March 12-15, 2023 | Raleigh Convention Center, Raleigh, NC

**Illuminate 2023**

Join us in Raleigh, NC for over four days of celebrating clients and colleagues!

**Why Sponsor?**

- Harness the power of in-person connection
- Engage in the Brightly community
- Develop key relationships
- Reconnect with the industry
- Gain priceless exposure
- Drive sales

**Previous sponsors:**

- Alpha
- Bureau Veritas
- IWC Innovations
- Spatial DNA
- Woolpert
- WithersRavenel
You will be inspired, challenged, and celebrated at Illuminate!

Illuminate brings together thousands of operations leaders from across the globe as they learn from each other and gain knowledge and advice from experts and partner organizations.

The four-day conference is packed full of professional development sessions, thought leadership discussions, product training and networking events.

Who attends?

- Efficiency makers
- Maintenance masters
- Safety providers
- Operational & planning visionaries

This includes:

- Operations leaders
- Facility directors and managers
- Plant managers
- Building officials
- Engineers
- and more!

Illuminate by the numbers:

- 800+ attendees
- 100+ sessions
- 700+ accounts
- 4 verticals

Attendees by Industry

- Live Event, 2019
  - Education: 51%
  - Manufacturing: 5%
  - Healthcare: 15%
  - Government: 19%
  - Other: 4%

- Virtual Events, 2020-2022
  - Education: 39%
  - Healthcare: 20%
  - Government: 25%
  - Other: 2%

Curriculum

- Product training & Management: 50%
- Industry knowledge & practical advice: 40%
- Keynote & Partner-led: 10%
<table>
<thead>
<tr>
<th>Benefits</th>
<th>Beam</th>
<th>Spotlight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booth (10x10 with pipe and drape, table, and 2 chairs)</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Attendee List (with contact information)</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social media post (LinkedIn, Facebook, Instagram)</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Website / logo placement</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Mobile app promo (logo, push notification &amp; gamification)</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Onsite signage (pop up and directional)</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Conference registration</td>
<td>5 booth attendees, 5 passes</td>
<td>5 booth attendees, 10 passes</td>
</tr>
<tr>
<td>Swag bag (800 pieces in welcome bags)</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Lead retrieval (online application access)</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Meeting room (near exhibit hall - includes table, chairs and AV)</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Speaker session (45 minutes)</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Speaker session promo (social, email)</td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Glow-Up (à la carte)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ground decal (5) — $1,000</td>
</tr>
<tr>
<td>Beverage station (10) — $1,000</td>
</tr>
<tr>
<td>Charging station (10) — $2,000</td>
</tr>
<tr>
<td>Photo booth (1) — $5,000</td>
</tr>
</tbody>
</table>
# Event Schedule

<table>
<thead>
<tr>
<th>Day</th>
<th>March Date</th>
<th>Schedule</th>
</tr>
</thead>
</table>
| **Sunday** | 12         | → 1PM: Registration  
                       → 4PM: Keynote & Kickoff at Red Hat Ampitheatre                        |
| **Monday** | 13         | → 9AM - 5PM: Learning Labs, Professional Development & Training Sessions  
                       → 5PM: Networking Reception                                               |
| **Tuesday**| 14         | → 9AM - 5PM: Learning Labs, Professional Development & Training Sessions  
                       → 7 - 10PM: Client Appreciation Party                                    |
| **Wednesday** | 15      | → 9AM - 12PM: Professional Development & Training Sessions and Facility Tours  
                       → 11:30AM - 1PM: Partner Day                                              |

# Sponsor Schedule

<table>
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<tr>
<th>Day</th>
<th>March Date</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sunday</strong></td>
<td>12</td>
<td>Load-in: 2 - 5PM</td>
</tr>
</tbody>
</table>
| **Monday** | 13         | Exhibit Hall hours: 8 - 10AM  
                       11:30AM - 1PM  
                       3-6 PM                                                   |
| **Tuesday**| 14         | Exhibit Hall hours: 8 - 10AM  
                       11:30AM - 1PM  
                       3-6 PM                                                   |
| **Wednesday** | 15      | Load-out: 8 - 11AM                                                       |

**Let’s talk sponsorship!**

Amanda Fletcher, Senior Event Manager  
[amanda.fletcher@brightlysoftware.com](mailto:amanda.fletcher@brightlysoftware.com)

Georgia Ferretti, Director of Partnerships  
[georgia.ferretti@brightlysoftware.com](mailto:georgia.ferretti@brightlysoftware.com)