



GET READY FOR
SUBSUMMIT 2027

NASHVILLE

JUNE 21-23



1,500+ ATTENDEES



Nordic Naturals
The Weather Channel
Academia
Transparent Labs
AutoParts.com
Mediterra
Times-Journal
Torani
Vetnique
Washington Examiner
Plate Crate
Partners Coffee Roasters
Mindful Souls
Raddish
Text in Church
Wideteer
History by Mail
Toucan
Ugly Sleep Club
My Volleyball Box
Plough
Nature's Wild Berry

LOLA
Bangor Daily News
Flamingo Estates
The Epoch Times
Happy Wax
Hooked on Phonics
Instant Hydration
I'm The Chef Too
Shop LC
Snaq.me
Click n Read
Cooper's Hawk
Bubble Universe
A Bar Above
Accent Advisor
DYLN
Mountain Gazette
Raising the Bar
Atmosfy
Devine Canine
Love Me Gluten Free
Courtside Market

45%

BUDGET OWNERS &
FINAL DECISION MAKER

27%

INFLUENCERS OF
BUYING DECISIONS

18%

TEAM THAT MAKES
BUYING DECISIONS

WHO'S IN THE ROOM

Chief Executive Officer
Chief Strategy Officer
Chief Operating Officer
Chief Subscription Officer
Chief Marketing Officer
VP, Digital
VP of Marketing
VP of Digital Excellence & PMO
VP, Growth
eCommerce Director
Director of Product
Director of Lifecycle Marketing
Director of Subscription Growth
Director of Customer Service
Director, Paid Media
General Manager
Head of Retention
Head of Operations & Experience

2027 PARTNERSHIPS

HOSTED MEETINGS

1-on-1, double opt-in quality meetings with qualified leads! You only pay for the meetings we can schedule

EXHIBIT SPACE

Be at the heart of the largest expo hall in DTC and showcase your services to 1,000+ prospects

HOSTED DINNERS

A more intimate setting to get business done with 15+ high-quality prospects who want to connect

INDUSTRY ROUNDTABLES

Moderate DTC peer-group discussions across various topics you're an expert in

THOUGHT LEADERSHIP

Showcase your knowledge and boost your credibility by hosting your very own session or workshop

OFFSITE EXPERIENCES

Take over the city of Nashville with a select group of DTC execs and an immersive experience planned & curated by our team

ONSITE BRANDING

All eyes on you, all conference long. Enhance your visibility and be at the top of everyone's mind

DIGITAL BRANDING

Engage with attendees pre-event with strategic language that will make them want to connect with you

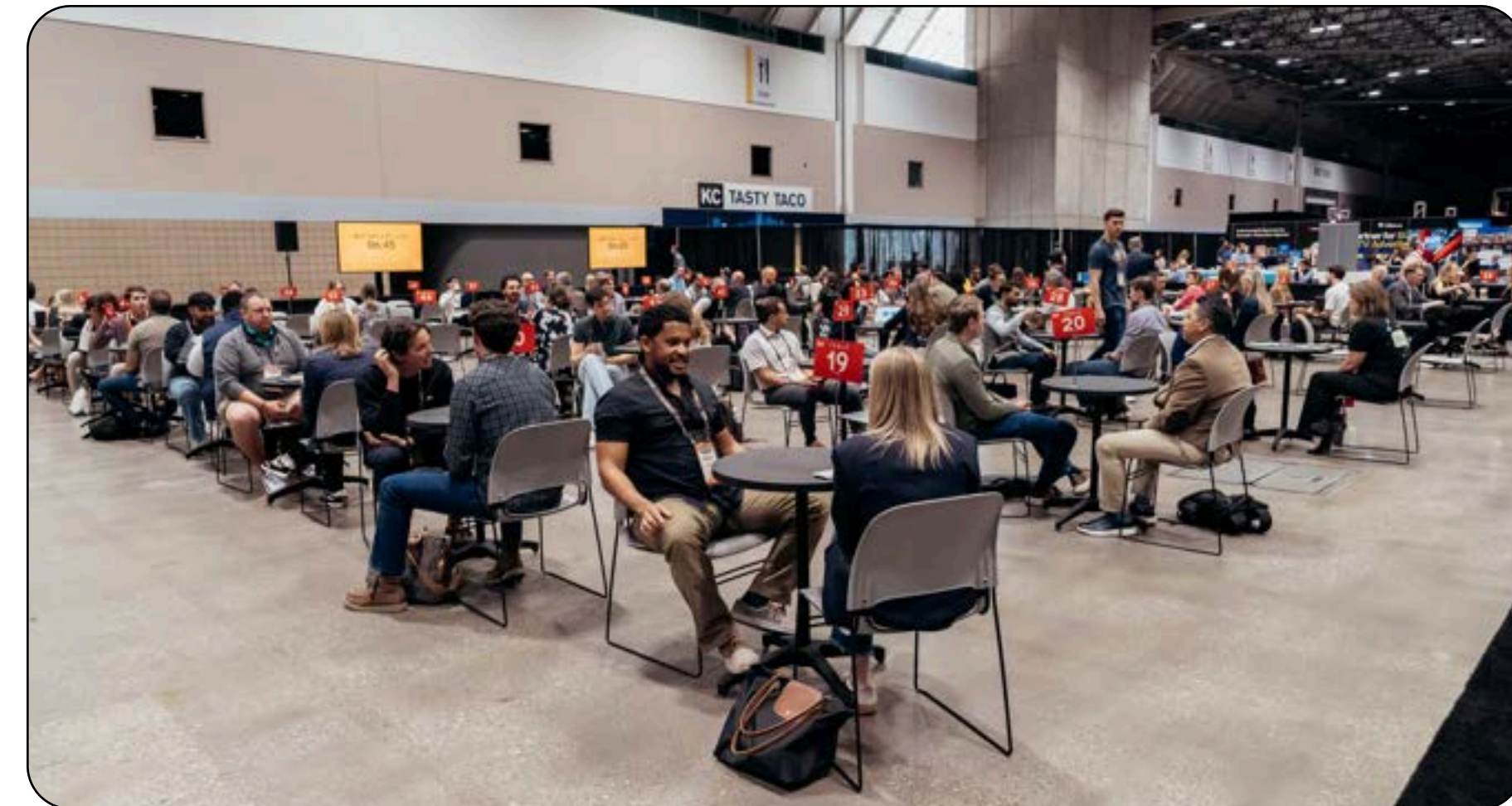
SUBSUMMIT

HOSTED MEETINGS

PACKAGE OPTIONS

TICKETS NOT INCLUDED

Entry Level	Meetings 10	Price \$9,500
Standard 1	Meetings 20	Price \$19,000
Standard 2	Meetings 30	Price \$28,500
Standard 3	Meetings 50	Price \$47,500



EXHIBITING OPPORTUNITIES

SPACE ONLY - LIMITED AVAILABILITY

20X30

Includes
8 Tickets

Cost
\$60,500

20X20

Includes
6 Tickets

Cost
\$44,000

20X10

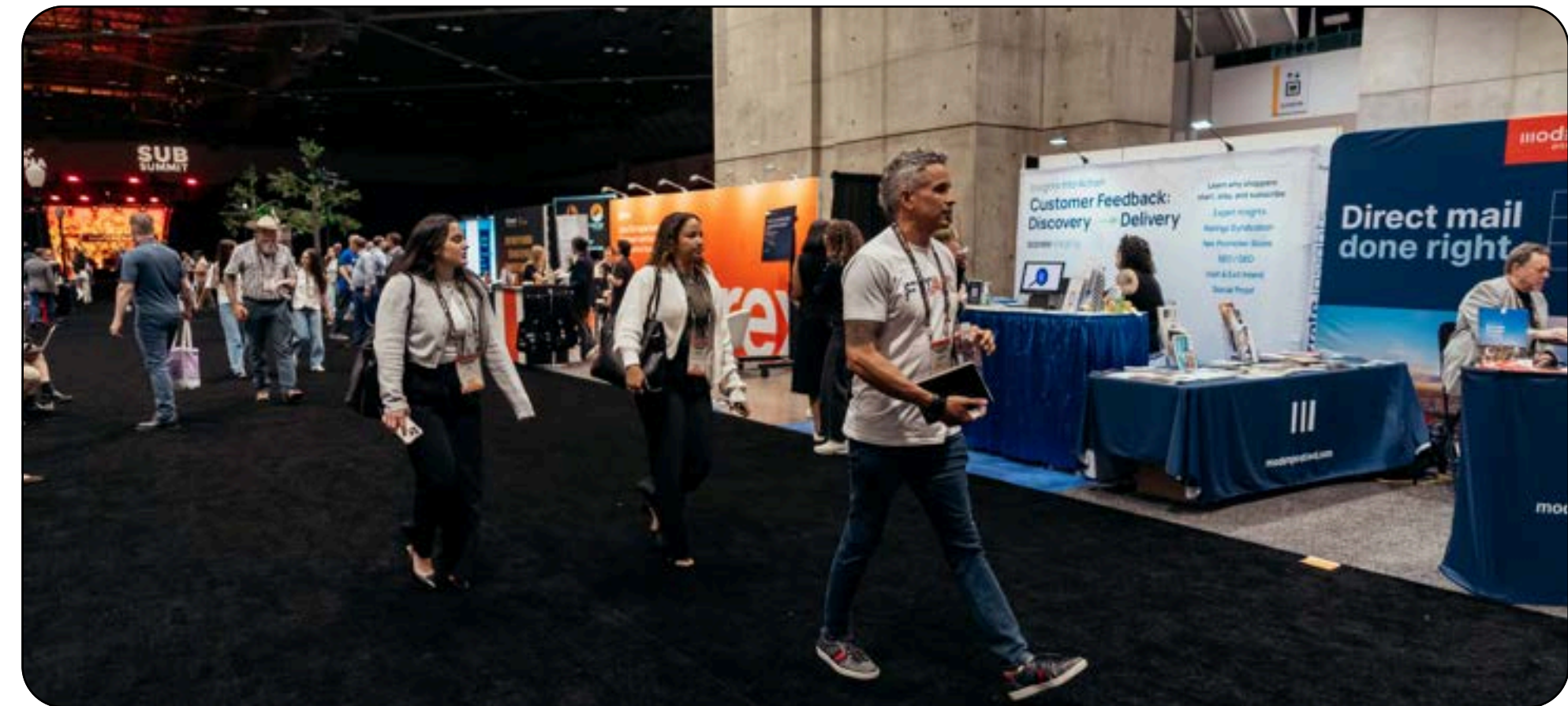
Includes
4 Tickets

Cost
\$26,400

10X10

Includes
3 Tickets

Cost
\$13,750



EXHIBITING OPPORTUNITIES

10X20 BOOTH + TURNKEY



Cost

\$39,400

10X10 BOOTH + TURNKEY



Cost

\$19,250

EXHIBITING OPPORTUNITIES



PODS

Cost

\$6,600

Includes

1 TICKET

EXHIBITING ACTIVATIONS

BOOTH ACTIVATION

Starting at

\$6,000

Expected Leads

20+

List a special activation at your booth that merchant prospects can RSVP to! Whether it's a product demo, a mimosa happy hour, a special showcase or more, this is the best way for leads to be incentivized to meet you at your booth.



EXHIBITING ACTIVATIONS

HOSTED MEETINGS LOUNGE

Pricing

\$16,500

Expected Leads

200+

PACKAGE INCLUDES

LEAD-RETRIEVAL SCANNER

3 TICKETS

BRANDING ONSITE & DIGITAL

ONLY 1 AVAILABLE



EXHIBITING ACTIVATIONS

PUPPY LOUNGE

PACKAGE INCLUDES

10X20 TURNKEY LOUNGE WITH
FENCE+TURF

2 HIGH-TOP TABLES AND CHAIRS

4 EVENT TICKETS

1 LEAD RETRIEVAL

Total Investment

\$37,500

ONLY 1 AVAILABLE



EXHIBITING ACTIVATIONS

LEGO STATION

WHAT'S INCLUDED

- 20X20 TURNKEY BOOTH
- 4 TICKETS
- 1 LEAD RETRIEVAL
- LEGO MINI-FIGURE STATION

Total Investment

\$35,000

ONLY 1 AVAILABLE



EXHIBITING ACTIVATIONS

ESPRESSO BAR

WHAT'S INCLUDED

20X20 TURNKEY LOUNGE

4 TICKETS

1 LEAD RETRIEVAL

STAFFED COFFEE BARISTA

Total Investment

\$37,500

ONLY 1 AVAILABLE



EXHIBITING ACTIVATIONS

SMOOTHIE BAR

PACKAGE INCLUDES

- 20X20 TURNKEY LOUNGE
- 4 TICKETS
- 1 LEAD RETRIEVAL
- STAFFED SMOOTHIE BAR

Total Investment

\$37,500

ONLY 1 AVAILABLE



THOUGHT LEADERSHIP



TRACK SESSION
20 MINUTES

100-300
LEADS

Cost
\$35,000



HOSTED WORKSHOP
60 MINUTES

100-300
LEADS

Cost
\$37,500

WHAT'S INCLUDED

1. LEAD LIST OF ALL RSVPS
2. SEAT DROPS
3. DIGITAL & ONSITE BRANDING

HEADS UP!

SPEAKING SESSIONS
ARE VERY LIMITED AND
SELL QUICKLY. IF YOU
WANT A PRESENCE ON
STAGE, ACT FAST
BEFORE SLOTS FILL UP

THOUGHT LEADERSHIP



INDUSTRY ROUNDTABLES

Cost

\$5,250 PER TABLE

Roundtables are on-site, interactive peer-group discussions that bring together 5-8 individuals to share insights, address issues and generate actionable takeaways on key industry topics that help drive themselves and their businesses forward.

Roundtable sponsors can moderate the topic of their choosing (pending approval from the SubSummit team) and establish themselves as a thought leader and trusted resource during these conversations.

NETWORKING ■ SOCIAL EVENTS

Event

**Welcome
Reception
Co-Sponsor**

Capacity

750+ LEADS

Cost

\$5,000

Event

**After-Party
Co-Sponsor**

Capacity

750+ LEADS

Cost

\$8,500

Event

**After-Party
Happy Hour
Sponsor**

Capacity

500+ LEADS

Cost

\$10,000

Event

**Private
Dinner**

Capacity

15-18 GUESTS

Cost

\$22,000

Event

**Private
Happy Hour
Co-Sponsor**

Capacity

50+ GUESTS

Cost

\$5,500



Hosted event sponsors will receive the guest list with contact information (email)

SOCIAL EVENTS

WELCOME RECEPTION

Co-Sponsorship

Price

\$5,000

Leads

750+

6
AVAILABLE



SOCIAL EVENTS

WOMEN IN DTC MEETUP - 1.5 HOUR

Price
\$30,000

Leads
250+

PACKAGE INCLUDES

STAGE TIME - 30-MINUTE SESSION

LEAD LIST OF ALL RSVPS



MIMOSAS HAPPY HOUR

BRANDING - DIGITAL & ONSITE

ONLY 1 AVAILABLE



EVENT LISTING

	<p>TopGolf Networking Outing with AllPack Fulfillment</p> <p>📍 Top Golf Dallas 8787 Park Ln, Dallas, TX 75231 🏠 Hosted by Allpack Fulfillment</p> <p>Join AllPack Fulfillment for a fun-filled networking outing at TopGolf during SubSummit! Swing into action and connect with industry leaders while enjoying golf, games, and a vibrant atmosphere. This is your chance to build meaningful connections and share ideas in a relaxed, interactive setting. Don't miss out on this exciting opportunity to network and tee up success!</p> <table><tbody><tr><td>Exclusive Attendance</td><td>Type</td><td>Auto Prioritization</td><td>Eligibility Criteria</td></tr><tr><td>Yes</td><td>Direct</td><td>Not Applicable</td><td>Custom View</td></tr></tbody></table>	Exclusive Attendance	Type	Auto Prioritization	Eligibility Criteria	Yes	Direct	Not Applicable	Custom View	<p>6:30 PM - 8:30 PM</p> <p>Tue 2</p> <p>• Apply</p>
Exclusive Attendance	Type	Auto Prioritization	Eligibility Criteria							
Yes	Direct	Not Applicable	Custom View							
	<p>Beyond the Transaction: How Personalization Fuels Subscriber Loyalty</p> <p>📍 The Mainframe 🏠 Presented by Recurly</p> <p>In today's crowded subscription economy, the brands that win are the ones that understand their subscribers best. Join Recurly's CEO, Joe Rohlich, for a candid fireside chat on how personalization is reshaping the subscriber experience—from acquisition to retention and beyond. Discover how leading subscription brands are using data and omnichannel strategies to create meaningful moments, tailor offers, and build lasting relationships. Whether you're scaling a DTC brand or optimizing an established program, this conversation will deliver practical insights to help you turn passive subscribers into passionate members.</p> <table><tbody><tr><td>Exclusive Attendance</td><td>Type</td><td>Auto Prioritization</td><td>Eligibility Criteria</td></tr><tr><td>No</td><td>Direct</td><td>Medium</td><td>All</td></tr></tbody></table>	Exclusive Attendance	Type	Auto Prioritization	Eligibility Criteria	No	Direct	Medium	All	<p>10:00 AM - 11:00 AM</p> <p>Wed 2</p> <p>• Apply</p>
Exclusive Attendance	Type	Auto Prioritization	Eligibility Criteria							
No	Direct	Medium	All							

Cost

\$5,000

Description

Want to host your own offsite event during SubSummit? Get more RSVPs on our platform!

BRANDING

Onsite
Lanyard Cost
\$16,500

Onsite
Room Key Cost
\$18,000

SOLD OUT

Onsite
Registration Desk Cost
\$25,000

Onsite
Marketplace Cost
\$30,000

Digital
WiFi Cost
\$10,000

SOLD OUT

Digital
Event App Cost
\$15,000

Digital
Email Blast Cost
\$5,000

Digital
Push Notification Cost
\$2,500



Hosted event sponsors will receive the guest list with contact information (email)

BRANDED WELCOME ARCH



Location
Expo Hall
Entrance


Cost
\$15,000

Quantity
1

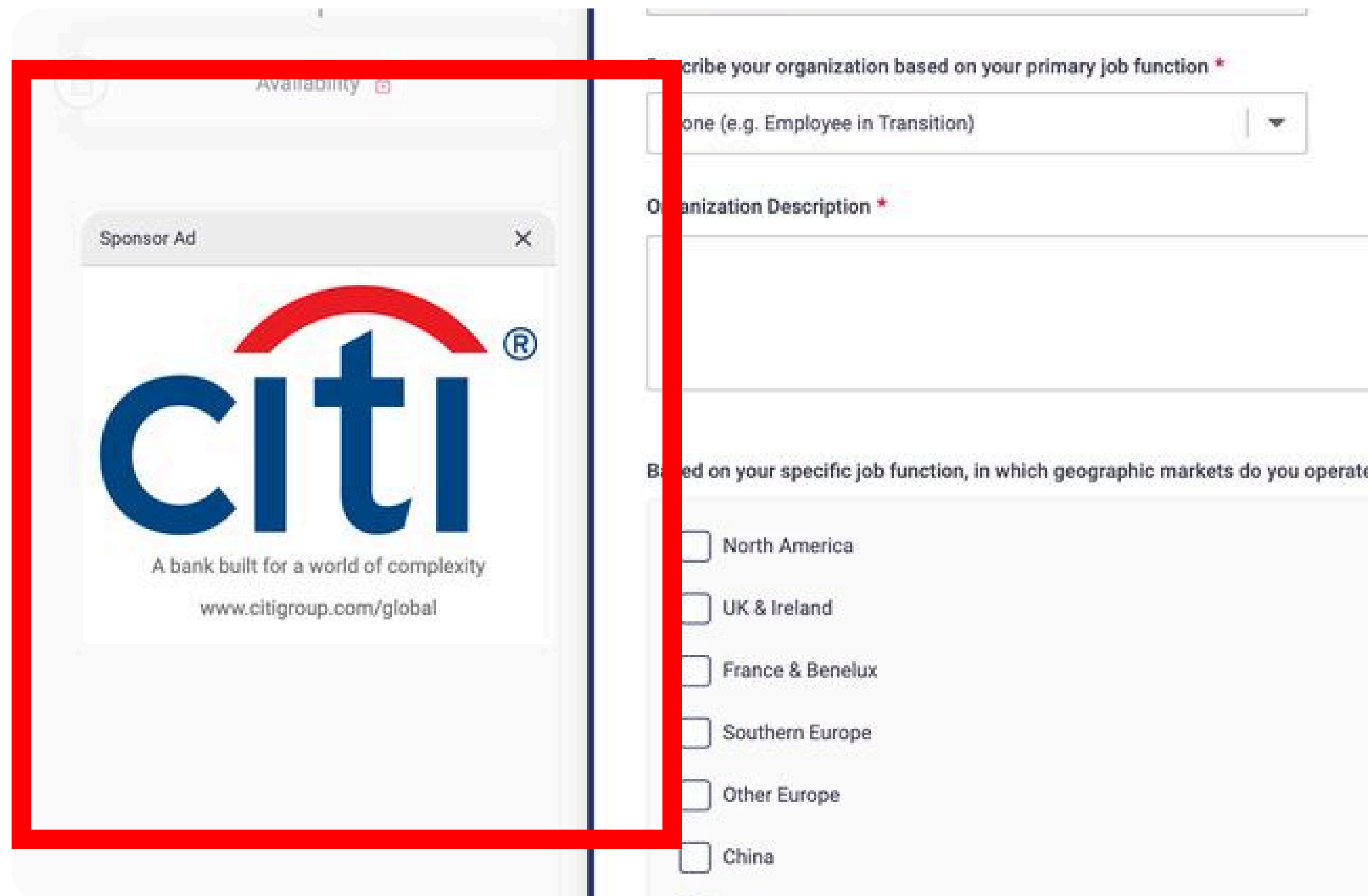
PLATFORM BRANDING

Location
Category
Sponsorship
Quantity
50+ available
Cost
\$500

Search

Retailer Type Contract Buyer	Number of Shops 11-20	Sponsored Ad
UK & Ireland Region	Country-Org	<input checked="" type="checkbox"/> Requests Show 2 Participant
Retailer Type Fashion Retailer or Boutique	Number of Shops 21+	Sponsored Ad
UK & Ireland Region	Country-Org	<input checked="" type="checkbox"/> Requests Show 1 Participant
Tourism & Souvenir • All Wholesale • Bath & Body • Bathroom • Bedding & Soft Furnishing + 16 More		
Retailer Type Jewellery Shop	Number of Shops 11-20	<input checked="" type="checkbox"/> Requests Show 1 Participant
UK & Ireland Region	Country-Org	
Retailer Type Charity Shop	Number of Shops -	
UK & Ireland Region Antrim and Newtownabbey • Belfast • County Durham • Derbyshire • Derry City and Strabane • North Yorkshire • Northumberland + 7 More	Country-Org	Show 1 Participant 
Games • Casual Womenswear • Children's Games & Puzzles • Christmas Decorations • Christmas Garlands & Wreaths + 13 More		

PLATFORM BRANDING

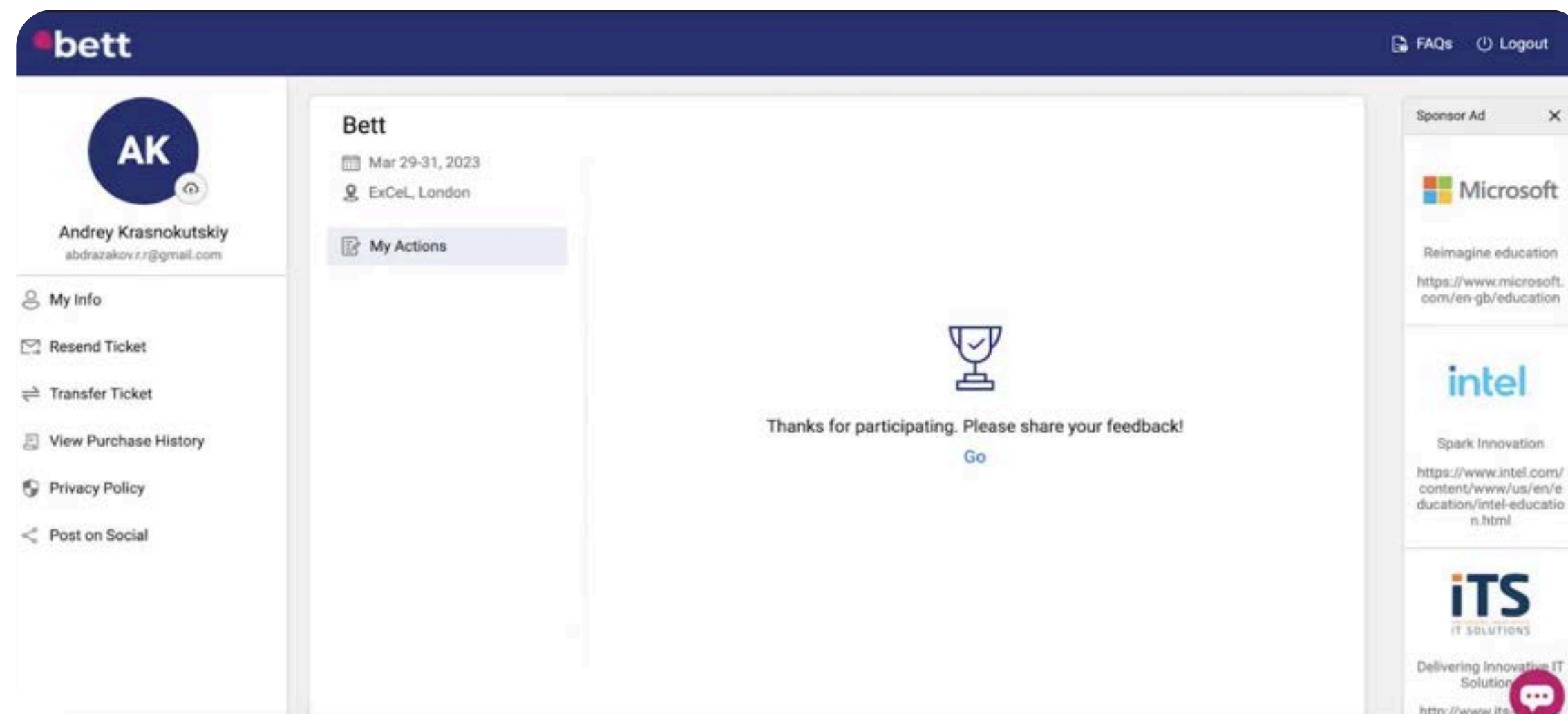


Location
Banner Profile

Quantity
1

Cost
\$500

PLATFORM BRANDING



Location
Platform
Homepage

Quantity
3

Cost
\$500

SPONSORSHIP PERKS

LEVEL 1

\$30K OR LESS

- ➔ Sponsor Profile on Event App
- ➔ Sponsor Marketing Kit
- ➔ Onsite Sponsor Signage
- ➔ Sponsor Rate for Tickets: 50% off
- ➔ Sponsor Logo on Website

LEVEL 2

\$30K+

- ➔ Includes all Level 1 perks plus...
- ➔ Inclusion in Select Pre-Event Communication

LEVEL 3

\$60K+

- ➔ Includes all Level 2 perks plus...
- ➔ Dedicated Social Media Highlight (\$1k value)

LEVEL 4

\$100K+

- ➔ Includes all Level 3 perks plus...
- ➔ Complimentary Push Notification (\$2,500 value)
- ➔ Complimentary Email Blast Pre-Event (\$5,000 value)