

PARTNERSHIP OPPORTUNITIES

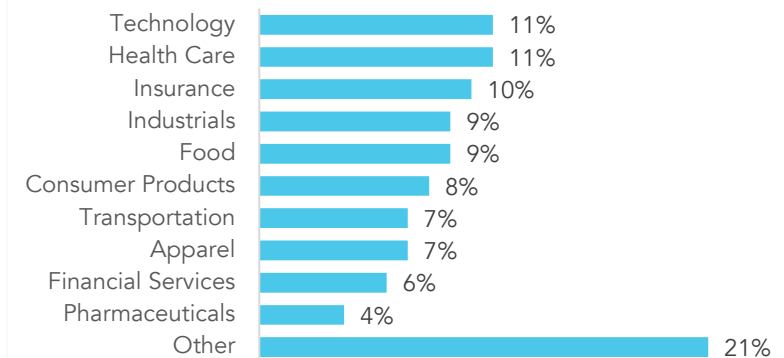
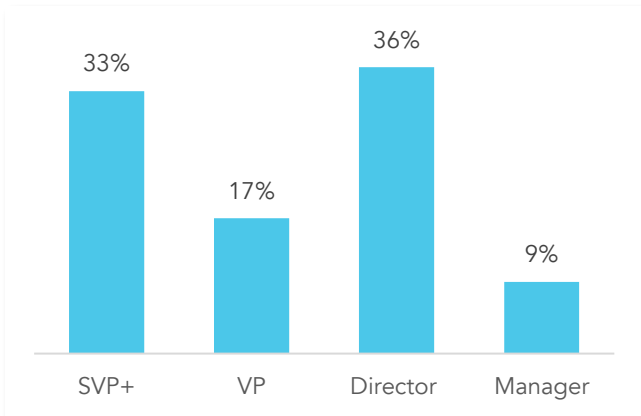
WHY – Generate quality leads, stay on top of industry dynamics, be top of mind when senior leaders are ready to buy

WHAT – World’s largest community of innovation, strategy, emerging technology, design, and R&D professionals

Sample Companies: AARP, Aetna, AstraZeneca, BAE Systems, Bayer, Bose, Chick-fil-A, DuPont, Exxon Mobil, Fidelity, Goodyear, HP, Kimberly-Clark, Liberty Mutual, Medtronic, NRG, Otis Elevator, PepsiCo, Ralph Lauren, SAIC, Shell, SVB, Takeda, UnitedHealth, Verizon, Yum Brands

Sample Titles: Chief Innovation Officer; Chief Information Officer; Chief Digital Officer; SVP, Innovation & Product Development; SVP, Head of Product Innovation; SVP, Corporate R&D; VP, Strategy, Analytics & Transformation; VP, Design & Innovation; Director of Emerging Technology

InnoLead Event Participants (2021 - 2022)



HOW – Expansive opportunities to reach community directly and at scale

MEMBER COMMUNICATIONS



Newsletters, social shares reaching 30K+ corporate innovation community

THOUGHT LEADERSHIP



Biannual Pointers e-book sharing partner perspectives, case studies

RESEARCH REPORTS



Quarterly data, analysis and interview-centric deep-dives into top topics

LIVE CALLS & WEBCASTS



Regular partner-led webcasts drawing engaged leaders; recorded and posted for replay

IN-PERSON & VIRTUAL EVENTS



Biannual conference, Field Studies, and roundtable discussions reaching hundreds of leaders

GROWTH INITIATIVES



New products and services, such as buying guides, to help corporations connect with solution providers

SLACK COMMUNITY



Forum with 500+ participants for sharing content, asking and answering questions

“COMMUNITY PULSE” BRIEFINGS



InnoLead leadership sharing insights from community as well as strategic and tactical business development guidance for partners