

Captive/eight was founded with a mission to bring real value into business relationships, maximizing efficiency of time and profitability, via the path of least resistance.

Blending the right sponsors with the right executives and companies is as much art as it is science, and the goal is not just to create new business and opportunities, but to create mutually beneficial relationships lasting far beyond our events.

Our extensive background in technology and business development, combined with an "everybody wins" philosophy, allows us to create value driven meetings that are exclusive to top companies and top service performers.

We put you face-to-face with one company at a time, and you go to them. Our events don't require booths where you hope the right decision makers stop by, and no large scale group presentations. Save valuable time and thousands of dollars from preparing for and attending trade shows, sorting through "leads" and following up with people who came by to grab some swag.

Event Data & Stats

Sponsoring Vendors

10-12



Face-to-Face Meetings

8-12



Guaranteed Follow-up Request

1-3



Executive Audience

40%



■ C-LEVEL
■ DIRECTOR
■ VICE PRESIDENT

Exec to Sponsor Match

4 out of 5



Executive Network

2000+



Events Completed

130+

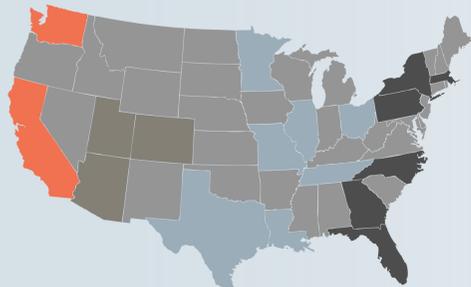


Returning Sponsors

75%



■ RETURNING



■ West Coast ■ Mountain ■ Midwest ■ East Coast

Company Breakdown

36%



■ MID-MARKET
■ ENTERPRISE

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Sponsor Benefits

- ◆ Buyers are invited from an existing network, making the meetings warmer in nature.
- ◆ We market your solutions (250 word bio and logo) to our buyers.
- ◆ Cocktail, meal, and networking segments throughout.
- ◆ Present directly and individually to qualified executives
- ◆ Secure new client relationships with marquee companies
- ◆ Gain crucial feedback on your products and services
- ◆ Network with industry executives and other suppliers
- ◆ Executive Buyers fill out evaluation forms after every 1:1 meeting.
- ◆ Captive Eight offers to conduct a Pre Event prep call, and a post event debrief call to assist in follow up strategy.
- ◆ Captive Eight will provide Contact details of all interested executive buyers
- ◆ During the event, Captive Eight facilitates meeting introduction from a submitted sponsor's wish list.
- ◆ Cocktail sponsorship available

Much of Captive/Eight's time is spent scrutinizing executive attendee profiles and the sponsors' product and service mix to ensure a successful outcome at every event.

Example Itinerary

- ◆ **5:30 p.m. - 6:20 p.m.**
Registration and Cocktail Reception
- ◆ **6:20 p.m. - 6:30 p.m.**
Opening Remarks from Brian Richards, President
- ◆ **6:30 p.m. - 8:30 p.m.**
Face-to-Face Meetings
food and drinks available throughout
- ◆ **9:00 p.m.**
After Hours - Executive-Only Peer Networking



■ MEETINGS: 8 MINUTES
■ EVENT TIME: 4 HOURS

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FAQ

- ◆ **Will the sponsors know which executives will be attending before the event takes place?**
Yes, a full list of C-level executives is updated on a weekly basis leading up to the event and is then released to the vendors prior to the event.
- ◆ **Will sponsors have access to the registration list?**
Yes, sponsors receive a full list of the executive attendees upon the conclusion of the event.
- ◆ **How do we speak to the executives during the meeting format?**
Sponsors will have an open opportunity to privately speak with each executive in attendance, including your 8-12 one-on-one meetings.
- ◆ **How many representatives from each sponsor are able to attend?**
Each sponsor may bring 1-2 representatives.
- ◆ **Will Sponsors be provided feedback from the executives?**
Each sponsor will receive results from the evaluation surveys that are completed by each executive table after every one-on-one meeting.
- ◆ **What verticals are being represented by the companies attending?**
All verticals are represented, but some verticals will have more in attendance, depending on the region.
- ◆ **What size companies are attending?**
Depending on the region, you will have enterprise and mid-market present.
- ◆ **Who are the other sponsors attending?**
Sponsor names are protected until the Agenda is sent out prior to the event, however, we never saturate any category. We provide a list of sponsors in our network, please inquire.
- ◆ **How many sponsors attend?**
Typically, 10-12.
- ◆ **What happens if an executive doesn't want to meet with me?**
We have never had an executive refuse a meeting.
- ◆ **What happens if we rep don't want to meet an executive?**
You just tell your onsite rep and you can skip the meeting.
- ◆ **How many total executive buyer companies will be at the event?**
Depending on the region, it varies, however we guarantee 8-12 meetings.

Contact Us

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