

ENGAGE[®]

BOSTON 2025

Sponsorship prospectus

May 28 - May 29, 2025
Omni Boston Hotel at the Seaport

Each year, Engage Boston highlights thought leadership, emerging trends, strategic insights, and the technologies driving growth for staffing firms worldwide. As a Bullhorn Marketplace partner, you'll have a unique opportunity to showcase your Bullhorn integration or services through live demonstrations, branding, and exclusive networking with industry leaders and innovators.

Engage Boston will take place on **Wednesday, May 28, and Thursday, May 29, 2025**, at the [Omni Boston Hotel at the Seaport](#). This new venue presents incredible opportunities to ignite fresh ideas and create new experiences, and we couldn't be more ready for it! Here are a few highlights you can look forward to:

- **Exquisite exhibit space:** Centrally located on the main conference floor, the exhibit hall is set in a bright, open foyer with natural light and stunning Seaport views, offering the perfect backdrop to showcase your brand.
- **Enhanced sponsorship add-on opportunities:** The new space allows for increased networking, expanded content-sharing opportunities, and enhanced branding options for our partners.

The following pages provide details on all exhibitor and sponsorship options. We encourage you to review the information and direct all questions to engagesponsors@bullhorn.com.

Engage presents the ideal platform to demonstrate your commitment to the staffing industry and your strong alignment with Bullhorn. It's also the perfect opportunity to connect with key technology decision-makers in our field. We truly appreciate your support!

Note: The deadline for all sponsorship contract signatures is February 14, 2025. Please work with your Partner Manager to finalize your package.

The Bullhorn Alliances team
engagesponsors@bullhorn.com

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Event information

Event dates: Wednesday, May 28 - Thursday, May 29, 2025

Event venue: The Omni Boston Hotel at the Seaport
450 Summer Street, Boston, MA 02210

Agenda at-a-glance

(FINAL SCHEDULE STILL TO BE CONFIRMED. ALL TIMES SUBJECT TO CHANGE)

Tuesday, May 27

- Partner networking reception for early arrivals (early evening)

Wednesday, May 28

- 10:00 AM: Exhibit hall and registration open
- 1:30 PM: Half-day programming begins, including Bullhorn keynote sessions
- Opening reception

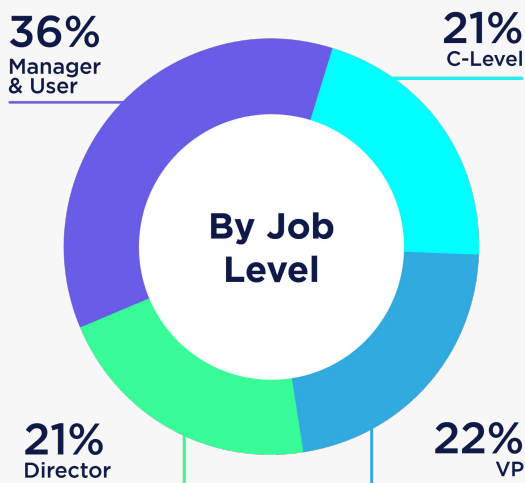
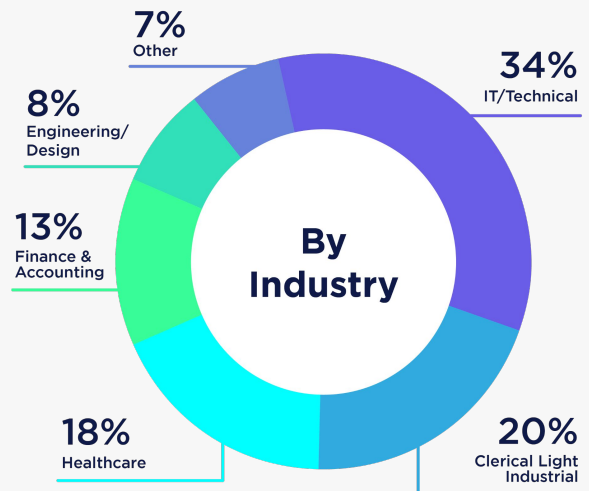
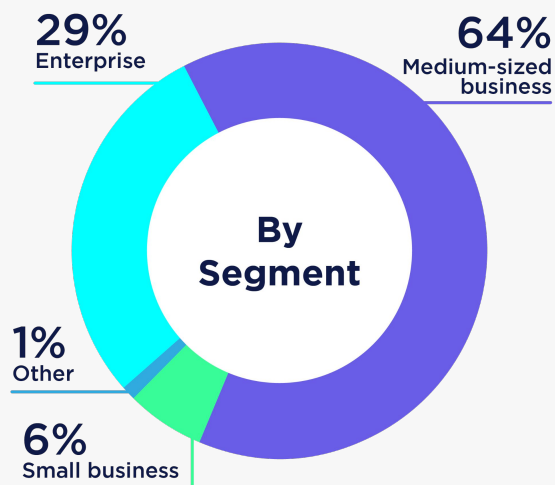
Thursday, May 29

- Full day of programming, meals, and networking
- External closing keynote
- Closing party

Note: Exhibitors should expect heavy traffic during designated networking breaks, meals, and the welcome reception and low traffic while sessions are taking place.

Attendance demographics

At Engage, recruitment leaders and practitioners unite for exclusive industry insights and hands-on Bullhorn product training. With over **1,000 attendees**, Engage offers the ideal environment to forge new connections and learn from the brightest minds in the field. While expansive in scope, the event retains an intimate atmosphere, allowing you to reconnect with some of your favorite staffing industry peers.



Sponsorship tiers

<i>Inclusions</i>	Diamond Limited to 2	Platinum Limited to 6	Gold Limited to 15	Silver Limited to 25	Bronze Limited to services partners
2025 pricing	\$50,000	\$36,000	\$26,000	\$16,000	\$6,000
Staff registration	8	6	4	2	2
Exhibit booth	8' x 8' Premier expo floor location	8' x 8'	6' x 6'	4' x 4'	N/A
Private meeting room	✓	Option to purchase	Option to purchase		
Registration list <i>(for attendees who opt-in)</i>	✓	✓	✓	✓	✓
Networking opportunities	✓	✓	✓	✓	✓
Admission to program sessions	✓	✓	✓	✓	✓
Branding on Engage website	✓	✓	✓	✓	✓
Branding on Engage app	✓	✓	✓	✓	✓
Ability to purchase tech stack speed pitch	✓	✓	✓		
Ability to purchase segment round tables	✓	✓	✓		
Add-on item or event	Option to purchase	Option to purchase	Option to purchase	Option to purchase	Option to purchase <i>(limit to 2)</i>

Additional sponsorship opportunities

Closing party sponsor | \$30,000

Limited to 1 sponsor

As the exclusive sponsor of this highly anticipated evening, you'll have the opportunity to leave a lasting impression on all attendees while amplifying your company's presence.

Sponsor benefits:

- Your company logo will be featured on event giveaways and signage (dependent on venue)
- Your brand will receive prominent placement on both the conference website and the conference app, ensuring maximum visibility

~~Professional headshot booth | \$15,000~~ - **SOLD OUT**

~~Limited to 1 sponsor~~

~~As the exclusive headshot booth sponsor, you'll provide attendees with a memorable three-minute interactive experience through a professional headshot booth, leaving a lasting impression. With unlimited retakes, posing tips, and editing tools, attendees will receive valuable high-quality headshots instantly delivered to their devices in a customized email, including your logo, that they'll remember long after the event.~~

Chill & Charge Lounge sponsor | \$15,000

Limited to 1 sponsor

Host a 'Chill & Charge Lounge' in a central, high-traffic area on the main conference floor at the Omni. This exclusive sponsorship offers a space for attendees to relax, recharge, catch up on emails, or make quick calls, providing excellent visibility and opportunities for informal networking.

Sponsor benefits:

- Showcase your brand with signage featuring your company logo
- Bullhorn will provide lounge furniture (additional upgrades available for an extra charge)

Additional sponsorship opportunities



~~Sponsored session | \$15,000 - SOLD OUT~~

~~(exclusive to Diamond, Platinum, Gold sponsors)~~

~~Limited to 2 sponsors~~

~~Take the spotlight and share your expertise with attendees through a sponsored speaking session! This exciting new opportunity lets you co-present with a client, in a 40-45 minute session during day two of the conference. (Session details, including date, time, topic, speakers, and format will be coordinated and approved by the Bullhorn team.)~~



Sponsor hosted private luncheon | \$12,500

(exclusive to Diamond, Platinum, Gold sponsors)

Limited to 5 sponsors

We're thrilled to reintroduce our popular private luncheon sponsorship for this year's event! As a sponsor, you'll facilitate engaging discussions on the industry's most pressing topics with a small, curated group of attendees. This format fosters meaningful conversations and knowledge-sharing in an intimate, collaborative setting, perfect for building connections without the pressure of a sales presentation.

Sponsor benefits:

- Prominent onsite signage to showcase your brand and boost visibility
- A dedicated registration page provided by Bullhorn, along with an updated RSVP list for your luncheon

~~Attendee lanyards | \$10,000 - SOLD OUT~~

~~Limited to 1 sponsor~~

~~As the exclusive sponsor of the conference lanyards, your logo will be prominently featured on every attendee's lanyard, providing unmatched visibility and continuous brand exposure throughout the event.~~

Branded hotel key cards | \$10,000

Limited to 1 sponsor

Put your brand front and center by exclusively sponsoring the hotel key cards at the Omni, ensuring attendees carry your message with them throughout their stay.



Additional sponsorship opportunities

Bullhorn hosted luncheon sponsor | \$10,000

(exclusive to Diamond, Platinum, Gold sponsors)

Limited to 3 sponsors

Position your brand at the center of a pre-conference Bullhorn facilitated, one-hour roundtable luncheon tailored to a highly targeted audience, hosted in a designated meeting room at the Omni.

Sponsor benefits:

- Two seats at the luncheon for your representatives
- Receive the opt-in attendee list with contact information, provided post-event
- Prominent onsite signage featuring your brand to elevate visibility
- The opportunity to provide a sponsor-supplied gift to attendees during the luncheon, further enhancing your brand experience

Welcome reception sponsor | \$10,000

Limited to 1 sponsor

As the exclusive sponsor of the welcome reception on Wednesday, May 28, your brand will help us kick off the event with a vibrant two-hour networking function. Attendees will enjoy an open bar, delicious hors d'oeuvres, and the chance to connect with industry peers in a relaxed, social atmosphere.

Sponsor benefits:

- Prominent placement of your brand on the conference website and app, ensuring maximum visibility
- A branded step-and-repeat banner featuring your logo, provided by Bullhorn
- Opportunity to supply custom cocktail stirrers, napkins, etc. (subject to Bullhorn approval)



~~Tech stack speed pitch | \$7,500 - SOLD OUT~~

~~*(exclusive to Diamond, Platinum, Gold sponsors)*~~

~~**Limited availability**~~

~~In this highly anticipated session, a select number of partners will take the stage to give a brief pitch showcasing their unique solution in front of a broad general audience of attendees.~~

~~**Note:** Mandatory run-throughs will be scheduled to guarantee a seamless experience.~~



Additional sponsorship opportunities

Allyship networking function sponsor at Coquette (at the Omni) | \$7,500

(exclusive to Diamond, Platinum, Gold sponsors)

Limited to 2 sponsors

Join Bullhorn as we continue the conversation around empowering, mentoring, and sponsoring diversity in staffing. This exclusive meal function will take place at Coquette, an upscale restaurant located onsite at the Omni.

Sponsor benefits:

- Invite up to four team members and help identify target invitees
- Designated representatives can welcome guests, distribute welcome gifts, and/or scan attendee badges to gather contact information
- Opportunity to submit a blog post

Sponsor meeting room | \$7,500

(exclusive to Diamond, Platinum, Gold sponsors)

Limited to 6 sponsors

Enhance your sponsorship package with a dedicated meeting room for onsite meetings with Engage attendees. A basic AV setup, including a TV screen and HDMI, is provided. Catering arrangements will be the sponsor's responsibility.

~~Wi-Fi sponsor | \$7,500~~ - SOLD OUT

~~Limited to 1 sponsor~~

~~Your exclusive sponsorship will offer attendees with seamless wireless internet access throughout the conference, enhancing their experience while prominently showcasing your brand.~~

~~Sponsor benefits:~~

- ~~• Attendees will enter a custom password of your choosing~~
- ~~• Your logo and internet password will be featured in the conference app, event badges, and onsite signage~~

Additional sponsorship opportunities

Conference mobile app sponsor | \$5,000

Limited to 1 sponsor

The conference app is the primary tool for attendees to explore sessions and navigate the venue, ensuring your brand reaches a wide audience. The app is compatible with both Apple and Android devices.

Sponsor benefits:

- Your company logo will be prominently displayed on the app's landing page and throughout all major app pages
- Your company name and logo, with a clickable hyperlink to your website, will be featured on both the conference website and within the app itself

Breakfast sponsor | \$5,000

Limited to 1 sponsor

Kickstart day two by exclusively sponsoring the breakfast, providing attendees with an energized and positive start to their day. Branded signage will be prominently displayed throughout the dining area, along with a QR code linking directly to your preferred website.

Sponsor benefits:

- Brand recognition on the event website, mobile app, and onsite signage
- Opportunity to distribute your branded giveaways and/or literature during the breakfast to further promote your company

Break sponsor | \$3,500

Limited to 3 sponsors

Boost your brand's visibility by sponsoring one of the refreshment breaks.

Sponsor benefits:

- Brand recognition on the event website, mobile app, and onsite signage
- Opportunity to provide branded napkins and cups to further promote your company

Additional sponsorship opportunities



Sponsored session introduction | \$3,000

Limited to 4 sponsors

Maximize your brand's visibility by sponsoring two of our highly rated content sessions. An executive from your organization will have the opportunity to introduce the theme and speaker(s) of your selected session (subject to Bullhorn approval).

Sponsor benefits:

- Two minute introduction of two breakout sessions
- Brand recognition on the event website, mobile app, and onsite signage

Additional passes | \$3,000

Limited availability

Diamond, Platinum, Gold and Silver sponsors are invited to purchase **up to two** additional passes to attend Engage at a vendor rate. Please confirm availability with your Partner Manager.

~~**Pre-conference email blast | \$2,500**~~ - **SOLD OUT**

~~**Limited to 5 sponsors**~~

~~Maximize your exposure before the event by sending a targeted email to attendees who have opted in to receive sponsor communications. You'll provide a subject line, message copy, logo, and preferred send date. Pending approval, Bullhorn will handle the email deployment on your behalf.~~

Bullhorn Marketplace site advertisement | \$2,500

Limited to 5 sponsors

Maximize your visibility with a premium featured placement on the Bullhorn Marketplace site during the high-traffic months surrounding Engage.

Mobile app push notifications | \$2,000

Limited to 5 sponsors

Reinforce your brand, drive traffic to your booth, or showcase new products with a mobile app push notification. You can include a link in your notification to direct traffic to the landing page of your choice.



Exhibiting details

Exhibiting sponsor benefits

Turnkey stand features

- Bullhorn will provide and design a turnkey stand branded with your logo
- Bullhorn will provide a monitor, power and Wi-Fi
- Bullhorn will provide furniture including two stools for all exhibiting sponsors, as well as a high top table for Gold, Platinum, and Diamond sponsors
- Sponsors *may* bring:
 - Literature
 - Table-top signage
 - Swag
- Sponsors *may not* bring:
 - Additional banners, displays
 - Personal furnishings

Exhibitor floor plan

We have taken into consideration audience flow, additional events, and sponsorship goals.

- The floor plan will be finalized and shared in March 2025
- Booth selection will be available in waves determined by total package value and contract signature date
- More details will be provided during our sponsorship webinar on February 26, 2025