	\$8,000 Stair Branding	\$7,500 Event App
\$7,000 Coffee Break	\$7,000 Napkins	\$7,000 Floor Stickers exclusive (10 stickers)	\$6,000 Conference Booklet Back Cover	\$6,000 Notebooks	\$6,000 Pens
\$5,000 Conference Booklet Front Cover	\$5,000 Restroom Mirror Clings	\$4,450 Room Drop	\$4,000 OMNI Meeting Rooms +	\$4,000 Floor Sticker non-exclusive (5 stickers)	\$3,500 OMNI Meeting Rooms

Marketing Opportunities

\$3,500 Large Banner Wall	\$3,000 Logo at Event Monitors	\$2,500 Booth Party	\$2,000 Conference Ad Full page	<i>Starting at:</i> \$2,000 Private Event (D.I.Y.)	\$1,500 Push Notification
\$1,000 Conference Ad Half page	\$1,000 Popcorn Sponsor	TBD Women In Domaining	TBD Closing Reception		

Marketing Opportunities

NAMING RIGHTS

Lanyards

Brand the ribbon worn around every attendee's neck. This is one of the most significant branding opportunities at any event. Sponsor the design and supply of 1,500 high-quality and eye-catching lanyards.

Cost: \$25,000

Name Badges

Your logo will be incorporated into the design of the NamesCon attendee badge. This is a quick win in terms of branding, since all attendees will be looking at each other's badges as they make connections throughout the event.

Cost: \$25,000

Business Hub

Attendees often need to take care of business while at NamesCon: this is their office away from home.

Cost: \$10,000

Large Banner Wall

You design the banner, and we'll position it in a high-traffic area to get your brand front and center. The wall may be used for crowd control purposes, and we will work with you to determine the most effective spot available.

Cost: \$3,500

Keynote Hall

Arguably the most referenced location of the entire conference. Your company name, front and centre: where ideas, innovation and education come together.

Cost: \$20,000

Breakout Hall

This is where all the panel discussions take place during NamesCon Global. If your company stands for collaboration and conversation, then you'll want to brand the room where these sessions happen.

Cost: \$20,000

Attendee Lounge

When attendees need a break from exploring the Exhibition Hall, they can kick back in your branded lounge to meet your team and enjoy a refreshment.

Cost: \$50,000

Restroom Mirror Clings

There's opportunity in urgency... We like to consider this one of the more quirky of our marketing opportunities, but an imaginative brand can do a lot with it! Partner with the NamesCon team to invent a unique way to dress up the urinals and toilets throughout our conference and your brand name will become the stuff of legend.

Cost: \$5,000

Floor Sticker

Spread your Logo around the conference floor and make sure nobody can cross without spotting your brand.

*Cost: non-exclusive (5 stickers): \$4,000
exclusive (10 stickers): \$7,000*

Marketing Opportunities

EXPERIENCE-BUILDING OPPORTUNITIES

Registration Partner

The registration desk (and the Eventbrite page) will bear your company's name, and will be referenced in pre-event messaging as well.

Cost: \$25,000

Booth Party

An hour of free drinks and valuable networking for all attendees: the perfect transition from day to evening.

Cost starting at: \$2,500

Build Your Own Session

A bespoke session in our official schedule: demo a new product or service, or share your insights and predictions for the year ahead. This session is yours to do with as you see fit.

Cost: \$10,000

Fun Day

This summer we took a whole conference to the beach, and then took them surfing. We're working on something equally awesome for Austin! Team up with us to transform the last day of NamesCon Global into an I-can't-believe-this-happened-at-a-conference experience with your name on it.

Cost: \$30,000

Omni Hotel Meeting Rooms +

Take care of business right in the heart of the action in one of our special centrally-located Meeting Rooms. (Meeting Room 5 to 7).

Cost: \$4,000

Omni Hotel Meeting Rooms

Gather colleagues and leads in a chic setting in one of the Omni Hotel Meeting Rooms. (Meeting Room 1 to 4)

Cost: \$3,500



Marketing Opportunities

Coffee Break

Sponsoring the coffee at a conference is an act of heroism, especially at an always-on event like NamesCon Global!

Cost: \$7,000

Elevator Wraps

The doorway to NamesCon Global 2020—actually, the elevators at the Omni Hotel, our main partner space!

Cost: \$15,000

Napkins

Your company will help keep it clean at our coffee breaks, as well as at the lobby bar of the Omni Hotel. Perfect for minor spills and quickly writing down million-dollar ideas.

Cost: \$7,000

Balcony Banner

Your name above everything: Place your brand at the heart of the atrium where no one can miss it.

Cost: \$13,000

Staff T-Shirts

Associate your brand with the helping hands of NamesCon Global. Everyone has questions, so be part of the answer.

Cost: \$10,000

Popcorn

NamesCon Global is very entertaining, and popcorn goes great with entertainment. Put your brand on a welcome snack during the event.

Cost: \$1,000

Pens

Perfect for taking notes and more tactile than tapping away on your phone. Also great for tapping as you think, or for tying back your hair.

Cost: \$6,000

Notebooks

Contacts, ideas, follow-up questions, and plans for the evening ahead: it always pays to have a notebook handy, and you can give it to them.

Cost: \$6,000

Hotel Keycards

Put your brand on the keycards for the Omni Hotel, our main accommodation partner in Austin. Attendees won't want to lose this.

Cost: \$15,000

Water Sponsor

Water is one of the building blocks for life on Earth, as well as very important during a busy event like NamesCon Global! Keep attendees hydrated with fully-recyclable water bottles.

Cost: \$10,000

Room Drop

Welcome to Austin! Oh, what's this? Info on your brand ready and waiting for attendees as they check into their hotel rooms? Why, yes it is!

Cost: \$4,450

Giant Foam Letters

Go big or go home: make sure your brand is the first thing attendees see as they approach one of the NamesCon Global session areas.

Cost: \$10,000

Marketing Opportunities

Stair Branding

"There's no elevator to success: you have to take the stairs." Be the one that people keep in mind while climbing up that ladder... excuse me—the stairs!

Cost: \$8,000

Seat Back

Take a seat... as a matter of fact, take all of them! This sponsorship opportunity sees your brand name, logo, or even a special message anchored to the back of every chair in the session rooms

Cost: \$12,000

Event bag

Display your logo or message on our event bags – a sleek fair trade cotton bag that can carry important notes and swag during NamesCon, as well as memories (and groceries) after the event ends.

Cost: \$15,000

SPECIAL EVENTS

Opening Reception

Make sure yours is the first brand experienced during a NamesCon Global networking event this year. Rock the kickoff party with us!

Cost: \$50,000

Closing Reception

Leave a lasting impression to culminate the conference. Team up with us to shut down NamesCon Global 2020 with an epic party.

Cost: TBD

Domain Party

Raise a glass to your upsized portfolio, or raise a bittersweet lament to the name that got away. Let's gather for a celebration with wine and great food.

Cost: \$50,000

Logo on Event Monitors

Digital displays throughout the event space will show the NamesCon Global agenda, so put your brand where everyone will be looking.

Cost: \$3,000



Marketing Opportunities

Women in Domaining Reception

Celebrating how far our female-identifying attendees have come as leaders and participants in this industry. Now in its seventh year, this event is a beloved NamesCon tradition.

Cost: TBD

Private Event (at LINE Hotel)

A three-hour soiree in the LINE Hotel, just for you and your hand-picked guests. Build your own experience within NamesCon Global.

Cost starting at: \$16,000

Private Event (D.I.Y.)

Want to host your own side event, get-together or opening reception with our operational help? Make it official on the NamesCon agenda and have each and every participant be aware of it. Contact our sales team with your ideas, or let us create a concept specifically designed for you!

Cost starting at: \$2,000

DIGITAL AND MEDIA

Conference Guidebook

The printed guide remains a handy tool—and souvenir—for NamesCon Global attendees: perfect for jotting a quick note or reminder, or quickly checking some info without taking out their phones. When they see the conference guidebook, they'll see you.

Cost: Full Page: \$2,000 | Half Page Ad: \$1,000

Front Cover: \$5,000 | Back Cover: \$6,000.00

Domain Economy Report

We take the notes so attendees don't have to! The Domain Economy Report replaces the Trend Report, with more advanced contextualization of the key points and takeaways from most mainstage sessions during NamesCon Global. Contribute to the education of this industry, and allow attendees to enjoy the show, knowing the most important elements will be transcribed for them.

Cost: \$10,000

NamesCon Mobile App

The NamesCon mobile app will become even

more handy at a decentralized event, with comprehensive features such as attendee, speaker and company profiles, agenda, lead retrieval, social media, and networking tools, polls, surveys, maps, and more! Sponsor logo will appear upon app loading as well as on all app marketing and onboarding materials, both digital and print.

Cost: \$7,500

Sponsored Push Notification

Send a message directly to NamesCon attendees' mobile devices to increase booth engagement and ROI, or make sure everyone knows about your upcoming session or special event. (Research shows push notifications with fewer than 40 characters are more effective.) You choose the date and time of your notification, based on availability.

Cost: \$1,500

Exhibition Hall Projections

Your name in lights: project your company name and logo across the exhibition hall. Stake out a visual presence with no environmental footprint.

Cost: \$13,000

Marketing Opportunities

CUSTOMIZED OPPORTUNITIES

Interested in creating something wholly unique, novel and exclusive to your company? Let's think outside of the box together and make use of the new venue and Austin as a city. Let's get together and draft a compelling concept for your workshop, partner meetup, employee award ceremony, board meeting, company lounge, or happy hour. If you can dream it, we can make it happen. Contact our sales team with your ideas, or let us create a concept specifically designed for you!

Cost: TBD



Contact



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