



Exhibitor and Sponsor Prospectus

July 28-31, 2024 | JW Marriott | New Orleans, Louisiana

www.softdocs.com/bridge



Adam Park
Chief Executive Officer, Softdocs

Let me be the first to welcome you to BRIDGE 24.

BRIDGE is the premier annual event for all Softdocs clients. Our user conference brings together IT executives and administrators, along with decision makers, department heads, and end users from hundreds of educational institutions and public sector organizations. This year's conference, taking place in New Orleans, is your opportunity to promote your brand and create new business opportunities among a large audience with demonstrated interest in cloud-based process automation and operational improvement.

Whether you're looking for brand awareness or the opportunity to have in-depth conversations with Softdocs clients, BRIDGE 24 offers a sponsorship level that meets your needs. I invite you to browse the options in this prospectus, each uniquely designed to make a positive impact on your business growth this year. BRIDGE 24 is an experience and an audience you don't want to miss.

See you in New Orleans.

Adam Park

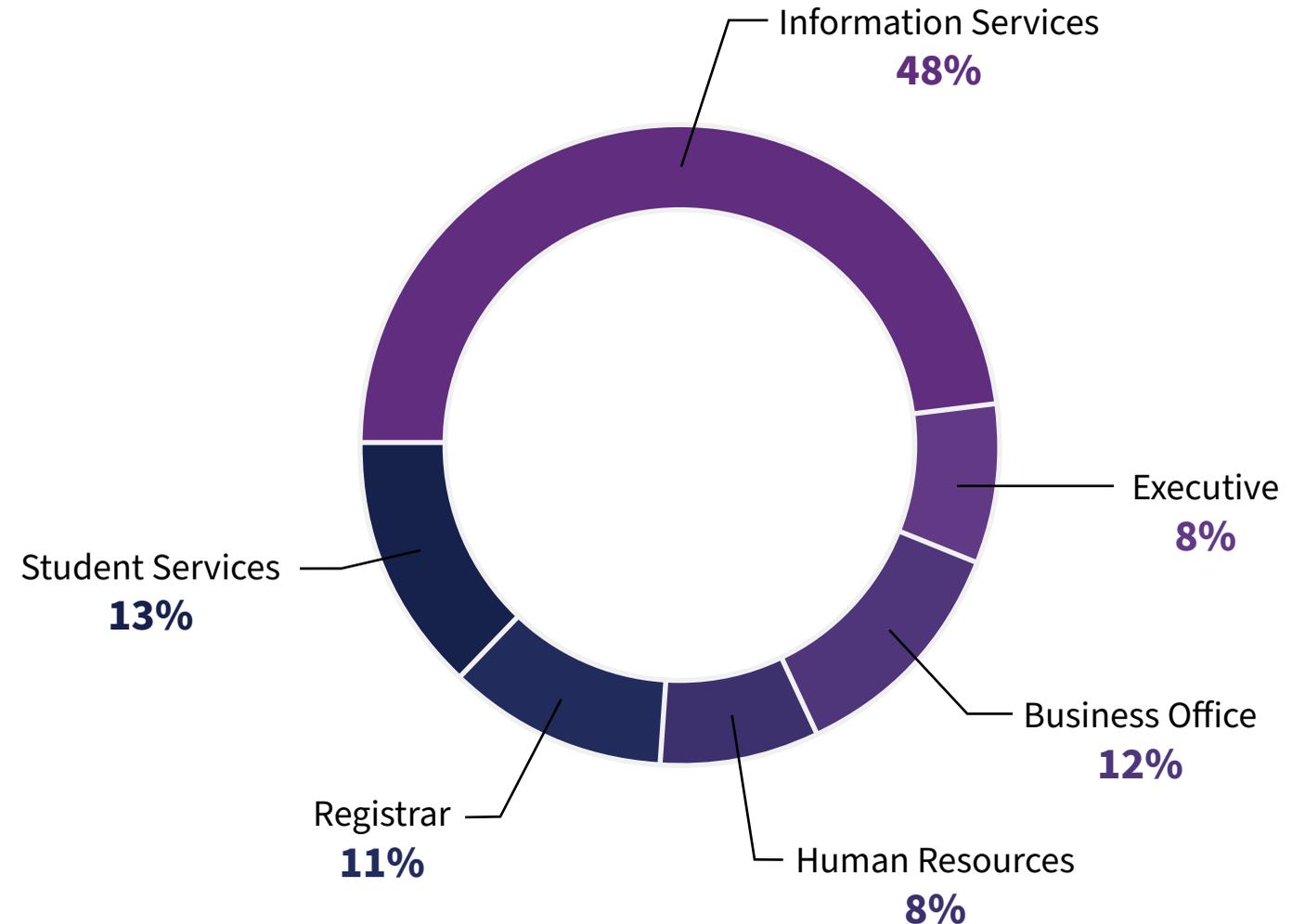
Why Sponsor BRIDGE 24?

BRIDGE 24 brings together Softdocs clients across higher education, K-12, and state and local government. Exhibitors and sponsors enjoy the unique opportunity to meet with a forward-thinking and motivated audience that is eager to learn about your company and offerings.

Benefits include:

- Networking and lead generation
- Branding and corporate visibility
- On-site demonstrations to showcase products & services
- Speaking opportunities

BRIDGE 23 Attendee Overview



BRIDGE 23 By The Numbers

675 Individual Registrants

194 Higher Ed Institutions and
K-12 Districts Represented

94% Consider BRIDGE the Best
Tech Conference They Attend

500K Sponsor Impressions
Across Digital Promotions

BRIDGE 23 Platinum Sponsor



Schedule of Events

SUNDAY, JULY 28

- 9:00AM - 2:00PM
Exhibitor Set Up
- 9:00AM - 4:00PM
Softdocs Product Workshops
- 11:00AM - 4:00PM
Registration Check-in
- 3:30PM - 4:00PM
Vendor Welcome
- 5:00PM - 7:00PM
Opening Reception



MONDAY, JULY 29

- 8:00AM - 4:30PM
Exhibit Floor Open
- 8:30AM - 10:00AM
Opening Session & Keynote Address
- 10:00AM - 10:15AM
Mid-Morning Break
- 10:15AM - 12:00PM
Concurrent Sessions
- 12:00PM - 1:00PM
Lunch
- 1:00PM - 1:45PM
Concurrent Sessions
- 1:45PM - 2:00PM
Afternoon Break
- 2:00PM - 4:00PM
Concurrent Sessions

**Schedule subject to change*

TUESDAY, JULY 30

- 8:00AM - 4:30PM
Exhibit Floor Open
- 8:30AM - 10:00AM
Concurrent Sessions
- 10:00AM - 10:15AM
Mid-Morning Break
- 10:15AM - 12:00PM
Concurrent Sessions
- 12:00PM - 1:00PM
Lunch
- 1:00PM - 1:45PM
Concurrent Sessions
- 1:45PM - 2:00PM
Afternoon Break
- 2:00PM - 4:00PM
Concurrent Sessions
- 4:00PM - 6:00PM
Exhibitor Break Down
- 5:30PM - 10:00PM
Client Appreciation Party

WEDNESDAY, JULY 31

- 7:30AM - 10:00AM
Breakfast
- 9:00AM - 12:00PM
Client Success Consultations
- 9:00AM - 12:00PM
Discovery Hall



Exhibitor Opportunities

PLATINUM EXHIBITOR

\$15,000

(Limited Availability)

- 45-minute session, concurrent with other sessions in the block. Title, description to be submitted for prior approval. Must be in coordination with a client as speaking partner.
- Attendee list for your sponsored speaking session and opt-in attendee list.
- Premium exhibit space in lobby alcove—including a 6-foot table, 2 chairs, electrical, Wi-Fi and lead retrieval.
- Priority placement of your logo on event website.
- Sponsored email blast pre-event, with Softdocs approval, to registered attendee list.
- Your logo featured in the event app in conference promotions & post-conference messaging.
- BRIDGE 25 first priority booth selection at a location TBD.
- 3 conference passes.
 - Option to purchase up to 2 additional passes at a discounted rate.

GOLD EXHIBITOR

\$12,000

(Limited Availability)

- Choose one:
 - 2-minute in-person intro to session from the podium for one session of your choice.
 - 30-second video presented at the opening of one session (opening & closing sessions excluded, sessions to be chosen by Softdocs).
- Linear exhibit space in hall—including a 6-foot table, 2 chairs, electrical, Wi-Fi and lead retrieval.
- Your logo featured in the event app in conference promotions & post-conference messaging.
- 3 Conference Passes.
 - Option to purchase up to 2 additional passes at a discounted rate.

SILVER EXHIBITOR

\$7,500

(Limited Availability)

- Linear exhibit space in hall—including a 6-foot table, 2 chairs, electrical, Wi-Fi and lead retrieval.
- Your logo featured in the event app in conference promotions & post-conference messaging.
- 2 Conference Passes.
 - Option to purchase up to 2 additional passes at a discounted rate.



Additional Sponsorship Opportunities

HEADSHOTS

\$4,500

(1 Available)

Gift attendees a truly unique takeaway from BRIDGE by sponsoring the headshot station, featuring professional photographers on-site. High-resolution images, post-production, color-correction, and other edits are included for each attendee who has their image captured.

Your company logo will also be included as a sponsor on the event website and in post-conference messaging.

WI-FI

\$4,000

(1 Available)

Offer a reliable internet connection for the entire BRIDGE event. Every attendee will see your company logo advertised as the Wi-Fi sponsor throughout the event.

Your company logo will also be included as a sponsor on the event website and in post-conference messaging.

PEDICAB

\$3,000

(1 Available)

Reach attendees on-the-go. Your company's logo will be included in sponsorship branding on pedicabs that transport attendees from the hotel to the client appreciation dinner.

Your company logo will also be included as a sponsor on the event website.

REFRESHMENTS

\$3,000

(2 Available)

Give attendees a well-deserved break and sponsor refreshment/coffee breaks.

Along with branded signage in the break area during the sponsored time, your company logo will be included as a sponsor on the event website.

CHARGING STATION

\$4,000

(1 Available)

Provide a lifeline to attendees by sponsoring a charging station in the conference area for the entire event.

Your company logo will also be included as a sponsor on the event website.

LANYARDS

\$2,000

(1 Available)

Display your company logo across the entire event with customized lanyards, given to every attendee with badge pickup.

Your company logo will also be included as a sponsor on the event website and in post-conference messaging.

Softdocs

Secure Your BRIDGE 24 Exhibit Space and Sponsorship.
Contact us at bridge@softdocs.com.

About Softdocs

Softdocs provides a SaaS-based document management and process automation platform for higher education, K-12 and government institutions. Founded in 1998, we partner with nearly 1,000 organizations to provide secure and compliant eForms, workflows, eSignatures and document management to enable the public sector to do more with less.

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#BRIDGE24