

HOW SUBSUMMIT HELPS YOU CLOSE NEW BUSINESS

1

MEET THE
RIGHT LEADS

2

NO WASTED
SPEND

3

GUARANTEED
FOOT TRAFFIC

SUBSUMMIT
KC MAY 13-15 MO

2026 SPONSORSHIP BROCHURE

SUBSUMMIT
CROSSROADS
OF
COMMERCE

2026 ATTENDEES

PREVIEW

OLLY

IPSY

Roku

BUTCHERBOX

LIQUIDIV.

HELLO FRESH

PRETTYLITTER



WILD ALASKAN COMPANY

ZUMBA

Microsoft

whisker

ALOHA

wecook

BATTLEBOX

MasterClass

INSTANT HYDRATION

Super.com

gm

fabfitfun

Crunchyroll

AARP

NBC NEWS

coinbase

Hill's

BESPOKE POST

gardencup

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
Widgeteer
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

WHY SPONSORS COME BACK

The hosted meetings program was the bread and butter of the conference for us! Having pre-scheduled meetings with our ICP was key to our success.



As a sponsor, you have a real opportunity to connect with brands. Most brand folks are sincere in their desire to spend to grow.



If networking is your goal, this is a great show to attend.



2026 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

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

SCHEDULE A CALL

[TALK TO OUR TEAM](#)

SUBSUMMIT

HOSTED MEETINGS

TARGETED 1-ON-1 MEETINGS WITH RETAIL, E-COMMERCE AND SUBSCRIPTION BRANDS

SubSummit's Hosted Meetings Program will schedule more than 2,500 15-minute onsite meetings for participating sponsors to connect with merchant brands.

Having pre-scheduled meetings with our ICP was key to our success.



HOW IT WORKS

- Select your preferred meeting package
- Send targeted meeting requests to a lead list of 500+ qualified merchant prospects
- Opt into merchant meeting requests
- Attend your scheduled meetings onsite
- **Refund for any unfulfilled meetings**



HOSTED MEETINGS

PACKAGE OPTIONS

Entry Level Meetings **10** Price **\$9,500**

MOST POPULAR

Standard 1 Meetings **20** Price **\$19,000**

Standard 2 Meetings **30** Price **\$28,500**

Standard 3 Meetings **50** Price **\$47,500**



EXHIBITING OPPORTUNITIES

20X30

Includes
8 Tickets

Cost
\$55,000

20X20

Includes
6 Tickets

Cost
\$39,900

20X10

Includes
4 Tickets

Cost
\$24,000

MOST POPULAR

10X10

Includes
3 Tickets

Cost
\$12,500

*A Venue Event Fee (\$299) will be applied to all exhibitor contracts for wifi access and limited liability coverage.



EXHIBITING OPPORTUNITIES



HOSTED MEETINGS LOUNGE

Cost

\$30,000

Includes

3 TICKETS

Be at the heart of one of the most crowded areas of the entire event. The Hosted Meetings Lounge is a space right outside of the meetings area where hundreds of attendees wait until their scheduled meetings.



EXHIBITING ACTIVATIONS

PRODUCT DEMO OR LAUNCH

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 special showcase or more, this is the best way for leads to be incentivized to meet you at your booth.



EXHIBITING ACTIVATIONS

PUPPY LOUNGE

What's Included

10X20 TURNKEY BOOTH WITH FENCE+TURF

2 HIGH-TOP TABLES AND CHAIRS

4 EVENT TICKETS

1 LEAD RETRIEVAL

[EXPLORE PRICING WITH OUR TEAM](#)



EXHIBITING OPPORTUNITIES



PODS

Cost

\$6,000

Includes

1 TICKET

THOUGHT LEADERSHIP



KEYNOTE - MAINSTAGE

300-500
LEADS

TALK TO OUR TEAM



SESSION OR WORKSHOP

100-250
LEADS

TALK TO OUR TEAM

WHAT'S INCLUDED

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

THOUGHT LEADERSHIP



INDUSTRY ROUNDTABLES

[EXPLORE PRICING WITH OUR TEAM](#)

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.

SUBSUMMIT AFTER-PARTY



LIVE PERFORMANCE

B.O.B

Capacity

800+ LEADS

EXPLORE PRICING WITH OUR TEAM

TITLE SPONSOR PERKS

Lead List of All RSVPs (800+ contacts)

VIP Booth (near stage)

Branded Napkins

DJ Announcement Featuring Your Company

Five Attendee Tickets

5 Passes - Meet & Greet w/B.O.B.

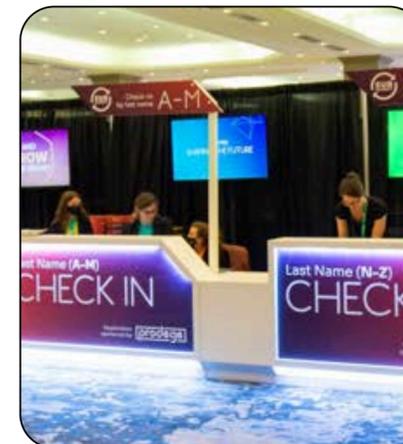
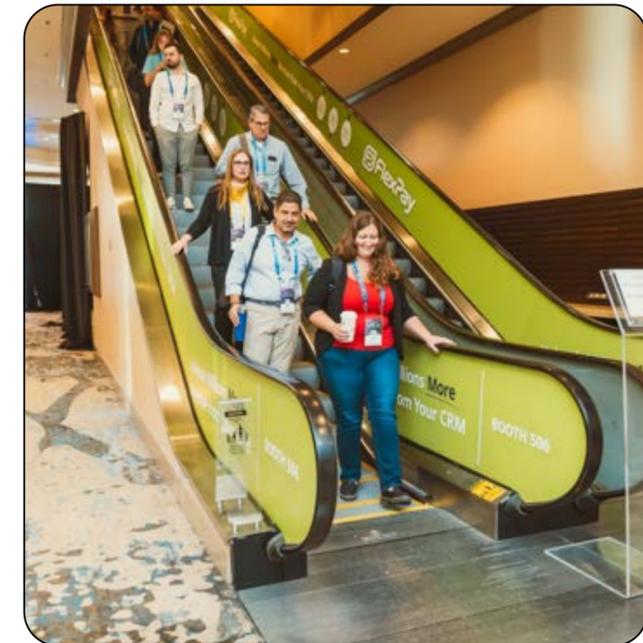


ONSITE BRANDING

- Lanyard
- Lunch Sponsorship **ONLY 2 LEFT**
- Room Key **SOLD OUT**
- Marketplace
- Registration Desk
- Room Drop
- Main Stage Seat Drop **ONLY 3 LEFT**
- Podcast Stage
- Signage

EXPLORE PRICING WITH OUR TEAM

SUBSUMMIT

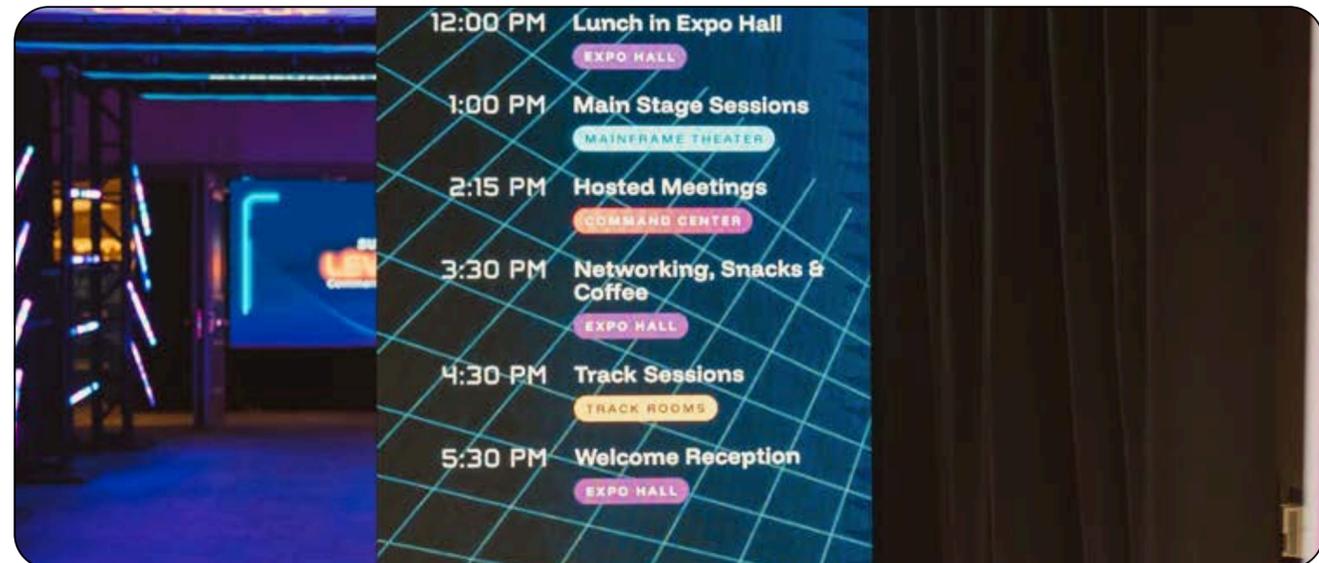


DIGITAL BRANDING

- Event App
- Email Blast
- Push Notification
- WiFi **SOLD OUT**
- SMS Blast
- Quarterly Report

[EXPLORE PRICING WITH OUR TEAM](#)

SUBSUMMIT



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...
- ➔ Prominent Branding on Welcome Arch
- ➔ Dedicated Social Media Highlight (\$1k value)
- ➔ Dedicated Email Highlight (\$3k value)

LEVEL 4

\$100K+

- ➔ Includes all Level 3 perks plus...
- ➔ Complimentary Video-Wall Ad (\$2k value)
- ➔ Complimentary Industry Roundtable Sponsorship (\$5k value)

2026 SPONSORS



SEE THE FULL SPONSOR LINEUP FOR 2026

2026 SPONSORS (CONT.)



NAHAN



re:markable

