



# Sponsorship Prospectus

May 4-7, Gaylord Opryland  
Nashville, TN

| 2025

# Contents



3	Gaylord Opryland, Nashville, TN	10	Sponsorship Levels Overview
4	We Heard You!	11	Sponsorship Packages
5	Why Sponsor ICON 2025?	12-15	A La Carte Sponsorship Opportunities
6	What sponsors are saying	16-17	ICON EMEA Package Add On Opportunities
7	ICON 2024 By The Numbers	18	Sponsorship Timeline & Key Dates
8	Attendees & Demographics	19	Session Information
9	ICON 2025 At-A Glance	20	Key Contacts

# ICON 2025

Gaylord Opryland , Nashville, TN

ICON 2025 | May 4-7th, 2025

The Gaylord Opryland will be the host hotel for ICON 2025, to include:

- Registration
- General Sessions
- Innovation Experience
- Breakout Sessions
- User Group Meetings
- Meals and networking
- Grand Celebration evening



# We Heard You!



Based on last years sponsor survey and sponsor comments here are the changes we are implementing for ICON 2025.

- More breaks will be in expo
- Most session tracks will be on the same level as expo
- Upgrading expo experiences
- Bringing in customer showcases
- Smaller overall expo hall space
- Closing expo networking break
- Partner Summit now on Day 3
- Call for Papers & Sponsorship sessions are now run separately, and any sessions accepted in CFP will include a speaker pass

# Why Sponsor ICON 2025?



As a valued member of the Blue Yonder partner ecosystem, your contributions to our shared customers' success are invaluable. We're excited to invite you to sponsor ICON 2025, our annual flagship event.

This year, we've made significant investments in our partner ecosystem to drive even greater collaboration and value. We've expanded our partner leadership team and established a dedicated partner marketing team to jointly foster best practices in co-selling and co-marketing.

**ICON 2025 offers a unique opportunity to:**

- Showcase your latest innovations: Demonstrate your company's cutting-edge solutions to a global audience of supply chain professionals.
- Network with industry leaders: Connect with key decision-makers, Blue Yonder executives, and fellow partners to build lasting relationships.
- Generate new business: Increase your sales pipeline and identify potential customers through targeted networking and lead generation activities.
- Enhance brand visibility: Gain exposure to a large audience of industry influencers and thought leaders.

We invite you to review our sponsorship packages and select the option that best aligns with your goals. By partnering with Blue Yonder at ICON 2025, you'll be well-positioned to capitalize on the growing momentum in the supply chain industry.

We look forward to welcoming you to ICON 2025!

Sincerely,

Webb Armentrout  
Blue Yonder, CVP & GM Global Partners

# What Sponsors are Saying About ICON 2024



*"Blue Yonder ICON provides valuable opportunities to connect with clients, prospects, and the Blue Yonder team. Our team leaves inspired by innovative ideas, and as long-time sponsors, this event remains crucial to our company's success. We look forward to continuing our involvement."*

**- Molly Culleiton, Director of Marketing, Plantensive**

*"Being part of ICON 2024 was an outstanding experience for Netlogistik. The event was perfectly organized, the high level of the conferences, and the chance to engage with industry leaders provided us with fresh insights and valuable strategic connections. We are eager to continue collaborating closely with Blue Yonder to drive the digital transformation of supply chains even further."*

**- Carlos Díaz Madero, Marketing Director, Netlogistik**

*"Blue Yonder has built a customer community of trust and innovation. By connecting with the community as a Silver-level sponsor at ICON, we found incredible value in sharing, in person, with customers our joint story of value and transformation that Shipium and Blue Yonder offer."*

**- Kris Gösser, CMO, Shipium**



# ICON's By the numbers

## ICON 2024



**1,800+**

On-site  
Attendees



**35**

User Group  
Meetings



**285+**

Customer Meetings



**60**

Sponsors



**163**

Sessions



**57**

Exhibitors



**325**

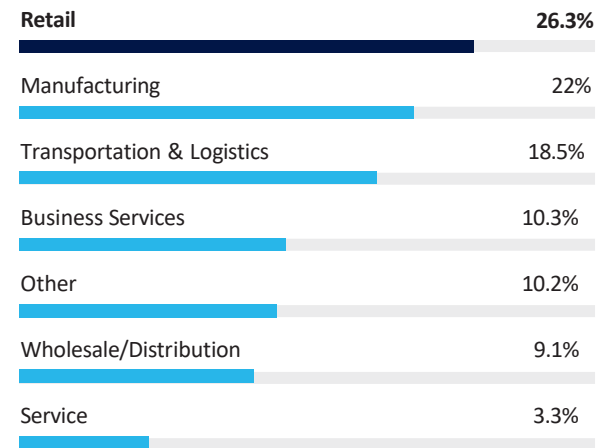
Unique  
Customer  
Accounts

# ICON 2024 Attendees & Demographics

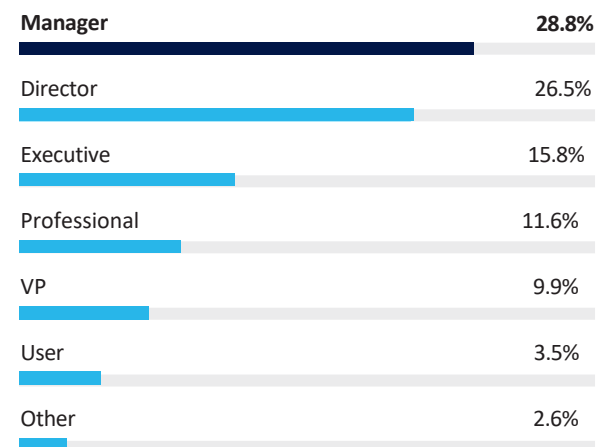


## ICON 2024 Demographics

### Industry



### Customer Contact Level





# ICON 2025 At-A-Glance



	Sunday, May 4	Monday, May 5	Tuesday, May 6	Wednesday, May 7				
7:00 am								
8:00 am	Reg Open: 8a-7p	ICONIC Awards Breakfast 7:30 - 8:30am	Breakfast 7:30 - 8:30am	Reg Open: 8:00-11am				
9:00 am		Opening General Session 9 - 10:15am	General Session 8:30 - 9:30am		User Group Breakfast 8 - 9am			
10:00 am		Networking Break 10:15 - 10:45am	Networking Break 9:30am - 10am		Partner Summit 8:30 - 12pm			
11:00 am		Sessions 10:45 - 11:45am	Sessions 10 - 11:45am			User Group Mtgs 9:15 - 12pm		
12:00 pm		User Group Lunch 12 - 12:45pm	Lunch 12:00 - 1:30pm		Lunch 12 - 1:30pm			
1:00 pm		User Group Mtgs 1 - 5pm	Sessions 1:30 - 4:15pm		Sessions 1:30 - 4pm	Women In Tech Session 2 - 3pm		
2:00 pm							Networking Break 2:15 - 2:45pm	Closing Networking Break 3:15 - 4pm
3:00 pm							Networking Reception 4 - 6:00pm	
4:00 pm	Welcome Reception in Innovation Experience 5 - 7pm	Open Night / Partner Events	Grand Celebration: Concert 6:30 - 9:30pm					
5:00 pm								
6:00 pm								
7:00 pm								
8:00 pm								

Agenda still subject to change

# ICON 2025 Sponsorship Levels



Each sponsorship opportunity is designed to showcase your brand and help you make meaningful connections that will grow your business.

**The deadline to purchase a sponsorship package is March 3, 2025. 5% Package Price Increase past March 3<sup>rd</sup>**

This year Blue Yonder is excited to be continuing our semi-custom build your own package sponsorship design! Each package will start with some base options and depending on your tier you will be able to customize and select your preferred branding or networking a la carte options for your package.

\*ICON has a \$10,000 sponsorship minimum for partners to be able to attend.

Diamond	Platinum	Gold	Silver	Bronze	A la Carte
\$250,000	\$150,000	\$75,000	\$50,000	\$25,000	See page 12 for details.
Join us as the highest level receiving premium assets, locations, and experiences to engage customers and executives.	Boost your brand visibility and sales pipeline through amazing sponsorship opportunities allowing you to showcase your offerings.	Use your valuable sponsorship to have meaningful face-to-face conversations with hundreds of potential prospects and customers.	Build new relationships and deepen existing relationships all while generating qualified leads and driving brand awareness.	Be part of the action and connect with your customers at our welcome rate.	Interested in an additional add-on?  Check out our a-la-carte opportunities available!

# ICON 2025 Base Packages

	Diamond \$250,000	Platinum \$150,000	Gold \$75,000	Silver \$50,000	Bronze \$25,000
<b>Expo &amp; Lead Generation</b>					
Complimentary Registration Passes (\$2095 value)	12	8	6	4	2
2 Complimentary client passes	✓	✓			
Unlimited \$500 discount on additional passes (\$1595)	✓	✓	✓	✓	✓
(1) Private expo meeting room	✓				
Turnkey Booth	20x20	10x20	10x10	10x10	5x5
Complimentary Lead Devices (additional available for purchase)	2	2	1	1	1
Attendee to attendee connect through the mobile app!	✓	✓	✓	✓	✓
Pre –event opted in registration list w/contact info (2 weeks out)	✓	✓			
Live attendee opt-in company/title registration dashboard starting 4 weeks out! <b>NEW!</b>	✓	✓	✓	✓	✓
Build your own package. (select the a la carte items you want to complete your package) <b>NEW!</b>	\$50,000	\$30,000	\$10,000		
<b>Thought Leadership</b>					
45-minute breakout speaking session (must include customer or Blue Yonder co-presenter)	2	1	1		
20-minute showcase theater session	1	1		1	
<b>Brand Exposure</b>					
Pre-event ‘Get to know the sponsors’ email highlight (2 weeks out)	✓	✓			
Featured video & asset under your sponsor profile on registration page & mobile app	✓	✓	✓	✓	✓
Logo displayed on sponsor wall	✓	✓	✓	✓	✓
Logo displayed on main stage before general sessions	✓	✓	✓	✓	✓
Social media post announcing your sponsorship	✓	✓			
Logo & company URL on ICON landing page	✓	✓	✓	✓	✓
15% Discount on additional a la carte purchases & ICON EMEA Add-on <b>NEW!</b>	✓	✓	✓	✓	

# A la Carte Options



Item	Category	Availability	Cost
Expo meeting room (10x10)	Expo	10	\$10,000
Expo meeting room (10x20) <b>NEW!</b>	Expo	10	\$20,000
Upgrade to 20x20 Booth <b>NEW!</b> <i>(Platinum only)</i>	Expo	5	\$45,000
Upgrade to 10x20 Booth <b>NEW!</b> <i>(Gold or Silver only)</i>	Expo	8	\$25,000
(1) 20-minute BY Live showcase theater session	Thought Leadership	10	\$10,000
Women in Technology Event (participation in panel)	Thought Leadership	2	\$50,000
Industry Forum Sponsor (participation in panel)	Thought Leadership	4	\$25,000
Celebration event VIP area for up to 6ppl	Networking	3	\$25,000
Networking Breaks Sponsor <b>NEW!</b>	Networking	1	\$10,000
Private Meeting Room* only available to Diamond & Platinum	Networking	4	\$10,000
Welcome Reception Sponsor <b>NEW!</b>	Networking	1	\$25,000
Networking Reception Cocktail Sponsor <b>NEW!</b>	Networking	1	\$15,000
Barista Station (time & location TBD, *Bronze & above)	Networking	4	\$10,000
Conference Bag (co-branded)	Branding	1	\$50,000
Water Bottle/Stations (co-branded)	Branding	1	\$50,000
Hotel Key Card	Branding	1	\$40,000

# A la Carte Options Continued



Item	Category	Availability	Cost
Rocketbook Notebook <b>NEW!</b>	Branding	1	\$60,000
Headshot Booth <b>NEW!</b>	Branding	1	\$30,000
ICON Park	Branding	1	\$30,000
Selfie Station	Branding	1	\$30,000
Wellness Lounge	Branding	1	\$30,000
Recharge Lounge/Stations	Branding	4	\$25,000
Celebration event VIP area for 4- 6ppl (first come, first serve)	Branding	3	\$25,000
Promotional Banners (Elevators, escalators, hanging signs)	Branding	4	Various
Meal Breaks (Breakfast and Lunch, logo featured at meal stations)	Branding	1	\$10,000
Conference Music Entertainment <b>NEW!</b>	Branding	2	\$10,000
Digital Branding on lounge monitors	Branding	5	\$10,000
Custom pre-event email to attendees (2-4 weeks out, Blue Yonder approved)	Branding	3	\$10,000
Hallway DJ Sponsorship <b>NEW!</b>	Branding	1	\$10,000
Barista Station (location/time TBD) - *Bronze & above	Branding	3	\$10,000
Cold Brew Coffee Station (location/time TBD) - *Bronze & above <b>NEW!</b>	Branding	2	\$10,000
Room Drop <b>NEW!</b> (sponsor supplies item with Blue Yonder approval, up to 500 rooms) *Bronze & above	Branding	3	\$5,000
Post Card Station <b>NEW!</b> *Bronze & above	Branding	1	\$5,000
Swag Sponsor (send your swag for the conference attendees, Blue Yonder approval) – *Bronze & above	Branding	5	\$5,000
Scratch off Card Swag Sponsor (you provide the winning swag options) <b>NEW!</b> *Bronze & above	Branding	1	\$5,000

# A la Carte Information



## **Branding Opportunities**

### **Escalator Branding**

Are you a bold brand with a strong message? Then sponsor the escalator for maximum exposure.

**Limit: 4 \$15,000**

### **Promotional Branding**

Don't be missed with your brand graphics on a banner around the main convention space. (locations first come, first served)

**Limit: 4 \$Various**

### **Digital Branding**

Feature your own short video (no sound) on a loop on the digital conference lounge screens.

**Limit: 10 \$10,000**

### **Grand Celebration Sponsor**

Be remembered for sponsoring the most memorable night at ICON! You'll introduce the talent, receive 2 VIP meet and greet passes and get a reserved section for up to 10 guests in the celebration VIP area.

**Limit: 1 \$70,000**

### **Rocketbook Notebook *NEW!***

Put your brand's logo on the conference merch everyone will use again and again. This year we're partnering with Rocketbook, a reusable notebook that connects with your favorite cloud services to level up your organizational skills. (co-branded with Blue Yonder)

**Limit: 1 \$60,000**

### **Women in Technology Event**

Showcase your executive in our panel of women leaders for one of the highest-rated sessions at ICON!

(location/time TBD)

**Limit: 2 \$50,000**

### **Conference Bag Sponsor**

Get carried away with this sponsorship because attendees will carry a reusable conference bag co-branded with your company logo and the conference logo.

**Limit: 1 \$50,000**

### **Water Bottle Sponsor**

Be the face of sustainability at ICON! See your brand, along with the conference logo, on every reusable water bottle and at every water refill station.

**Limit: 1 \$50,000**

### **Hotel Key Card Sponsor**

As the hotel key card sponsor, you'll be the brand everyone sees each time they open their hotel room door.

**Limit: 1 \$40,000**

### **Head Shot Zone Sponsor**

Be the sponsor for the exhibit attendees are sure to line up for — the popular Head Shot Zone in the Innovation Experience! Your company logo will be displayed throughout the zone and included in each photo distribution email.

<https://irisbooth.com/event-rentals/>

**Limit: 1 \$30,000**

### **Selfie Wall Station Sponsor**

When you sponsor the Selfie Wall Station in the Innovation Experience, you'll have your company logo displayed at the station, on the selfie backdrop, and on the digital photos shared across social media.

**Limit: 1 \$30,000**

### **Industry Forum Sponsor**

Sponsor one of our four industry forums to participate in the industry panel and receive all session scans. Please see your alliance team member for more information.

**Limit: 4 \$25,000**

### **Wellness Lounge Sponsor**

Does your brand align with health and wellness? Then sponsor the Wellness Lounge in the Innovation Experience and be the reason attendees have space to relax during a busy conference. Your logo will be prominently displayed.

**Limit: 2 \$30,000**

### **Celebration Event VIP Area**

Want to be a VIP at the grand celebration? Now you can buy access for up to 6 guests to have at your own reserved table at the concert venue.

(Locations are first come, first served)

**Limit: 3 \$25,000**

### **Recharge Lounge Sponsor**

Your brand can deck out the Recharge Lounge by providing attendees with comfy lounge seating and charging stations for all their devices. Your logo will be displayed prominently.

(Location TBD in the Innovation Experience or near conference areas)

**Limit: 4 \$25,000**

### **ICON Park Sponsor**

Proudly display your sponsorship at ICON Park, a space to unwind with yard games, Adirondack chairs, park seating, and more. Your branding will be featured on the park walls.

**Limit: 1 \$25,000**

### **Theater Session Sponsor**

Showcase your company with a 20-minute theater session scheduled during peak traffic hours in the Innovation Experience. Session will be included in the Agenda Builder. (Content to be approved by Blue Yonder)

**Limit: 10 \$10,000**

# A la Carte Information



## Networking Reception Cocktail Sponsor

Sponsor the Day 2 Networking Reception and have a featured cocktail named after your company.

**Limit: 1 \$15,000**

## Conference Music Entertainment Sponsor

Embody the Nashville spirit and sponsor one of the local music stations around the conference. (Location, date & time TBD)

**Limit: 2 \$10,000**

## Hallway DJ Sponsor

The hallway DJ will get the conference kicked off right! With this sponsorship, the DJ will regularly announce your company during registration, and you can provide branded merch for attendees. (swag to be provided by sponsor)

**Limit: 1 \$15,000**

## Custom Pre-Event Email

Partner with Blue Yonder to send a targeted email to the registered audience of your choice. You'll create the branded and designed email, and we'll send it out 2-4 weeks prior to the conference.

**Limit: 3 \$10,000**

## Options only available to Package Level Sponsors

### Upgrade Your Expo Booth **NEW!**

Opportunity to upgrade the size of your expo booth in the innovation experience for a larger presence!

**\$45,000 Upgrade to 20x20 (platinum only)**

**\$25,000 Upgrade to 10x20 (gold or silver only)**

### Barista Station Sponsor

Opportunity to host a coffee barista station at your booth during networking hours in the Innovation Experience. (Date/Time TBD, up to 2 hours)

**Limit: 3 \$10,000**

### Cold Brew Coffee Station Sponsor **NEW!**

Opportunity to host a cold brew coffee station at your booth during networking hours in the Innovation Experience. (Date/Time TBD, up to 2 hours)

**Limit: 2 \$10,000**

### Scratch-Off Card Swag Sponsor **NEW!**

Blue Yonder will provide attendees with a scratch-off card to drive traffic to your booth and win whatever swag item you supply. (Sponsor to provide item approved by Blue Yonder).

**Limit: 1 \$5,000**

### Post Card Station Sponsor **NEW!**

Everyone loves sending a small note home when they travel! Sponsor the post card station and have your branding featured throughout the station.

**Limit: 1 \$5,000**

### Room Drop **NEW!**

Want to send your item direct to your targeted audience's room? We will work with you to send 1 item to up to 500 rooms on the conference night of your choosing.

**Limit: 3 \$5,000**

# Sponsorship Timeline & Key Dates



\*Subject to change



# Session Information



**Theater sessions** are 20min in the expo theater and up to the sponsor on what they would like to feature or showcase. We suggest a case study or demo to drive a broader audience.

**For breakout sessions** we are looking for breakout speakers to showcase their customer success story. Speaking at ICON is a great way to connect with peers in the industry, while delivering a message that makes an impact.

[Have a story you'd like to share? Here's what we are looking for:](#)

Story must include one of the following:

Customer success story (customer to showcase tangible benefits of implementing Blue Yonder solution(s). Strong preference for customers who deployed one of our Industry Solution products, a native SaaS solution or a solution in the cloud.

- Customer journey to SaaS story (customer that either deployed as SaaS or moved to SaaS).
- Must include a customer co-presenter or a co-presenter from Blue Yonder
- Abstracts will automatically be rejected if it does not fit the criteria listed above.
- Breakout sessions are included in the Diamond, Platinum and Gold sponsorship packages.

**Abstracts should be submitted in the Call for Speakers portal by March 1.**

- Sponsors co-presenting in a breakout session with a customer will receive one conference pass for your customer co-presenter. The sponsor speaker will utilize one of the complimentary registration passes or will be required to purchase an additional registration pass.
- **Final PowerPoint presentations will be due no later than April 4, 2025.**

## Call For Speakers vs Purchased Sponsorship Package Sessions

### Attention Blue Yonder Partners: Partner Submission Rules & Guidelines

- If you are Blue Yonder partner, we encourage you to submit a proposal showcasing a Blue Yonder customer and their success story in our open call for speakers. Any accepted sessions will include a speaker pass for your primary speaker and customer. (only 1 pass per company)
- If you are submitting a breakout session or theatre based upon your sponsorship package, please submit it in the Exhibitor Portal and not via Call for Speakers.
- **ALL** Breakout sessions submitted in call for speakers or part of your sponsorship package must still include a Blue Yonder customer or a Blue Yonder associate in the session. Please work with the customer to confirm their participation PRIOR to submission and include them as a speaker.

# Contact Us



Please contact us for more information about sponsorship opportunities or to begin the sign-up process.

## **Sponsorship Inquiries**

[icon.sponsors@blueyonder.com](mailto:icon.sponsors@blueyonder.com) or your Alliance Partner Marketing Manager at [partner.marketing@blueyonder.com](mailto:partner.marketing@blueyonder.com)

## **Breakout Speaking Inquiries**

**Wayland Fox**

[icon.presenters@blueyonder.com](mailto:icon.presenters@blueyonder.com)

# ICON 2024 Booth Designs

All green is graphic space

**Diamond (20x20)**



**Platinum (10x20)**



**Gold (10x10)**



**Example from 2024**

**Silver (10x10)**  
(4 sided)



**Bronze (5x5)**  
(2 sided)



**Emerging (2 Sided)**

