ptc

LIVEWORX 23

A NEW ERA IN PRODUCT LIFECYCLE INNOVATION

SPONSORSHIP PROSPECTUS

67.242
48.021

PTC'S ANNUAL
DIGITAL TRANSFORMATION EVENT

Explore LiveWorx.com >

YOUR BEST OPPORTUNITY TO ENGAGE WITH A POWERFUL AUDIENCE

With a global audience of over 7,000, there's no better place to evangelize your brand and align with best-in-class technology across key industries.

Connect with quality business leaders and technologists who are shaping the future of Agile Product Development, IIoT, digital transformation, CAD, PLM, and more.

Showcase your solutions to the product and IT decision makers looking to transform how their businesses advance.

PLAY VIDEO: HIGHLIGHTS

"LIVEWORX CONTINUES TO REINVENT ITSELF INTO A BUZZWORTHY AND LEADING-EDGE DIGITAL TRANSFORMATION CATALYST."

JOHN SPOONER

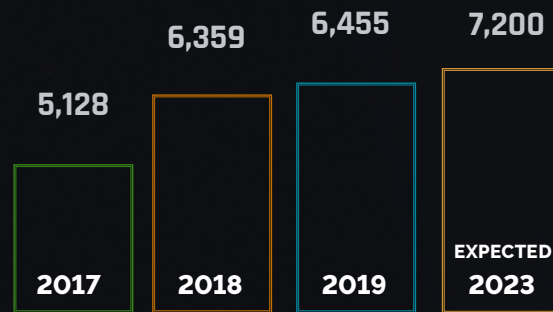Senior Analyst, Internet of Things

451 Research®

LIVEWORX DEMOGRAPHICS

ATTENDANCE

13,000+

6,455 IN-PERSON
6,886 LIVESTREAM

77% FIRST-TIME ATTENDEES

IN-PERSON ATTENDANCE

5,128 — 2017
6,359 — 2018
6,455 — 2019
7,200 — EXPECTED 2023

AVERAGE

3 ATTENDEES SENT PER COMPANY

GLOBAL REACH

71% NORTH AMERICA
12% EUROPE
5% ASIA-PACIFIC

62 COUNTRIES REPRESENTED
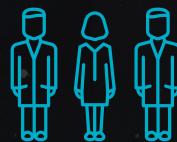
ATTENDEE GROWTH

19% YOY INCREASE IN INTERNATIONAL ATTENDEES

32% 2020 EXPECTED INTERNATIONAL ATTENDEES

5 LEADING INDUSTRIES

FEDERAL AEROSPACE & DEFENSE

MEDICAL DEVICES

INDUSTRIAL PRODUCTS

ELECTRONICS & HIGH TECH

MANUFACTURING

COMPANY SIZE

2,501+ Employees **53%**
501-2,500 Employees **16%**
101-500 Employees **11%**
21-100 Employees **10%**
1-20 Employees **10%**

TOP TECH OF INTEREST

29% IoT
20% PLM
15% AR
13% CAD
9% MANUFACTURING

JOB FUNCTION

33% DIRECTOR LEVEL OR ABOVE

MANAGER	25%	VP	9%
DIRECTOR	17%	CXO	7%
IT PROFESSIONAL	17%	MEDIA+ANALYST	2%
END USER	12%	STUDENT	1%
CONSULTANT	9%	PROFESSOR	1%

*2019 Registration Data
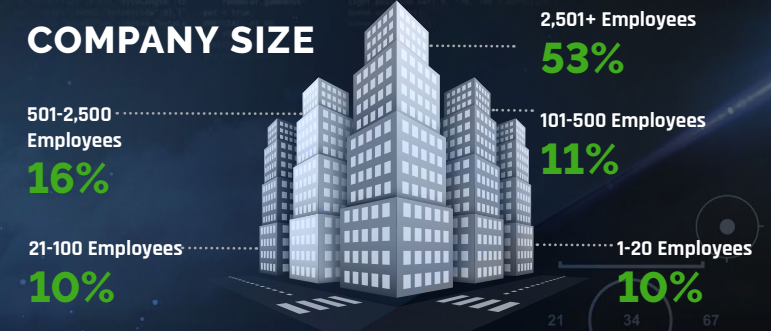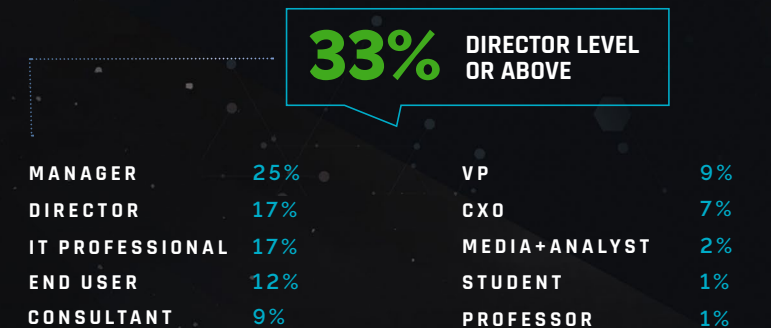
ENGAGEMENT & BUYING POWER

AUDIENCE INTEL

79%
CONFIRMED AN IT BUDGET INCREASE GREATER THAN 10%

74%
UNDERTAKING DIGITAL TRANSFORMATION INITIATIVES

60%
INTEGRATING NEW SOFTWARE WITH EXISTING SYSTEMS + APPLICATIONS

44%
SOLVING DIGITAL PAINS BY OUTSOURCING PROJECTS TO CONTRACTORS

ONSITE ACTIVITY

98% OF ATTENDEES VISIT XTROPOLIS
8 AVERAGE # OF BREAKOUTS ATTENDED
4 AVERAGE # OF KEYNOTES ATTENDED
3.9 HOURS PER DAY SPENT IN EXPO HALL

90%
SAID LIVEWORX MET OR EXCEEDED THEIR EXPECTATIONS
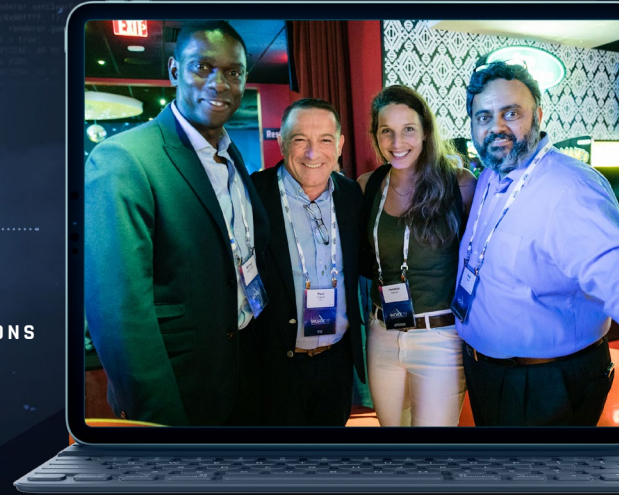
PURCHASING POWER

63%

24% FINAL DECISION
39% RECOMMEND
27% INFLUENCE
10% NO INFLUENCE

CONFERENCE RATING

8 IN **10** RECOMMEND TO A COLLEAGUE

TOP REASONS FOR ATTENDING

47% NETWORK WITH SOLUTION PROVIDERS
32% PRODUCT DEMOS
24% BREAKOUT SESSIONS

*2019 Data

HUNDREDS OF GLOBAL BRANDS

"
IT'S A GREAT TIME TO STEP OUT OF YOUR DAY-TO-DAY ROLE AND REFLECT ON WHAT YOU NEED TO DO AS AN ORGANIZATION. "

ERIC SCHAEFFER

Senior Managing Director

accenture

ACCELERATE SALES.
BOOST BRAND VISIBILITY.
GAIN AUDIENCE INSIGHTS.

PTC LiveWorx is the place to be when it comes to **building relationships** that translate into sales. Make your company the preferred choice with these **product and IT decision makers** ready to change the game of their business.

WHO ATTENDS

Analysts	Designers	IT Administrators
Architects	Developers	Managers
Consultants	Directors	Service Technicians
CXOs	End Users	System Integrators
Data Scientists	Entrepreneurs	Vice Presidents

DID YOU KNOW?

83%
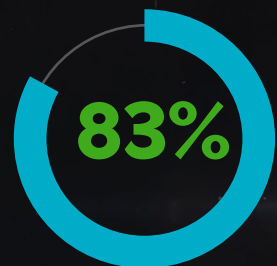
SPONSORS INTEND TO RETURN IN 2023

> LiveWorx is an important part of our go-to-market strategy. We bring our senior people to talk about the work that we've done and engage with new clients in this unique atmosphere.

CHAD MARKEL
DIGITAL INNOVATION CONSULTING PRACTICE LEADER
KALYPSO

WHAT INDUSTRY LEADERS ARE SAYING

" This is an awesome opportunity to not just transform the industry, but also be able to create new jobs, and really new economies for the companies that we engage with. **"**

-DAVID BREAUGH, AMERICAS LEAD MANUFACTURING & RESOURCES

Microsoft

" The attendee mix is really interesting. It goes from C-level executives to technology leaders, to people with field operations. Given the breadth of the PTC business in the engineering world, as well the operations world, it's a very good venue to come by in attendance from your technical operations up to management. **"**

-ERIC BANTEGNIE, VICE PRESIDENT SYSTEMS BUSINESS UNIT

ANSYS®

" LiveWorx allows us to really collaborate with partnerships that we don't have today. It allows us to really open our partner ecosystem up and attract new partners, so that we can solve those problems from an industrial IoT perspective, all the way to big data analytics, and AI. **"**

-JOHN TSANG, DIRECTOR, IOT & BIG DATA / AI SOLUTIONS

Hewlett Packard Enterprise

" This is the place where you really see interconnectivity from creating a product all the way to when it gets out to the consumer or in terms of machines, how machines run. We always bring our most innovative stuff first to LiveWorx. **"**

-ROBERT SCHMID, CHIEF IOT TECHNOLOGIST, MANAGING DIRECTOR

Deloitte. Digital

STRATEGIC STORYTELLING WITH TARGETED CONTENT

THOUGHT LEADERSHIP

Share your expert perspective with a targeted audience at the premier global gathering of innovation.

61 **AVERAGE NUMBER OF ATTENDEES PER BREAKOUT**

Present a 30-minute presentation or 15-minute IgniteTalX.*

Your brand will be front and center in demonstrating innovative solutions to customers and prospects in the early stages of the buying cycle.

Subject to Package Type

2023 EDUCATIONAL TRACKS

7 KEY THEMES

- ALM
- AUGMENTED REALITY
- CAD
- ENVIRONMENTAL SUSTAINABILITY
- IIoT
- PLM
- SERVICE

9 INDUSTRY VERTICALS

- AEROSPACE & DEFENSE
- AUTOMOTIVE & MOBILITY
- ELECTRONICS & HIGH TECH
- ENERGY & RESOURCES
- INDUSTRIAL MACHINERY
- LIFE SCIENCES
- MANUFACTURING
- PROCESS INDUSTRIES
- RETAIL & CONSUMER PRODUCTS

PINNACLE

INVESTMENT $100K | AVAILABILITY 4

PRE-EVENT MARKETING

EMAIL MARKETING

• Logo and Pinnacle Sponsor Listing on Promotional Emails

WEBSITE PROMOTION

• Logo Displayed
• 100-Word Company Description, Links to Social Channel(s)
• Featured Blog Article (Sponsor Provided Content)
• 60-Second Video Blog Post on LiveWorx.com

PRESS & PUBLIC RELATIONS

• Access to the Press List (Company Only) 1 Month Prior to Event
• Ability to Issue a LiveWorx Sponsorship Press Release
• Inclusion in 1 LiveWorx PTC News Announcement

SOCIAL MEDIA

• Posts on LiveWorx Social Channels – Twitter, LinkedIn, Facebook Determined by LiveWorx Team
• White Glove Social Media Services

MARKETING TOOLKIT

• Promotional Kit – Invite Template, Exclusive Registration Discount, etc.

CONFERENCE ACCESS

• 10 All Access Conference Registrations
• 8 Exhibitor Staff Booth Only Registrations
• 25% Discount on Any Additional All Access Attendee Registrations
• 25% Registration Discount Code for Sponsor Customers & Prospects
• Private Meeting Space for On-Site Meetings
• Access to Exhibitor and Presenter Resource Center
• Access to Event Hotel Block*

THOUGHT LEADERSHIP & MESSAGE DELIVERY

• 2 Breakout Sessions (30-Minutes) in Track of Choice* **
• 2 IgniteTalX (15-Minutes) on Expo Hall Stage**
• Access to Presentation Coaching

RECOGNITION & BRANDING

• Logo Displayed on all Printed Sponsor Signage
• Branding in LiveWorx Mobile App

ON-SITE

• 20'x20' Turnkey Exhibit (400 sq. feet)
• Properties – Furniture, Carpet, 2 Monitors, 2 Lead Scanners, 2 Electrical Drops, Wi-Fi

ATTENDEE DATA & POST CONFERENCE

• Full Contact Data from All Opt-In Scanned Attendees from your Sponsored Breakout Sessions
• Full Contact Data from All Scanned Attendees at your Sponsored Booth
• Official Conference Recap and Social Media Report - 30 Days Post Event

*Based on Availability   **Content Approval by LiveWorx

PREMIER

INVESTMENT $60K | AVAILABILITY 6

PRE-EVENT MARKETING

EMAIL MARKETING

- Logo and Premier Sponsor Listing on Promotional Emails

WEBSITE PROMOTION

- Logo Displayed
- 75-Word Company Description, Links to Social Channel(s)
- Featured Blog Article (Sponsor Provided Content)
- 30-Second Video Blog Post on LiveWorx.com

PRESS & PUBLIC RELATIONS

- Access to the Press List (Company Only) 1 Month Prior to Event
- Ability to Issue a LiveWorx Sponsorship Press Release
- Inclusion in 1 LiveWorx PTC News Announcement

SOCIAL MEDIA

- Posts on LiveWorx Social Channels – Twitter, LinkedIn, Facebook Determined by LiveWorx Team

MARKETING TOOLKIT

- Promotional Kit – Invite Template, Exclusive Registration Discount, etc.

CONFERENCE ACCESS

- 8 All Access Conference Registrations
- 5 Exhibitor Staff Booth Only Registrations
- 15% Discount on Any Additional All Access Attendee Registrations
- 15% Registration Discount Code for Sponsor Customers & Prospects
- Access to Exhibitor and Presenter Resource Center
- Access to Event Hotel Block*

THOUGHT LEADERSHIP & MESSAGE DELIVERY

- 1 Breakout Session (30-Minutes) in Track of Choice* **
- 2 IgniteTalX (15-Minutes) on Expo Hall Stage**
- Access to Presentation Coaching

RECOGNITION & BRANDING

- Logo Displayed on all Printed Sponsor Signage
- Branding in LiveWorx Mobile App

ON-SITE

- 20'x20' Turnkey Exhibit (400 sq. feet)
- Properties – Furniture, Carpet, 2 Monitors, 2 Lead Scanners, 2 Electrical Drops, Wi-Fi

ATTENDEE DATA & POST CONFERENCE

- Full Contact Data from All Opt-In Scanned Attendees from your Sponsored Breakout Sessions
- Full Contact Data from All Scanned Attendees at your Sponsored Booth
- Official Conference Recap and Social Media Report - 30 Days Post Event

*Based on Availability   **Content Approval by LiveWorx

ELITE

INVESTMENT $40K | AVAILABILITY 24

PRE-EVENT MARKETING

EMAIL MARKETING

• Logo and Elite Sponsor Listing on Promotional Emails

WEBSITE PROMOTION

• Logo Displayed
• 50-Word Company Description, Links to Social Channel(s)
• Featured Blog Article (Sponsor Provided Content)

PRESS & PUBLIC RELATIONS

• Access to the Press List (Company Only) 1 Month Prior to Event

SOCIAL MEDIA

• Posts on LiveWorx Social Channels – Twitter, LinkedIn, Facebook Determined by LiveWorx Team

MARKETING TOOLKIT

• Promotional Kit – Invite Template, Exclusive Registration Discount, etc.

CONFERENCE ACCESS

• 6 All Access Conference Registrations
• 4 Exhibitor Staff Booth Only Registrations
• 15% Discount on Any Additional All Access Attendee Registrations
• 15% Registration Discount Code for Sponsor Customers & Prospects
• Access to Exhibitor and Presenter Resource Center
• Access to Event Hotel Block*

THOUGHT LEADERSHIP & MESSAGE DELIVERY

• 1 Breakout Session (30-Minutes) in Track of Choice* **
• 1 IgniteTalX (15-Minutes) on Expo Hall Stage**
• Access to Presentation Coaching

RECOGNITION & BRANDING

• Logo Displayed on all Printed Sponsor Signage
• Branding in LiveWorx Mobile App

ON-SITE

• 10'x20' Turnkey Exhibit (200 sq. feet)
• Properties – Furniture, Carpet, 2 Monitors, 1 Lead Scanners, 1 Electrical Drops, Wi-Fi

ATTENDEE DATA & POST CONFERENCE

• Full Contact Data from All Opt-In Scanned Attendees from your Sponsored Breakout Sessions
• Full Contact Data from All Scanned Attendees at your Sponsored Booth
• Official Conference Recap and Social Media Report - 30 Days Post Event

*Based on Availability   **Content Approval by LiveWorx

SHOWCASE

INVESTMENT $20K | AVAILABILITY 40

PRE-EVENT MARKETING

WEBSITE PROMOTION

- Logo Displayed
- 35-Word Company Description

MARKETING TOOLKIT

- Promotional Kit – Invite Template, Exclusive Registration Discount, etc.

CONFERENCE ACCESS

- 5 All Access Conference Registrations
- 3 Exhibitor Staff Booth Only Registrations
- 10% Discount on Any Additional All Access Attendee Registrations
- 10% Registration Discount Code for Sponsor Customers & Prospects
- Access to Exhibitor and Presenter Resource Center
- Access to Event Hotel Block*

THOUGHT LEADERSHIP & MESSAGE DELIVERY

- 1 IgniteTalX (15-Minutes) on Expo Hall Stage**
- Access to Presentation Coaching

RECOGNITION & BRANDING

- Name Listing Displayed on Select Printed Signage
- Branding in LiveWorx Mobile App

ON-SITE

- 10'x10' Turnkey Exhibit (100 sq. feet)
- Properties – Furniture, Carpet, 1 Monitor, 1 Lead Scanners, 1 Electrical Drop, Wi-Fi

ATTENDEE DATA & POST CONFERENCE

- Full Contact Data from All Scanned Attendees at your Sponsored Booth
- Official Conference Recap and Social Media Report - 30 Days Post Event

*Based on Availability   **Content Approval by LiveWorx

ACCESS

INVESTMENT $15K | AVAILABILITY 15

PRE-EVENT MARKETING

WEBSITE PROMOTION

- Company Name Listing
- 25-Word Company Description

MARKETING TOOLKIT

- Promotional Kit – Invite Template, Exclusive Registration Discount, etc.

CONFERENCE ACCESS

- 3 All Access Conference Registrations
- 1 Exhibitor Staff Booth Only Registration
- 10% Discount on Any Additional All Access Attendee Registrations
- 10% Registration Discount Code for Sponsor Customers & Prospects
- Access to Exhibitor Resource Center
- Access to Event Hotel Block*

ON-SITE

- 10'x10' Turnkey Exhibit (100 sq. feet)
- Properties – Furniture, Carpet, 1 Monitor, 1 Electrical Drop, Wi-Fi
- Lead Scanner - Available for Rental

RECOGNITION & BRANDING

- Name Listing Displayed on Select General Sponsor Signage
- Branding in LiveWorx Mobile App

ATTENDEE DATA & POST CONFERENCE

- Full Contact Data from All Scanned Attendees at your Sponsored Booth
- Official Conference Recap and Social Media Report - 30 Days Post Event

*Based on Availability

PACKAGE LEVEL	PINNACLE	PREMIER	ELITE	SHOWCASE	ACCESS
INVESTMENT	$100,000	$60,000	$40,000	$20,000	$15,000
AVAILABILITY	4	6	24	40	15
MARKETING & SOCIAL MEDIA					
Logo and Sponsorship Recognition in Attendee Acquisition Emails	X	X	X		
Company Description	X	X	X	X	X
Featured Blog Articles (Provided by Sponsor)	X	X	X		
Posts on LiveWorx Social Media Channels – Twitter, LinkedIn, Facebook*	X	X	X		
White Glove Social Media Services	X				
Promotional Kit – Email Templates, Social Media Posts, Messaging Doc	X	X	X	X	X
Video Blog post on LiveWorx Website	X	X			
Access to the Press List One Month Prior to Event (Company Only)	X	X	X		
Sponsorship Press Release Issued by Sponsor	X	X			
Inclusion in 1 LiveWorx PTC News Announcement by LiveWorx Team	X	X			
RECOGNITION & BRANDING					
Logo Displayed on All Sponsor Signage	X	X	X	Company Listing	Company Listing
Branding in Conference Mobile App	X	X	X	X	X
Logo and Company Description displayed on Conference Website	X	X	X	X	Company Listing
THOUGHT LEADERSHIP & MESSAGE DELIVERY					
Breakout Session (30-Minutes) in Track of Choice	2	1	1		
IgniteTalX (15-Minutes) in Expo Hall Stage	2	2	1	1	
Access to Presentation Coaching	X	X	X	X	

*Determined by LiveWorx Team

PACKAGE LEVEL	PINNACLE	PREMIER	ELITE	SHOWCASE	ACCESS
INVESTMENT	$100,000	$60,000	$40,000	$20,000	$15,000
AVAILABILITY	4	6	24	40	15
ONSITE					
Booth Size	20' x 20'	20' x 20'	10' x 20'	10' x 10'	10' x 10'
Turnkey Booth Structure w/ Furniture	X	X	X	X	X
Private Meeting Suite for On-Site Meetings	X				
Monitors	2	2	2	1	1
Carpet	X	X	X	X	X
Electrical*	2 Drops	2 Drops	1	1	1
Lead Retrieval*	2 Devices	2 Devices	1 Device	1 Device	Available for Rent
WiFi	X	X	X	X	X
CONFERENCE ACCESS					
All-Access Conference Registrations	10 Passes	8 Passes	6 Passes	5 Passes	3 Pass
Exhibitor Staff Booth Only Registrations	8 Passes	5 Passes	4 Passes	3 Passes	1 Pass
Discount on Any Additional All-Access Attendee Registrations	25% Discount	15% Discount	15% Discount	10% Discount	10% Discount
Registration Discount Code for Sponsor Customers & Prospects	25% Discount	15% Discount	15% Discount	10% Discount	10% Discount
Access to Exhibitor Resource Center	X	X	X	X	X
Access to Event Hotel Block	X	X	X	X	X
POST CONFERENCE					
Full Contact Data from All Opt-In Scanned Attendees from Your Sponsored Breakout Sessions	X	X	X		
Full Contact Data from All Scanned Attendees at your Sponsored Booth	X	X	X	X	X
Official Conference Recap and Social Media Report within 30 Days Post Event	X	X	X	X	X

*Determined by LiveWorx Team

PREMIUM ENHANCEMENTS

Explore the finest custom opportunities to drive traffic, maximize engagement and get exceptional results. Ask about pricing and availability!
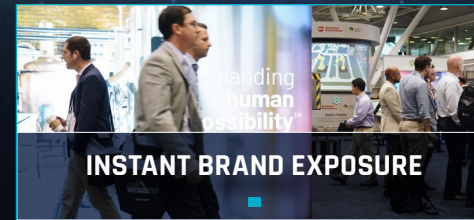
SPECIAL EVENTS AND NETWORKING	CONTENT & ENGAGEMENT	INSTANT BRAND EXPOSURE
Breakfast / Lunch	15 Min IgniteTalx	WiFi
PM Breaks		BCEC Digital Signage
Mix @ 6 Event		Banner, Wrap and Cling Ads
Welcome Reception		
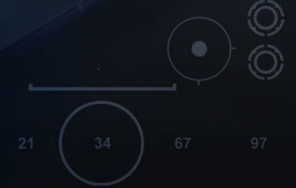
ptc
LIVEWORX 23
A NEW ERA IN PRODUCT LIFECYCLE INNOVATION

RESERVE YOUR SPONSORSHIP TODAY!

We look forward to developing a unique package that fits your objectives.

CONTACT US

sponsorships@liveworx.com

STAY CONNECTED
LiveWorx.com

LET'S GET SOCIAL
#LiveWorx
@LiveWorx

JANUARY 14TH
EXHIBIT SELECTION BEGINS

APRIL 14TH
EXHIBIT SIGNGAGE & GRAPHICS DUE

APRIL 18TH
CONTENT PRESENTATIONS DUE