

Adobe MAX 2023

Global Sponsorship Prospectus

Los Angeles Convention Center
& LA Live | October 10–12



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Event Overview

Who

8,000 Creative Professionals

- Graphic Designers
- Creative & Art Directors
- Interactive & Web Designers
- Photographers
- 3D & AR Designers
- Social Media/Marketers
- Business Strategists
- Digital Content Creators
- Video, Audio, & Motion Professionals
- Web Developers
- Educators, Students, & Administrators

What

Connect with over **8,000 attendees** in-person at Adobe MAX 2023 and reach an expansive virtual audience around the world.

Where the world's top creative professionals come together to get inspired, learn, network, and see the latest technology and the future of creativity.

When

October 10-12, 2023

Where

Los Angeles Convention Center
& LA Live

Contact Us

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Why Sponsor Adobe MAX?



Reach the world's top creative professionals face-to-face!

Gain access to leading designers, creative influencers, business strategists, and industry innovators.

Connect with hard-to-reach influencers and create a buzz.

Build relationships with attendees and industry leaders to promote new ideas, create business opportunities, and shape the future of creativity.

MAX is the largest and fastest growing creativity conference.

MAX attendees have a massive social media reach of over 33 million, and last year there were 165 million social interactions related to MAX.

Take advantage of the extensive press coverage generated by MAX.

Last year, there were over 1,100 articles authored about MAX.

What Sponsors Are Saying

"A premier experience for creative professionals to network and share information in a well-organized and fun environment."

- Bryan V, HP

"Adobe MAX was a tremendous experience for us! Not only were we thrilled with the amount of constant traffic and energy but the ability to interact with so many creative professionals and hear their questions, comments, and feedback about Pantone was invaluable."

- Michele N, Pantone

"Three non-stop days of awesome! I could feel my heart beating in my feet after each day? Wow."

- Aaron D, Draplin Design Co.

"Adobe MAX is by far the best virtual event we participated in this year. The amount of engagement we received from MAX attendees far exceeded our expectations, and we look forward to joining MAX again next year."

- Phong P, Viewsonic



In-person Attendee Profile*

97%

Visit sponsors in the
Community Pavilion

86%

Influence or are decision-
makers for purchases

73%

Work for in-house
creative department

43%

Work for organizations
with 1,000+ employees

19%

Work for organizations
with 10,000+ employees



31%

Multidisciplinary/
Graphic Designer

15%

Creative or
Art Director

9%

Video
Professional

9%

Educators

8%

Marketer

7%

Executive or
Partner

6%

Web
Developer

6%

Student

2%

Photographer

*Data from MAX 2022 in-person event

Virtual Attendee Profile*

264k+

Attendees at
virtual Adobe
MAX 2022

83k+

Work for small and
medium sized business

40%

Work for in-house
creative department

36k+

Work for organizations
with 1,000+ employees



29%

Multidisciplinary/
Graphic Designer

16%

Student

8%

Creative or
Art Director

8%

Web
Developer

6%

Marketer

6%

Educators

5%

Photographer

5%

Video
Professional

3%

Executive or
Partner









*Data from MAX 2022 virtual event

Attendee Expertise

Area of Expertise

Marketing/Public Relations	52%	Identity/Logo Design	39%
Social Media	51%	Photography	37%
Creative/Design Operations	44%	Film/Video Editing/Producing	36%
Advertising	44%	Video Design	34%
Website Design	42%	Signage	33%

Adobe Product Usage

94%	85%	76%	53%
 Photoshop	 Illustrator	 InDesign	 Premiere Pro
52%	39%	25%	19%
 After Effects	 Lightroom	 XD	 Adobe Express



Data from MAX 2022 in-person event

Press and Attendee Social Reach

Connect with influencers at MAX

MAX 2022 generated over 291 million social interactions

Top Media Outlets



1,600

Articles published
about MAX 2022

220

Countries and territories
represented at virtual MAX
2022



Data from MAX 2022 event

Attendee Companies at MAX 2022



MAX 2022 Top Sponsors

Diamond



Platinum



MAX 2022 Sponsors

Gold



Silver



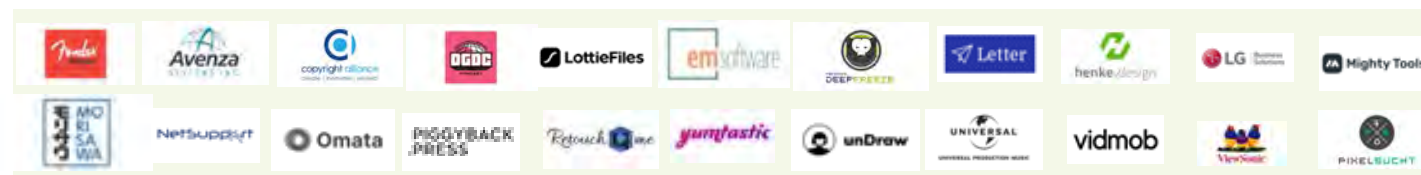
Bronze



Emerging Partners in Creativity



Virtual Only



Diamond Sponsorship | \$168,000



Premium Benefits

One IN-PERSON breakout session

Leads captured from session attendees.
Session selection priority based on receipt date of signed contract and sponsor level.

One VIRTUAL breakout session

Leads from attendees who register for session.

One dedicated meeting room

Keynote branding

Logo featured on slide before keynote.

One MAX conference bag insert

Include a small gift or swag item in each conference bag, distributed to in-person attendees.

Access to VIP sponsor area at MAX Bash

Logo included in 3 show daily emails

One exclusive post on the MAX blog

Social media reshares

1 each on Facebook and Twitter.

Pre-event email and social promotion

Logo in select emails and social media posts.

Premium on-site signage

Prominent branding in high-traffic locations.

Premium PR package

Advance access to press list prior to MAX.

Event Passes

Pass Type	Quantity
Full Conference Pass	12
Booth Staff Pass No Breakout Sessions or Labs	10
Speaker Pass Full Conference	1
Additional Full Conference	\$1,395 each
Additional Booth Staff	\$795 each (limit 10)

Exhibit Space

30'x 30' exhibit space

First choice for booth selection. Sponsor to provide booth property.

Booth selection priority based on date of signed contract and sponsor level. Wi-fi network available. Hardline available for purchase. Hotspots and routers strictly prohibited.

Four lead retrieval scanners

Collect name, company, job title, & email.

Additional 10'x10' exhibit space

Option to purchase for \$5,000.

Pending availability.

Additional Exposure and Reach

Marketing banner on MAX pre-event website

Listing on MAX website sponsor hub and mobile app

Logo, link, and 150-word description.

In-person sponsor giveaways promoted to MAX attendees

MAX sponsor game

The in-person traffic generating game, in the MAX mobile app.

Best practices meetings and pre-event informational webinar

Tips & tricks to help maximize exposure from your sponsorship experience.

Virtual Global Event

Premium branding on MAX website

Individual sponsor page with banner

One featured video listed in 2 categories*

One virtual sponsor giveaway*

Two marketing videos*

Two downloadable resources*

Contact us button*

*Virtual lead generating benefit

Platinum Sponsorship | \$85,000

Limited Quantity



Premium Benefits

One IN-PERSON breakout session

Leads captured from in-person session attendees.
Session selection priority based on receipt date of signed contract and sponsor level.

One dedicated meeting room

Keynote branding

Logo featured on slide before keynote.

One MAX conference bag insert

Include a small gift or swag item in each conference bag, distributed to in-person attendees.

Access to VIP sponsor area at MAX Bash

Logo included in 2 show daily emails

One exclusive post on the MAX blog

Pre-event email and social promotion

Logo in select emails and social media posts.

Premium on-site signage

Prominent branding in high-traffic locations.

Premium PR package

Advance access to press list prior to MAX.

Event Passes

Pass Type	Quantity
Full Conference Pass	8
Booth Staff Pass No Breakout Sessions or Labs	6
Speaker Pass Full Conference	1
Additional Full Conference	\$1,395 each
Additional Booth Staff	\$795 each (limit 10)

Exhibit Space

20'x 20' exhibit space

Sponsor to provide booth property.
Booth selection priority based on date of signed contract and sponsor level. Wi-fi network available. Hardline available for purchase. Hotspots and routers strictly prohibited.

Three lead retrieval scanners

Collect name, company, job title, & email.

Additional 10'x10' exhibit space

Option to purchase for \$5,000.

Pending availability.

Additional Exposure and Reach

Marketing banner on MAX pre-event website

Listing on MAX website sponsor hub and mobile app

Logo, link, and 150-word description.

In-person sponsor giveaways promoted to MAX attendees

MAX sponsor game

The in-person traffic generating game, in the MAX mobile app.

Best practices meetings and pre-event informational webinar

Tips & tricks to help maximize exposure from your sponsorship experience.

Virtual Global Event

Individual sponsor page with banner

One featured video listed in 1 category*

One virtual sponsor giveaway*

One marketing video*

One downloadable resource*

Contact us button*

*Virtual lead generating benefit

Gold Sponsorship | \$49,500

Limited Quantity

Premium Benefits

One VIRTUAL breakout session

Leads from attendees who register for virtual session.

One shared meeting room

One MAX conference bag insert

Include a small gift or swag item in each conference bag, distributed to in-person attendees.

Logo included in 1 show daily email

Premium on-site signage

Prominent branding in high-traffic locations.

Premium PR package

Advance access to press list prior to MAX.

Event Passes

Pass Type	Quantity
Full Conference Pass	6
Booth Staff Pass No Breakout Sessions or Labs	4
Additional Full Conference	\$1,395 each
Additional Booth Staff	\$795 each (limit 10)



Exhibit Space

10'x 20' exhibit space

Sponsor to provide booth property.
Booth selection priority based on date of signed contract and sponsor level. Wi-fi network available. Hardline available for purchase. Hotspots and routers strictly prohibited.

Two lead retrieval scanners

Collect name, company, job title, & email.

Additional 10'x10' exhibit space

Option to purchase for \$5,000.
Pending availability.

Additional Exposure and Reach

Listing on MAX website sponsor hub and mobile app

Logo, link, and 100-word description.

In-person sponsor giveaways promoted to MAX attendees

One mention in group MAX blog post

MAX sponsor game

The in-person traffic generating game, in the MAX mobile app.

Best practices meetings and pre-event informational webinar

Tips & tricks to help maximize exposure from your sponsorship experience.

Virtual Global Event

Individual sponsor page with banner

One featured video listed in 1 category*

One virtual sponsor giveaway*

One marketing video*

One downloadable resource*

Contact us button*

*Virtual lead generating benefit

Silver Sponsorship | \$21,000



Premium Benefits

- Premium on-site signage**
Prominent branding in high-traffic locations.
- Premium PR package**
Advance access to press list prior to MAX.

Event Passes

Pass Type	Quantity
Full Conference Pass	4
Booth Staff Pass No Breakout Sessions or Labs	4
Additional Full Conference	\$1,395 each
Additional Booth Staff	\$795 each (limit 5)

Exhibit Space

- 10'x 20' exhibit space**
Sponsor to provide booth property.
Booth selection priority based on date of signed contract and sponsor level. Wi-fi network available. Hardline available for purchase. Hotspots and routers strictly prohibited.
- Two lead retrieval scanners**
Collect name, company, job title, & email.

Additional Exposure and Reach

- Listing on MAX website sponsor hub and mobile app**
Logo, link, and 100-word description.
- In-person sponsor giveaways promoted to MAX attendees**
- One mention in group MAX blog post**
- MAX sponsor game**
The in-person traffic generating game, in the MAX mobile app.
- Best practices meetings and pre-event informational webinar**
Tips & tricks to help maximize exposure from your sponsorship experience.

Virtual Global Event

- Individual sponsor page with banner**
- One featured video listed in 1 category***
- One virtual sponsor giveaway***
- One marketing video***
- One downloadable resource***
- Contact us button***
- *Virtual lead generating benefit

Bronze Sponsorship | \$9,500

Exhibit Space

10'x 10' exhibit space

Sponsor to provide booth property.
Booth selection priority based on date of signed contract and sponsor level. Wi-fi network available. Hardline available for purchase. Hotspots and routers strictly prohibited.

One lead retrieval scanner

Collect name, company, job title, & email.

Event Passes

Pass Type	Quantity
Full Conference Pass	2
Booth Staff Pass No Breakout Sessions or Labs	2
Additional Full Conference	\$1,395 each
Additional Booth Staff	\$795 each (limit 5)

Additional Exposure and Reach

Listing on MAX website sponsor hub and mobile app

Logo, link, and 50-word description.

In-person sponsor giveaways promoted to MAX attendees

One mention in group MAX blog post

PR package

Access to press list at MAX.

MAX sponsor game

The in-person traffic generating game, in the MAX mobile app.

Best practices meetings and pre-event informational webinar

Tips & tricks to help maximize exposure from your sponsorship experience.



Virtual Global Event

Individual sponsor page with banner

One marketing video*

One downloadable resource*

Contact us button*

*Virtual lead generating benefit

Virtual Sponsorship | \$6,000

Virtual Global Event

- Individual sponsor page with banner
- One featured video listed in 1 category*
- One virtual sponsor giveaway*
- One marketing video*
- One downloadable resource*
- Contact us button*

*Virtual lead generating benefit.

Event Passes

Pass Type	Quantity
Virtual Only Event Pass	Unlimited

Additional Exposure and Reach

- Listing on MAX website sponsor hub
Logo, link, and 50-word description.
- One mention in group MAX blog post

- Best practices meetings and pre-event informational webinar
Tips & tricks to help maximize exposure from your sponsorship experience.



Sponsorship Level Overview

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	VIRTUAL
Premium Benefits	\$168,000	\$85,000	\$49,500	\$21,000	\$9,500	\$6,000
In-person breakout session	1	1				
Virtual breakout session	1		1			
Social media reshares	◆					
Premium marketing add-on	◆					
On-site meeting room	1 Dedicated	1 Dedicated	1 Shared			
Keynote branding	◆	◆				
VIP access to MAX Bash sponsor lounge	◆	◆				
Pre-event email and social media promotions	◆	◆				
Logo included in show daily emails	3	2	1			
MAX conference bag insert	◆	◆	◆			
Blog post on the MAX page	1 Exclusive	1 Exclusive	1 Mention	1 Mention	1 Mention	1 Mention
Premium on-site signage	◆	◆	◆	◆		
Exhibit Space						
Exhibit space	30'x30'	20'x20'	10'x20'	10'x20'	10'x10'	
Lead retrieval devices	4	3	2	2	1	
Additional 10'x10' exhibit space (limited availability)	\$5,000	\$5,000	\$5,000			

Sponsorship Level Overview

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	VIRTUAL
Event Passes	\$168,000	\$85,000	\$49,500	\$21,000	\$9,500	\$6,000
Full conference passes	12	8	6	4	2	
Booth staff passes	10	6	4	4	2	
Speaker full conference passes	1	1				
Virtual only passes	◆	◆	◆	◆	◆	◆
Additional Exposure and Reach						
Marketing banner on MAX pre-event website	◆	◆				
Logo, link, and description on MAX website	150-words	150-words	100-words	100-words	50-words	50-words
On-site sponsor signage	◆	◆	◆	◆	◆	
In-person giveaway promotion opportunity	◆	◆	◆	◆	◆	
On-site MAX sponsor game	◆	◆	◆	◆	◆	
Best practices meetings and pre-event webinar	◆	◆	◆	◆	◆	◆
Global Virtual Event						
Premium branding on global virtual event website	◆					
Virtual sponsor giveaway	◆	◆	◆	◆		◆
One Featured video	2 tracks	1 track	1 track	1 track		1 track
Marketing video	2	1	1	1	1	1
Downloadable resources	2	1	1	1	1	1
Virtual event sponsor page with custom banner	◆	◆	◆	◆	◆	◆

Benefits of Signing Early

Get bigger discounts

10% Early Bird Discount – sign by April 28, 2023

5% Summer Discount – sign by June 16, 2023

Priority selection for booth location and session time

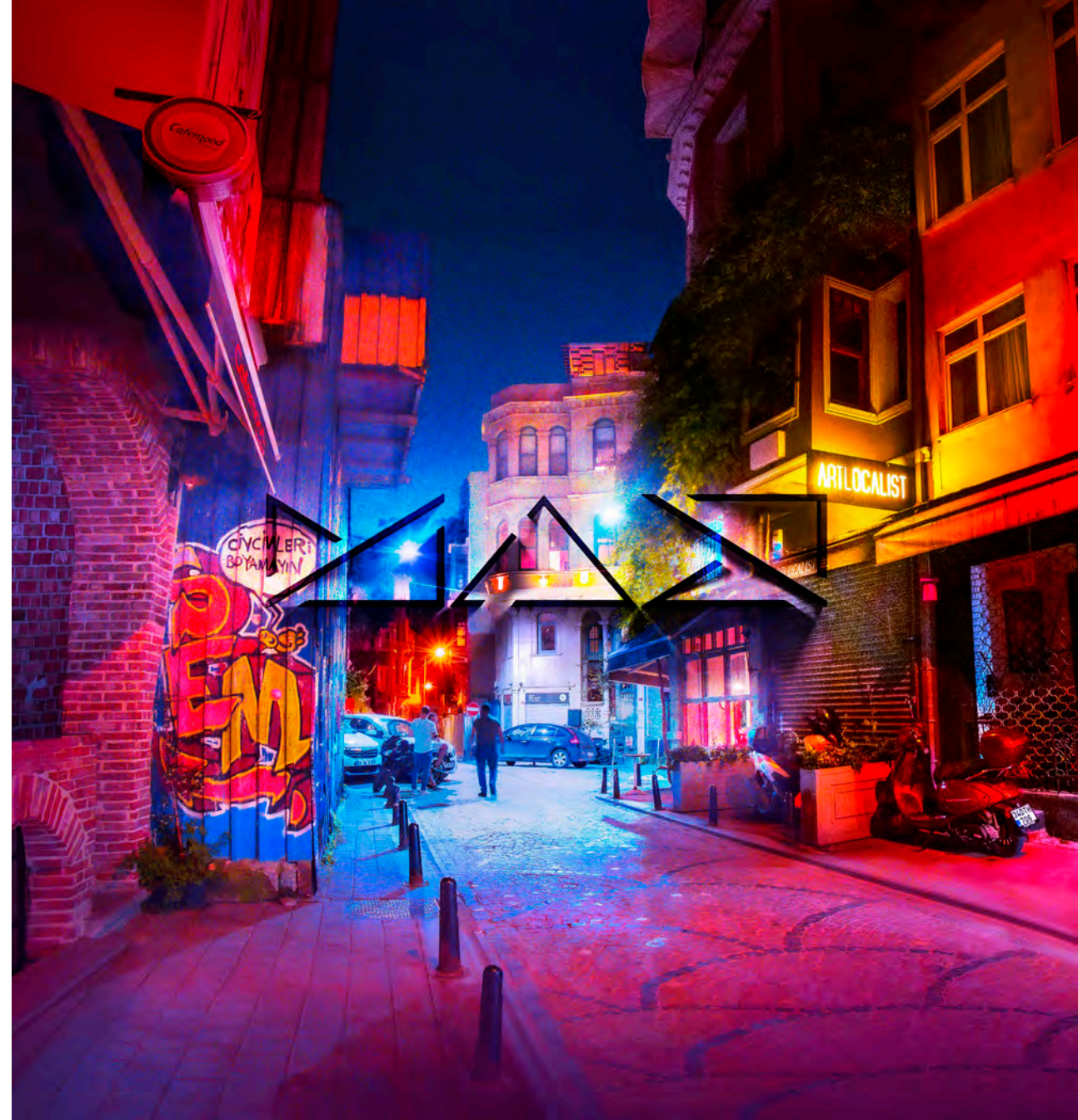
Based on date of signed contract and sponsor level

Earlier access to add-ons

Based on date of signed contract and sponsor level

More time to work on deliverables

Maximize your sponsorship experience



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Contact Us

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