

Adobe MAX 2024 Sponsorship Prospectus

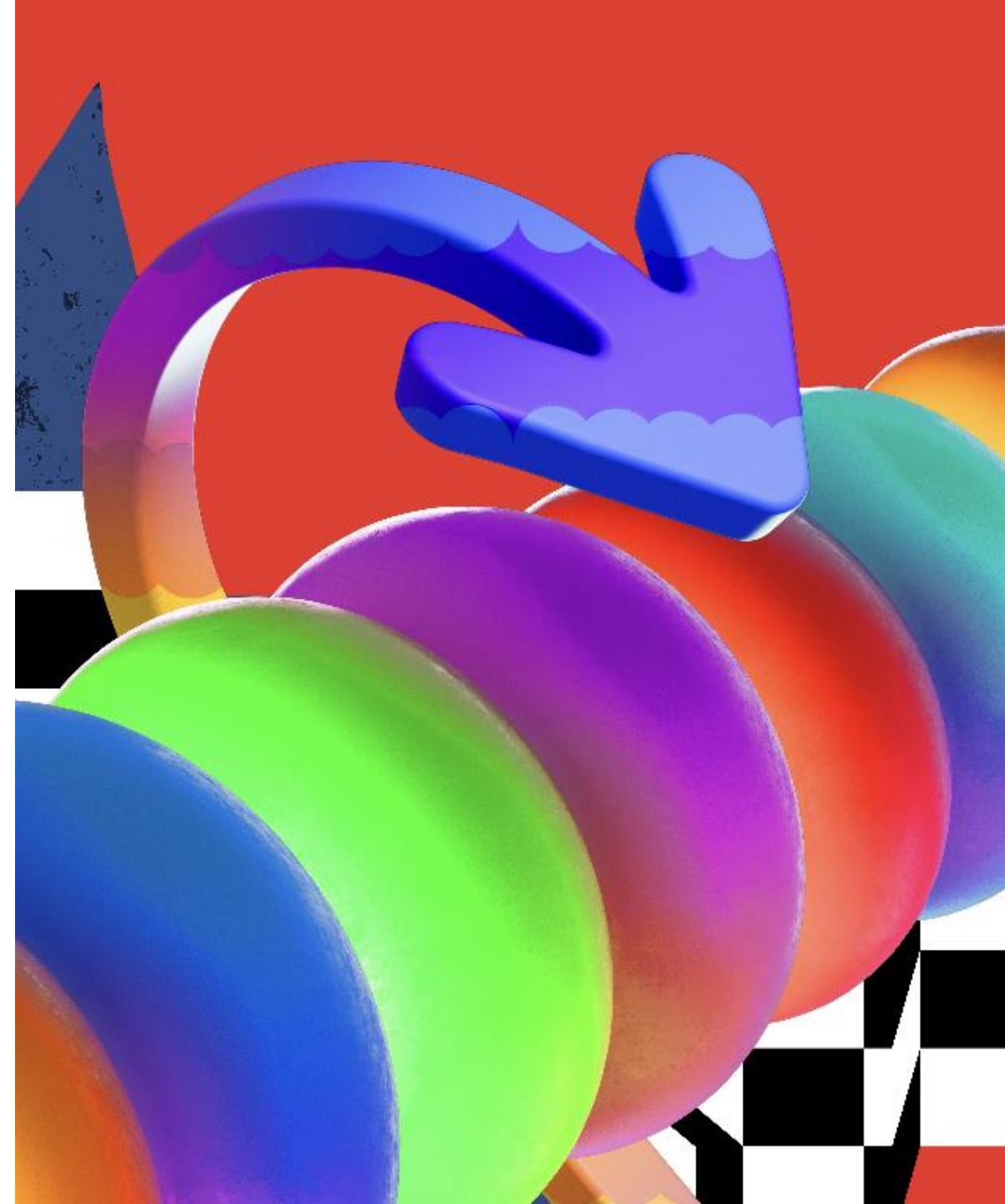
Miami Beach Convention Center

October 14-16, 2024

Adobe MAX
The Creativity Conference

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Event Overview

Who

10,000 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 **10,000 attendees** in-person at Adobe MAX 2024

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 14-16, 2024

Where

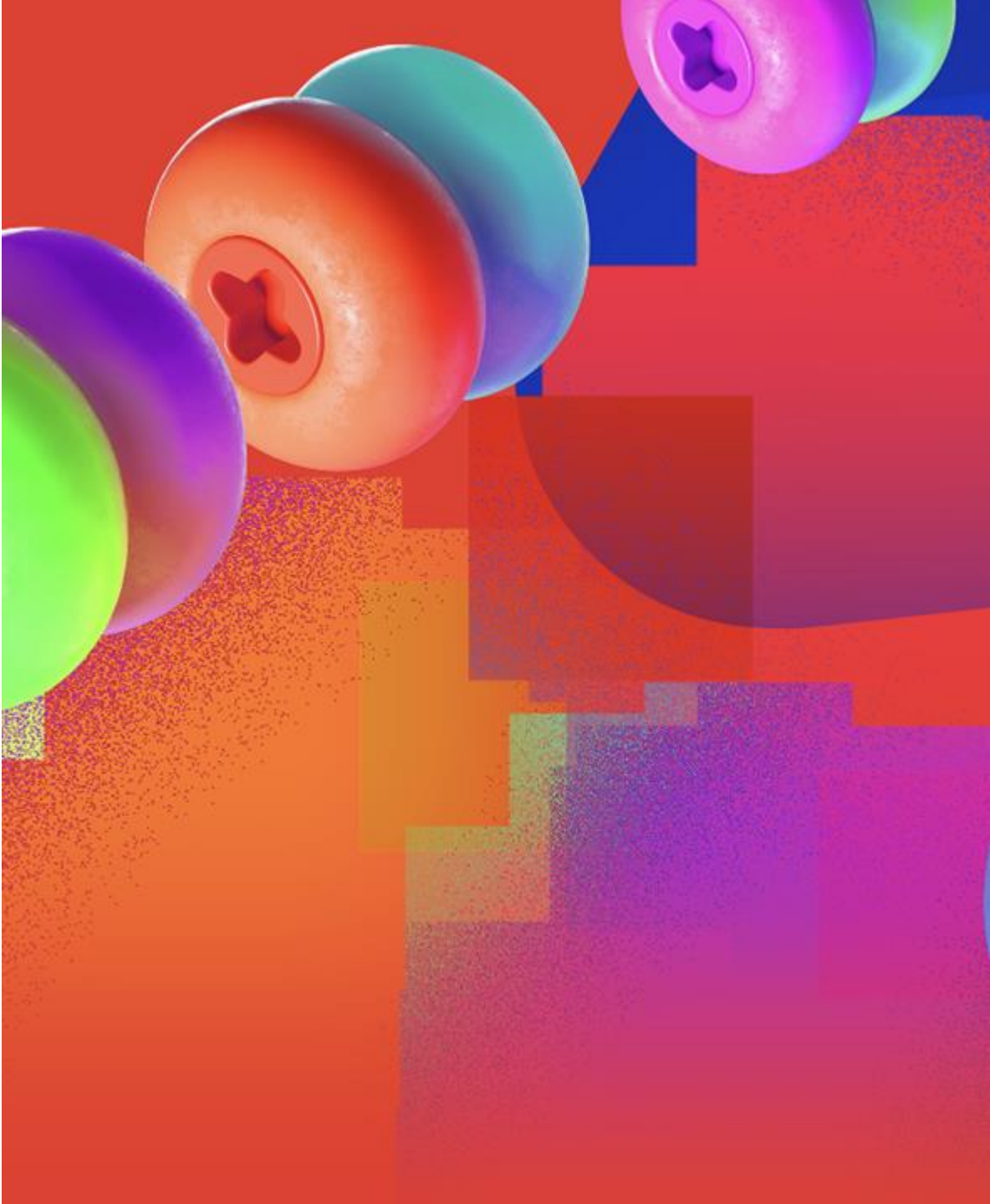
Miami Beach Convention Center

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Why Sponsor Adobe MAX?



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 291 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

"Adobe MAX is one of the best events we've attended. It far exceeded our expectations and we're excited to return!"

- Lukas K, Typefi

"Adobe MAX is the one global event to engage with the creator community. It the most valuable piece in our engagement strategy and it pays out since we started.

- Andy M, CI HUB

"The creative park was an awesome experience for attendees as well as the exhibitors... All the events were top-notch and well-planned. Kudos to the Adobe Events team it was a pleasure to attend the show"

-Michelle M, Xencelabs

"A world class event put on by world class people. I've had a great time EVERY time I've attended Adobe MAX! Thank you to all who make it happen each year!"

- Aaron D, Draplin Design Co.

In-person Attendee Profile

84%

Visit sponsors in the Community Pavilion

87%

Influence or are decision-makers for purchases

74%

Work for in-house creative department

17%

Work for organizations with 1,000+ employees

25%

Work for organizations with 5,000+ employees



24%

Multidisciplinary/
Graphic Designer

16%

Creative or
Art Director

9%

Marketer

6%

Educators

4%

Video
Professional

4%

Executive
or Partner

4%

Student

2%

Web
Developer

2%

Photographer









Data from MAX 2023 in-person event

Attendee Expertise

Area of Expertise

Marketing/Public Relations	54%	Identity/Logo Design	42%
Social Media	53%	Photography	40%
Creative/Design Operations	46%	Film/Video Editing/Producing	34%
Advertising	44%	Signage	35%
Website Design	42%	Video Design	32%

Adobe Product Usage

77%	64%	53%	52%
 Photoshop	 Illustrator	 InDesign	 After Effects
43%	36%	26%	18%
 Premiere Pro	 Lightroom	 Adobe Express	 Animate

Data from MAX 2023 in-person event



Press and Attendee Social Reach

Connect with influencers at MAX

MAX 2023 generated over 381 million social interactions

Top Media Outlets



Data from MAX 2023 event

Adobe MAX

1,900

Articles published
about MAX 2023

204

Countries and territories
represented at
virtual MAX 2023



Attendee Companies at MAX 2023



MAX 2023 Top Sponsors

Diamond



Platinum



MAX 2023 Sponsors

Gold



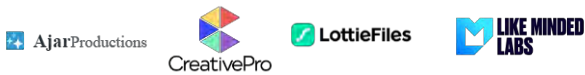
Silver



Bronze



Emerging Partners in Creativity



Engagement



Virtual Only



Diamond Sponsorship | \$168,000

Limited Quantity

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.

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.

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	\$835 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 \$6,000.

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.

Online Event

Premium branding on MAX website

Logo, link, 150-word description and company URL.

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.

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.

Event Passes

Pass Type	Quantity
Full Conference Pass	8
Booth Staff Pass <small>No Breakout Sessions or Labs</small>	6
Speaker Pass <small>Full Conference</small>	1
Additional Full Conference	\$1,395 each
Additional Booth Staff	\$835 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 \$6,000.
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.

Online Event

Premium branding on MAX website
Logo, link, 150-word description and company URL.

Gold Sponsorship | \$49,500

Limited Quantity

Premium Benefits

One VIRTUAL breakout session

Leads from attendees who register for virtual session.

One shared meeting room

Logo included in 1 show daily email

Premium on-site signage

Prominent branding in high-traffic locations.

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	\$835 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 \$6,000.

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.

Online Event

Premium branding on MAX website

Logo, link, 100-word description and company URL.

Silver Sponsorship | \$20,500

Premium Benefits

Premium on-site signage

Prominent branding in high-traffic locations.

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

\$835 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.

Online Event

Premium branding on MAX website

Logo, link, 100-word description and company URL.

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	\$835 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

MAX sponsor game

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

Online Event

Premium branding on MAX website

Logo, link, 50-word description and company URL.

Sponsorship Level Overview

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Premium Benefits	\$168,000	\$85,000	\$49,500	\$20,500	\$9,500
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		
Blog post on the MAX page	1 Exclusive	1 Exclusive	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
Event Passes	\$168,000	\$85,000	\$49,500	\$20,500	\$9,500
Full conference passes	12	8	6	4	2
Booth staff passes	10	6	4	4	2
Speaker full conference passes	1	1			
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
On-site sponsor signage	◆	◆	◆	◆	◆
In-person giveaway promotion opportunity	◆	◆	◆	◆	◆
On-site MAX sponsor game	◆	◆	◆	◆	◆
Best practices meetings and pre-event webinar	◆	◆	◆	◆	◆
Online Event					
Premium branding on global virtual event website	◆				
Logo, link, and description on MAX website	150-words	150-words	100-words	100-words	50-words

Benefits of Signing Early

Get bigger discounts

5% Early Signup Discount – sign by May 31, 2024

Priority selection for booth location and session time

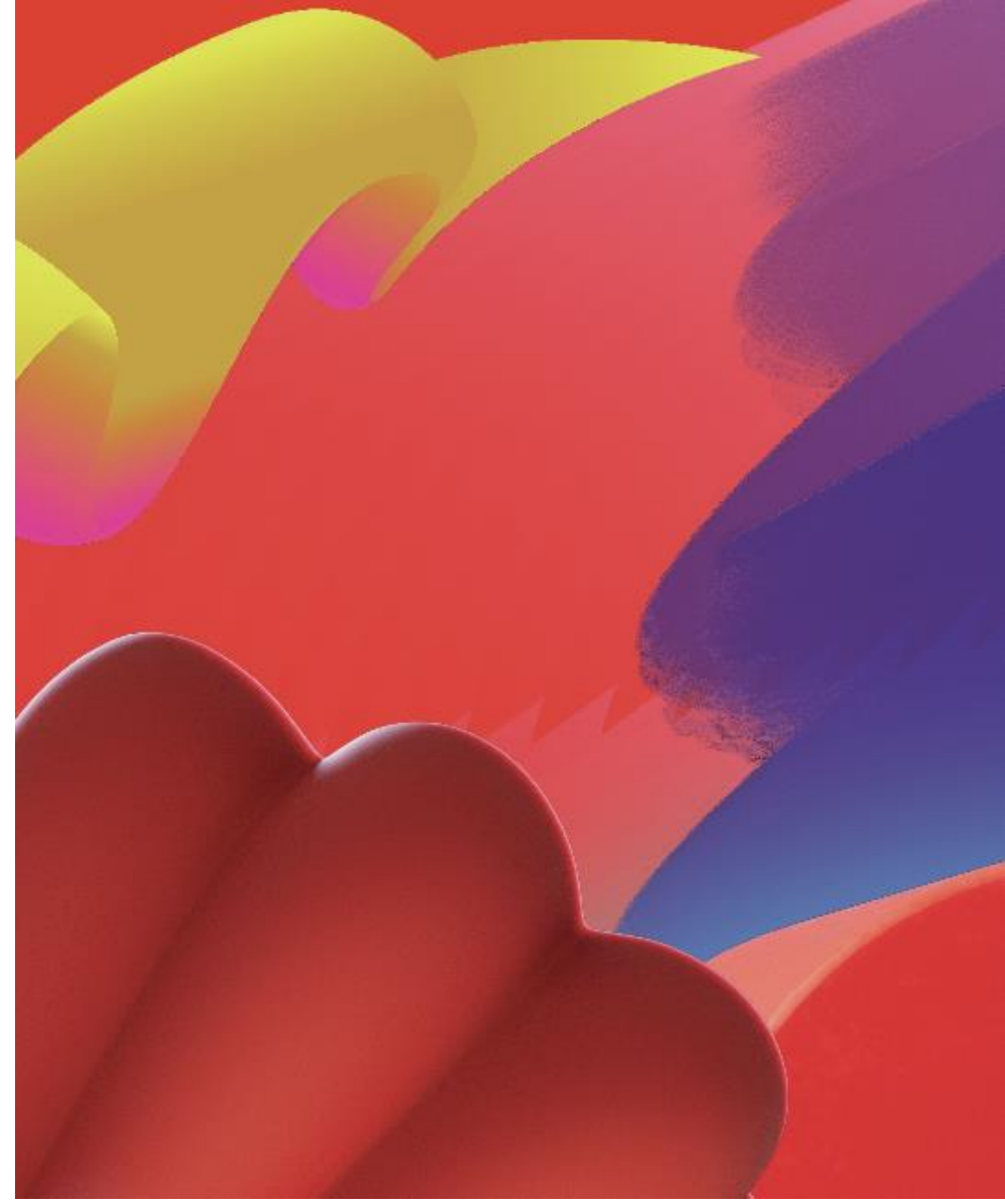
Based on date of signed contract and sponsor level

Earlier access to add-ons

Based on date of signed contract and sponsor level

More time to work on deliverables

Maximize your sponsorship experience



Become a Sponsor of Adobe MAX 2024

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