

HOW YOUR ARGYLE EXECUTIVE FORUM SPONSORSHIP WORKS



1 KICK-OFF CALL

Walk through campaign deliverables and deadlines with your Argyle Team within 7 days of contract signature. Review information related to tips, best practices, and ROI maximization



2 CRC & RLP

Receive your access to the Client Resource Center & Registration List Portal. These tools offer 24/7/365 access to key attendee and sponsorship logistical information for clients



3 MARKETING & BRANDING

Submit your marketing materials via the CRC to maximize exposure for your organization



5 EVENT BEST PRACTICES & PREP CALL

With the Argyle Team to ensure your team is ready



4 IDENTIFY & REGISTER YOUR EVENT ATTENDEES

Using the CRC and distribute briefing documents to your team provided by Argyle



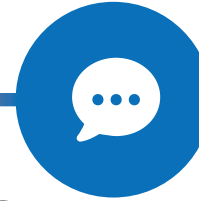
6 YOUR ARGYLE EVENT

Your Argyle team is onsite to help maximize your experience



7 POST EVENT REPORTING

Your Post Event Brief sent within 2 business days



8 EVENT FEEDBACK & CALIBRATION

Review your overall experience with Argyle and take advantage of all post event and ongoing support tools

ONGOING SUPPORT



Track your key accounts 365 days a year with Argyle Alerts.



Identify sales triggers on target accounts through Argyle Journal's library of market intelligence.



Promote your own events and special offers to Argyle's membership.



Participate in exclusive learning & development opportunities