

EVMC EVENT & VENUE MARKETING CONFERENCE SACRAMENTO 2026

PARTNERSHIP OPPORTUNITIES

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WHAT IS EVMC?

The Event & Venue Marketing Conference (EVMC) is a conference that brings together diversified events and venue professionals across North America to cultivate inspiration, collaboration, and innovation for the growing entertainment industry.

The EVMC rebrand is aimed at creating a more inclusive conference of event professionals who represent everything from stadiums to amphitheaters to clubs to live events. As a not-for-profit organization, EVMC has always been committed to educating and growing the current and next generation of event marketers. This is a step towards continuing that growth and embracing the vast network of marketers in all venues and promoters.

Networking, educating and sharing trends and ideas across these disciplines through various industry leaders is a critical aspect of not only EVMC but the success of the live entertainment industry.





OUR PILLARS

INSPIRE

Inspire and be inspired. Through education, we empower the people behind our dynamic entertainment industry.



COLLABORATE

Teamwork makes the dream work. We share ideas and support a community stemmed from collaboration.



INNOVATE

Imagine it, then create it. We equip individuals and teams with tools to innovate and turn ideas into action.



OUR FORMAT



PANEL & ROUNDTABLE SESSIONS

Panels take place over the duration of the conference with a mix of general sessions, concurrent sessions and breakout roundtables.



KEYNOTE & GENERAL SPEAKER SESSIONS

Each year EVMC kicks off with a notable keynote speaker followed by general speaker sessions.



ENTERTAINMENT ACTIVITIES

A conference wouldn't be complete without networking opportunities. Official evening events take place over the course of the conference.

EVMC HOST CITIES

In true live entertainment fashion and unlike any other conference of its kind, EVMC is a touring show of its own.

Each year, EVMC hosts in a new city, partnering with the local major venue or entertainment scene. This keeps our attendees coming back, but also opens a new door each year to a greater number of marketers in each host city.



Scotiabank Arena



Climate Pledge Arena



State Farm Arena
& Fox Theater

2019
Toronto

2020
EAMC@Home

2021
EAMC Virtual

2022
Minneapolis

2023
Seattle

2024
Denver

2025
Atlanta

2026
Sacramento

EAMC@HOME



US Bank Stadium,
Target Center &
Xcel Energy

**EVMC 2024
DENVER**

Ball Arena &
Red Rocks
Amphitheatre

**EVMC 2026
SACRAMENTO**

Golden 1 Center

For a full list of past host cities over the last 40+ years [click here](#).

WHO COMES TO EVMC?

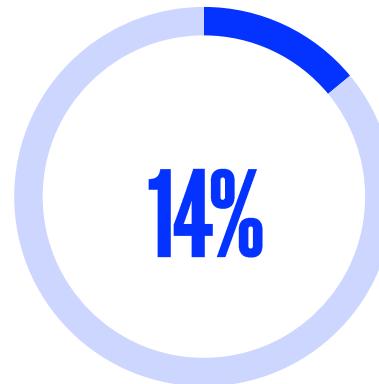
Approximately 350 people from the live entertainment industry attend the conference each year. Attendees represent professionals in marketing, publicity, promotions, group sales, live touring shows, venues, and industry vendors from throughout North America.



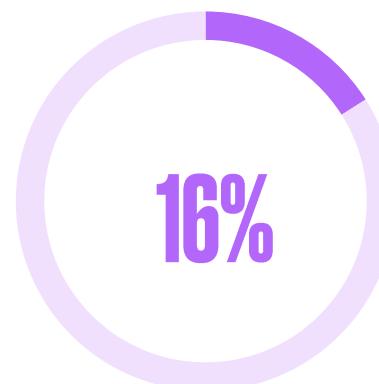
Senior Level Execs
(Director, VP, GM, etc.)



Employed By
Venues



Employed By
Touring Shows



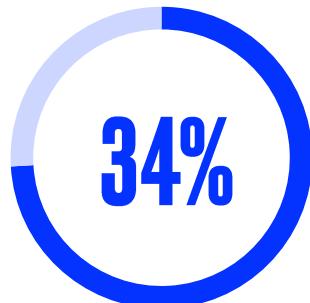
Employed By
Industry Vendors



ATTENDEES



EXECUTIVE



DIRECTOR



MANAGER



COORDINATOR

If you're looking to break into live entertainment or keep your brand competitive in venues, our specialized audience of marketers is for you.

EVMC attendees are decision makers, with 86% of attendees at the Manager level or above, who represent businesses continually looking to grow. Companies send their marketers to learn new trends, explore products, and keep their business competitive in an ever-growing market.

These are the marketers you need your product or service in front of to get into venues across North America.

WHAT DO EVMC ATTENDEES DO?

- Event & Venue Marketing
- Social Media
- Digital Marketing
- Media Buying
- Creative Services
- Public Relations & Communications
- Sponsorship/Partnerships
- Ticketing/Group Sales
- Live Touring Shows
- Community Outreach
- And So Much More

In 2021, amidst the challenges posed by the pandemic, our startup took the bold step of virtually attending and sponsoring the EAMC. With limited resources and uncertain expectations, our primary goal was to gain access to key decision-makers in our industry. Despite being a virtual participant, the impact was notable. However, we were initially unaware of the true essence and community spirit fostered by this conference.

The following year, we traveled from Canada to Minnesota for our second EAMC, enhancing our participation with an actual booth. The sense of community and camaraderie at the conference was unparalleled. While our objective was business growth and networking, the friendships and connections formed were both unique and invaluable. This engagement was instrumental in doubling our revenue from the previous year, further solidifying our bond with the EAMC community.

In 2023, continuing our commitment, we sponsored the event again in Seattle. This year offered a blend of familiar faces and new connections, united by a shared passion for sports and entertainment marketing. The discussions and keynote speakers highlighted the exceptional talent within this space. Our connections, revenue, and sense of community thrived, tripling our previous accomplishments. Looking forward to continuing this journey at EVMC 2024 in Denver.

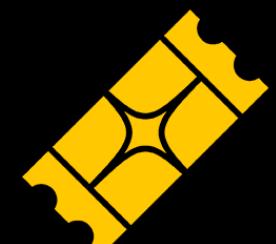
TANNER CALISTENIA
OWNER, CANADIAN VIRTUAL TOURS



WHY SHOULD YOU GET INVOLVED?

You can align your brand with EVMC, a trusted resource for our audience of live entertainment marketers.

Being a not-for-profit organization allows us flexibility in partnership packages. Unlike other industry conferences, we aim to keep packages realistic and affordable. We aren't after large profits, simply aiming to ensure the conference can operate each year.





ONE-ON-ONE FACETIME WITH INDUSTRY INFLUENCERS

Get your brand in front of industry decision makers. Mix and mingle at the nightly events or at your partner table. We create opportunities for you to get valuable one-on-one facetime with attendees.



AUTHENTIC ENGAGEMENT

EVMC provides partners an opportunity for authentic engagement with conference attendees. Here you can foster current client relationships and build new leads.



SHOWCASE

This is your opportunity to showcase your business to professionals eager to find the next big thing in live entertainment marketing.

YOU'RE IN GOOD COMPANY

These are a few of our past partners. A full list can be found [here](#).



billboard

byp

carbonhouse



KSE

Kroenke Sports & Entertainment

OVG
OAK VIEW GROUP

ticketmaster®



EVMC

OPPORTUNITIES & PACKAGES



SHOWCASE PARTNERSHIP

Build brand awareness and garner one-on-one networking opportunities with EVMC Attendees.

\$5,000



DIGITAL PARTNERSHIP

Connect digitally with all of EVMC registered attendees.

\$5,000



PANEL PARTNERSHIP

Engagement opportunity aligned with your brand.

\$10,000



EVENT PARTNERSHIP

Breakfast, lunch & evening event opportunities.

\$20,000

CUSTOM

Not all packages fit in a box. Let us work with you to create something perfect for your brand.



SHOWCASE PARTNERSHIP \$5,000

A Showcase partnership of EVMC is your way to get in front of our attendees and be involved, without the burden of a large investment. This option is the perfect fit if you're looking to be on-site and network one-on-one with our attendees, while taking advantage of the brand exposure that comes with being an EVMC partner. Showcase partnerships include, but are not limited to, the features below.

Build brand awareness and garner one-on-one networking opportunities with EVMC Attendees

On-site Signage and Assets:

- Partner showcase table
- Opportunity to distribute marketing materials
- Recognition in EVMC mobile app
- Exposure on EVMC signage throughout the conference
- Opportunity to include item in conference welcome bag

EVMC Promotion

- Exposure on EVMC's website & listing on partners page & EVMC app
- One social media logo mention on EVMC's Facebook, Instagram, LinkedIn & X
- Logo inclusion in one eblast to EVMC list targeting full database (including current registered attendees at time of send)

Registration & Hospitality

- Two complimentary conference registrations
- Four complimentary job postings on EVMC website and email

DIGITAL PARTNERSHIP \$5,000

A digital partnership with EVMC is your way to still be involved with the conference if your team can't physically make it without the burden of a large investment. This option is the perfect fit if you're looking to engage with our Conference attendees via our digital platforms to inform them of new products or initiatives and to stay relevant. Digital Partnerships include, but are not limited to, the features below.

Connect digitally with all EVMC registered attendees.

On-site Signage and Assets:

- Recognition in EVMC mobile app
- Exposure on EVMC signage throughout the conference
- Opportunity to include item in conference welcome bag

EVMC Promotion

- Exposure on EVMC's website & listing on partners page & EVMC app
- One social media logo mention on EVMC's Facebook, Instagram, LinkedIn & X
- Logo inclusion in one eblast to EVMC list targeting full database (including current registered attendees at time of send)

Registration & Hospitality

- Two complimentary conference registrations
- Three complimentary job postings on EVMC website and email





PANEL/SPEAKER **\$10,000**

As a partner of a panel/speaker session at EVMC, you will have your brand directly tied to content our attendees consume. This is a perfect way for you to be part of the conversation in a relatable topic to your company. Whether you present the panel or influence the content, this is an organic way to get in front of a captive audience. A panel/speaker partnership includes but is not limited to the features below.

Engagement opportunity aligned with your brand

Partnership Recognition at Keynote Presentation, Panel or Session

- Rights to be presenting partner on a specific panel (i.e.. Presented by XYZ Company)
- Opportunity to work with programming committee to aid in the content of the specific panel (if mutually agreed upon)

EVMC Promotion

- Exposure on EVMC's website & listing on partners page & EVMC app
- One social media logo mention on EVMC's Facebook, Instagram, LinkedIn & X
- Logo inclusion in one eblast to EVMC list targeting full database (including current registered attendees at time of send)

On-Site Signage and Assets

- Partner showcase table
- Opportunity to distribute marketing materials
- Recognition in EVMC mobile app
- Exposure on EVMC signage throughout the conference
- Opportunity to include item in conference welcome bag

Registration & Hospitality

- Two complimentary conference registrations
- Nine complimentary job postings on EVMC's website and email

EVENT TAKEOVER \$20,000

An event takeover at EVMC is the ultimate brand exposure opportunity. Attendees of EVMC work hard and play hard and enjoy the social aspect of the conference as much as the learning. This is the most sought-after partnership as it allows you to shape an entire event at the conference in a way that works best for you. Event takeover partnerships include but are not limited to the features below.

Build brand awareness to promote or introduce new offerings or company news

Content Ideas

- Introduce new offerings or announce company news
- Thank or reward current/new clients

Event Options

- Breakfast (at hotel)
- Lunch (at hotel or offsite)
- Dinner (at hotel or offsite)
- Evening party (offsite)
- Combination of dinner & evening party *

EVMC Promotion

- Exposure on EVMC's website & listing on partners page & EVMC app
- One social media logo mention on EVMC's Facebook, Instagram, LinkedIn & X

- Logo inclusion in one eblast to EVMC list targeting full database (including current registered attendees at time of send)

On-Site Signage and Assets

- Partner showcase table
- Opportunity to distribute marketing materials
- Recognition in EVMC mobile app
- Exposure on EVMC signage throughout the conference
- Opportunity to include item in conference welcome bag

Registration & Hospitality

- Complimentary conference registrations vary by event type
- Twelve complimentary job postings on EVMC's website and email

* Does not include expenses incurred from producing the event

* EVMC survey results show evening party events with dinner provide more favorable feedback



À LA CARTE

The best partnerships are built with creativity. Want to get involved but the other packages don't speak to you? Let's work together to identify a new opportunity that works for your brand and fits into EVMC.

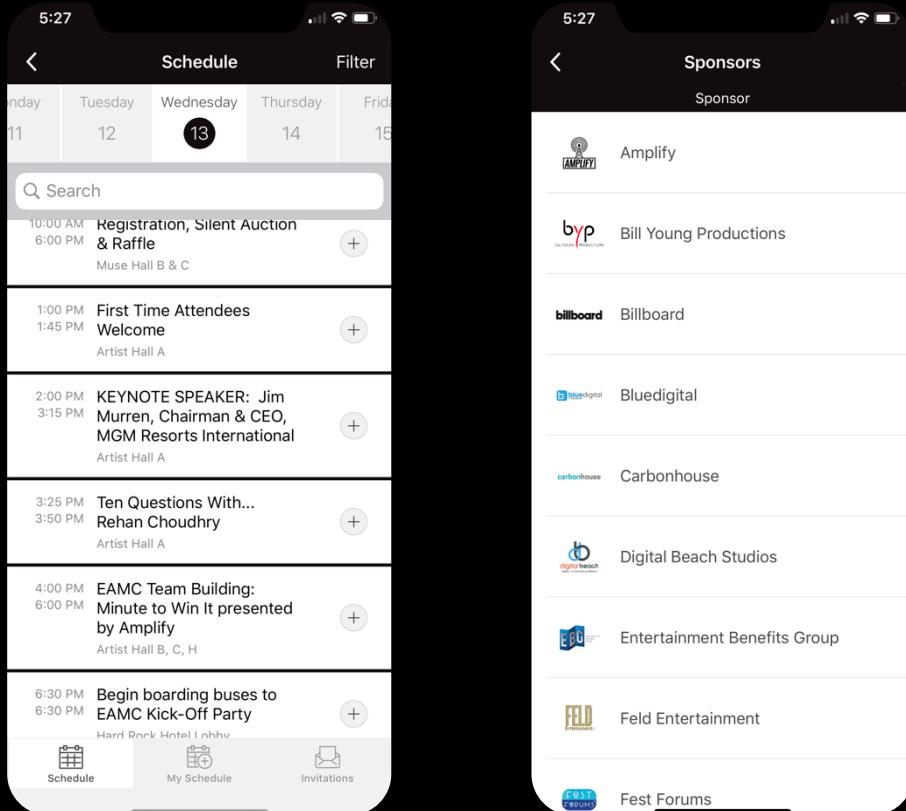
Each year we build new options and identify other areas of opportunity for all budgets.

Let EVMC craft the perfect partnership package to meet your goals.

ADDITIONAL OPPORTUNITIES

- EVMC Awards
- EVMC Official App Partner
- Physical Awards
- Coffee/Snack Break
- Silent Auction "Giving Back" Partner
- Official Attendee Badge Partner
- Badge Lanyard Partner
- Official printing Partner
- WiFi Provided By Partner
- Elevator Snipes
- Column Snipes
- Guest room TV welcome screen
- Branded materials upon attendee check-in at hotel registration
- Industry Partners & Mentor Scholarship
- Adventures in Vueland Promo Spot Inclusion or episode presenting sponsor

MOBILE APP



YOUR BRAND IN EACH ATTENDEE'S HAND

The week of the conference, all attendees shift their attention into our app to get all their information. Whether you sponsor a panel, a night event or are a general partner, this is a touchpoint that attendees won't miss.

ADVENTURES IN VENUELAND

AN EVMC PODCAST

Adventures In Venueland is a side project of EVMC. Explore the personal journeys and experiences of people in the live entertainment industry.

Join hosts Dave Redelberger and Paul Hooper as they talk with guests who work in live entertainment about what they are currently doing, their history in the industry, and the challenges they faced along the way to lead them to where they are today.





**WE HOPE TO SEE
YOU IN SACRAMENTO!**

To learn more contact
an EVMC representative

partnerships@eventvenuemarketing.com

eventvenuemarketing.com

EVMC **2026**
SACRAMENTO

