

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
Widgeater
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 3,500 15-minute onsite meetings for participating sponsors to connect with merchant brands.

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**

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



HOSTED MEETINGS

72%
SOLD OUT

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

1
LEFT

20X20

Includes
6 Tickets

Cost
\$39,900

1
LEFT

20X10

Includes
4 Tickets

Cost
\$24,000

5
LEFT

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 ACTIVATIONS

PUPPY LOUNGE

What's Included

10X20 TURNKEY BOOTH WITH FENCE+TURF

2 HIGH-TOP TABLES AND CHAIRS

4 EVENT TICKETS

1 LEAD RETRIEVAL

Total Investment

\$35,000

SOLD OUT



EXHIBITING ACTIVATIONS

COMMERCE PARK SPONSOR

Pricing

\$15,000

Expected Leads

200+

SOLD OUT

PACKAGE INCLUDES

3 tickets

Lead-Retrieval Scanner

Branding (digital & onsite)



EXHIBITING ACTIVATIONS

SMOOTHIE BAR ISLAND

Pricing

\$15,000

PACKAGE INCLUDES

Turnkey 10x20 Booth

3 tickets + Lead-Retrieval Scanner

Staffed Smoothie Bar



EXHIBITING ACTIVATIONS

HOSTED MEETINGS LOUNGE

Pricing Expected Leads
\$15,000 **200+**

PACKAGE INCLUDES

Energy drink station

Lead-Retrieval Scanner

2 tickets

Branding (onsite & digital)



EXHIBITING ACTIVATIONS

LEGO BUILDOUT

Pricing

\$25,000

PACKAGE INCLUDES

Turnkey 10x20 Booth

3 tickets

Lead-Retrieval Scanner

Lego station



EXHIBITING ACTIVATIONS

SUCCULENT SHOP

Pricing

\$15,000

PACKAGE INCLUDES

Turnkey 10x20 Booth

3 tickets

Lead-Retrieval Scanner



EXHIBITING ACTIVATIONS

PRODUCT DEMO OR LAUNCH

Starting at

\$6,000

Expected Leads

20+

SOLD OUT

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 OPPORTUNITIES



PODS

Cost

\$6,000

SOLD OUT

Includes

1 TICKET

THOUGHT LEADERSHIP



KEYNOTE - MAINSTAGE

300-500
LEADS

Cost

\$50,000

SOLD OUT

WHAT'S INCLUDED

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



SESSION OR WORKSHOP

100-250
LEADS

Cost

\$33,000

1 LEFT

Budget-friendly Option

MODERATOR **\$7,500**

SOLD OUT

THOUGHT LEADERSHIP



INDUSTRY ROUNDTABLES

Cost

\$5,000 PER TABLE

SOLD OUT

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
Capacity
750+ LEADS
Cost
\$30,000

Event
After-Party Happy Hour
Capacity
500+ LEADS
Cost
\$25,000
SOLD OUT

Event
After-Party
Capacity
750+ LEADS
Cost
\$50,000

Event
Women in DTC Meetup
Capacity
200+ LEADS
Cost
\$30,000

1 LEFT Event
Private Dinner
Capacity
15-18 GUESTS
Cost
\$20,000

2 LEFT Event
Happy Hour
Capacity
50+ GUESTS
Cost
\$30,000



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

SOCIAL EVENTS

WOMEN IN DTC MEETUP - 1.5 HOUR

Price Leads
\$30,000 **250+**

PACKAGE INCLUDES

Stage Time

Lead List of ALL RSVPs

Mimosas Happy Hour

Branding (digital & onsite)



SOCIAL EVENTS

WELCOME RECEPTION

Price

\$30,000

Leads

750+



SUBSUMMIT AFTER-PARTY



LIVE PERFORMANCE

B.O.B

Capacity

750+ LEADS

Cost

\$6,000

3 CO-SPONSOR SLOTS LEFT

TITLE SPONSOR PERKS

Lead List of All RSVPs (750+ contacts)

VIP Booth (near stage)

DJ Announcement Featuring Your Company

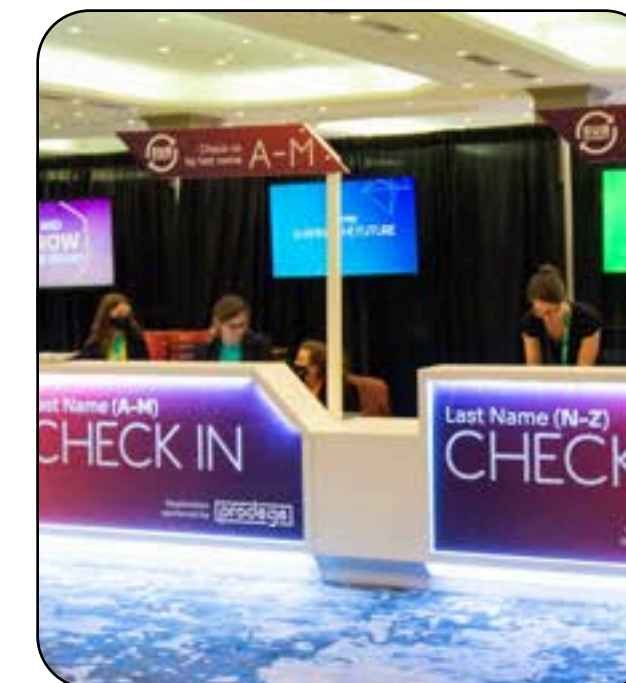
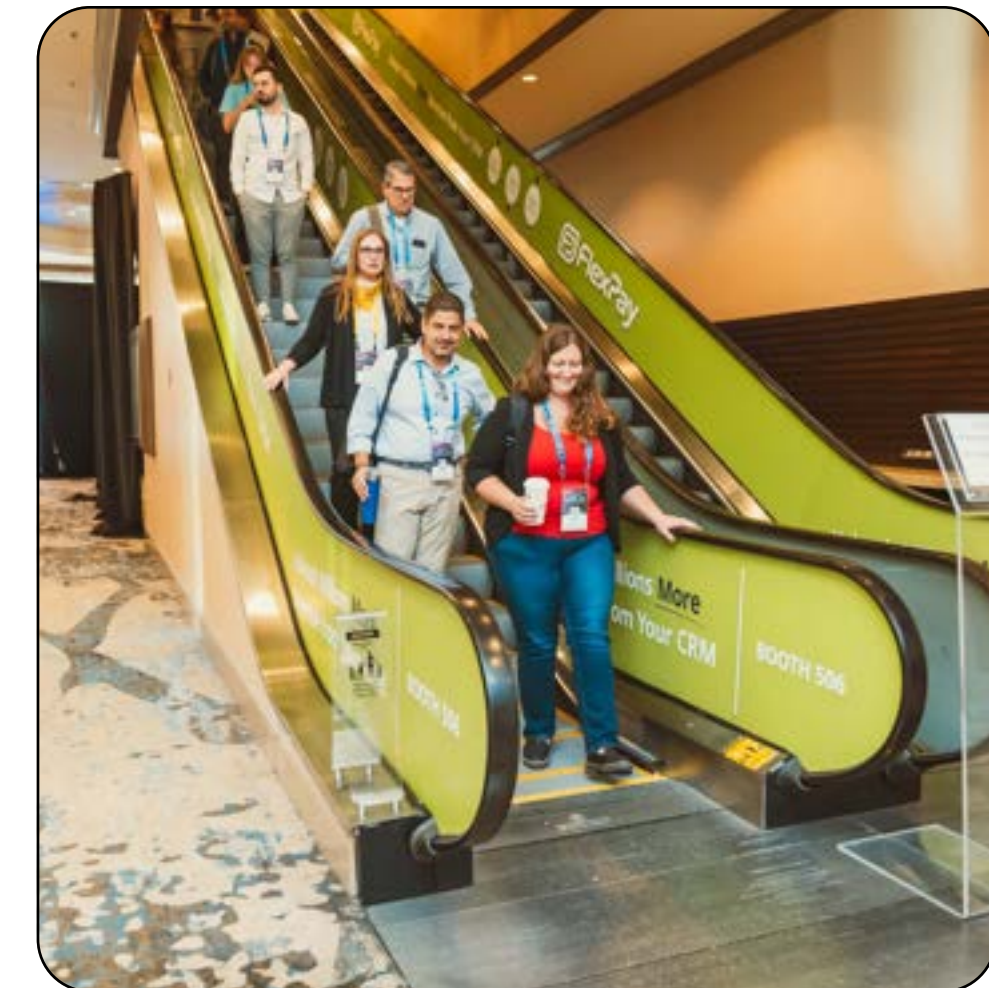
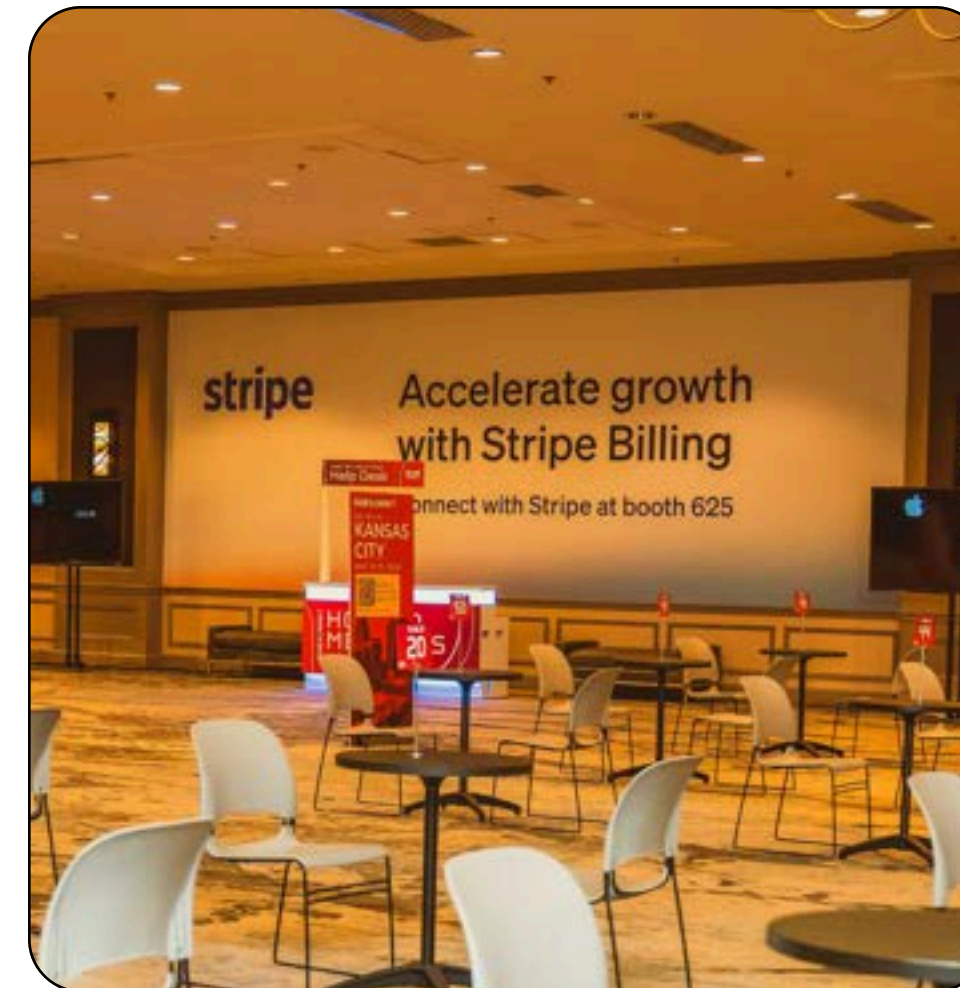
Five VIP Bracelets for VIP Booth



ONSITE BRANDING

- Lanyard | \$27,500 **SOLD OUT**
- Lunch Sponsor | \$15,000 **ONLY 2 LEFT**
- Room Key | \$16,500 **SOLD OUT**
- Marketplace | \$30,000
- Activations | **PRICES VARY**
- Registration Desk | \$25,000
- Room Drop | \$20,000 **SOLD OUT**
- Main Stage Seat Drop | \$5,000 **ONLY 3 LEFT**
- Podcast Stage | \$25,000 **SOLD OUT**
- Signage | **PRICES VARY**

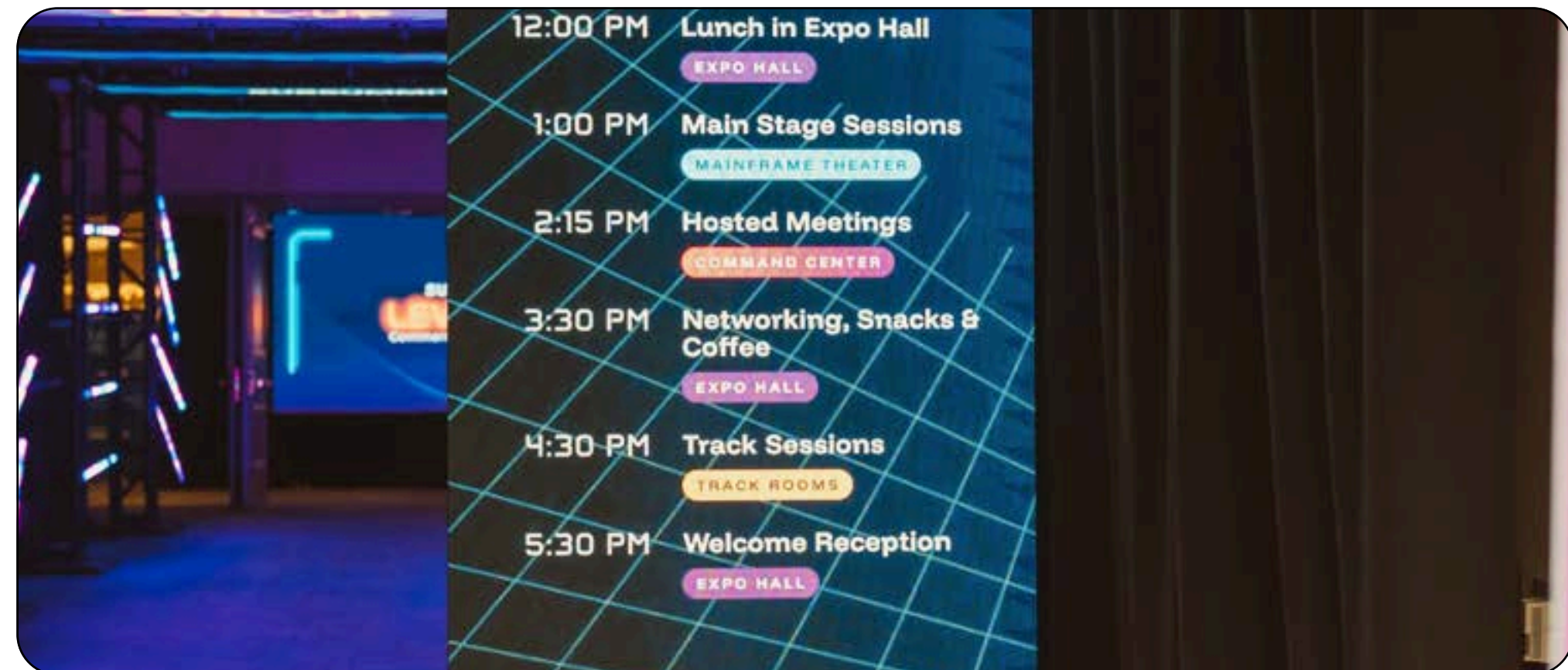
SUBSUMMIT



DIGITAL BRANDING

- Event App | \$15,000 **SOLD OUT**
- Email Blast | \$5,000
- Push Notification | \$2,500
- WiFi | \$10,000 **SOLD OUT**
- SMS Blast | \$5,500

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+

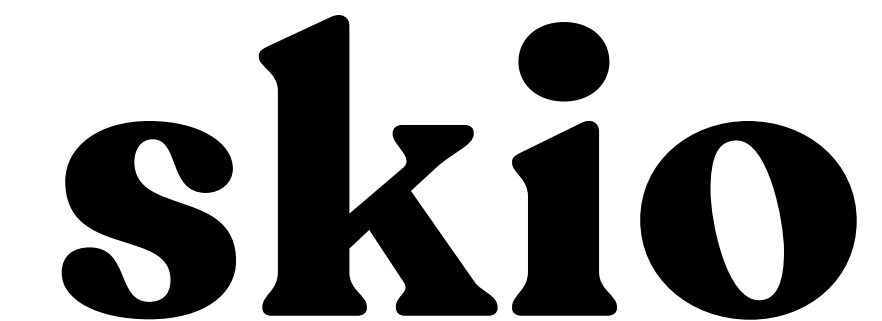
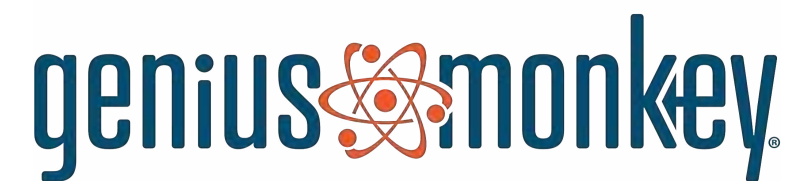
- ➔ Includes all Level 2 perks plus...
- ➔ Prominent Branding on Welcome Arch
- ➔ Dedicated Social Media Highlight (\$1k value)
- ➔ Dedicated Email Highlight (\$3k value)

LEVEL 4

\$100K+

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

2026 SPONSORS



2026 SPONSORS (CONT.)



NAHAN



re:markable



SUBSUMMIT
KC MAY 13-15 MO

2026 SPONSORSHIP BROCHURE



ADDITIONAL OPPORTUNITIES

BRANDED WELCOME ARCH



Location
Expo Hall
Entrance

Cost
\$15,000

SOLD OUT

Quantity
1

RESERVE BY APRIL 10

BRANDED COLUMNS



Location
Registration Desk
(B, C & D)

Quantity
2

Cost
\$5,000

RESERVE BY APRIL 10

BRANDED ESCALATOR



Location
Expo Hall
Entrance

Quantity
1

Cost
\$20,000

RESERVE BY APRIL 10

EXPO HALL BRANDING



Location	Quantity	Cost
Hosted Meetings Area	1	SOLD OUT \$15,000

Location	Quantity	Cost
Lunch Area	1	SOLD OUT \$15,000

RESERVE BY APRIL 10



LEAD SCANNERS



App/Device	# licenses	Cost
App	5	\$600

App/Device	# licenses	Cost
Device	1	\$540

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							

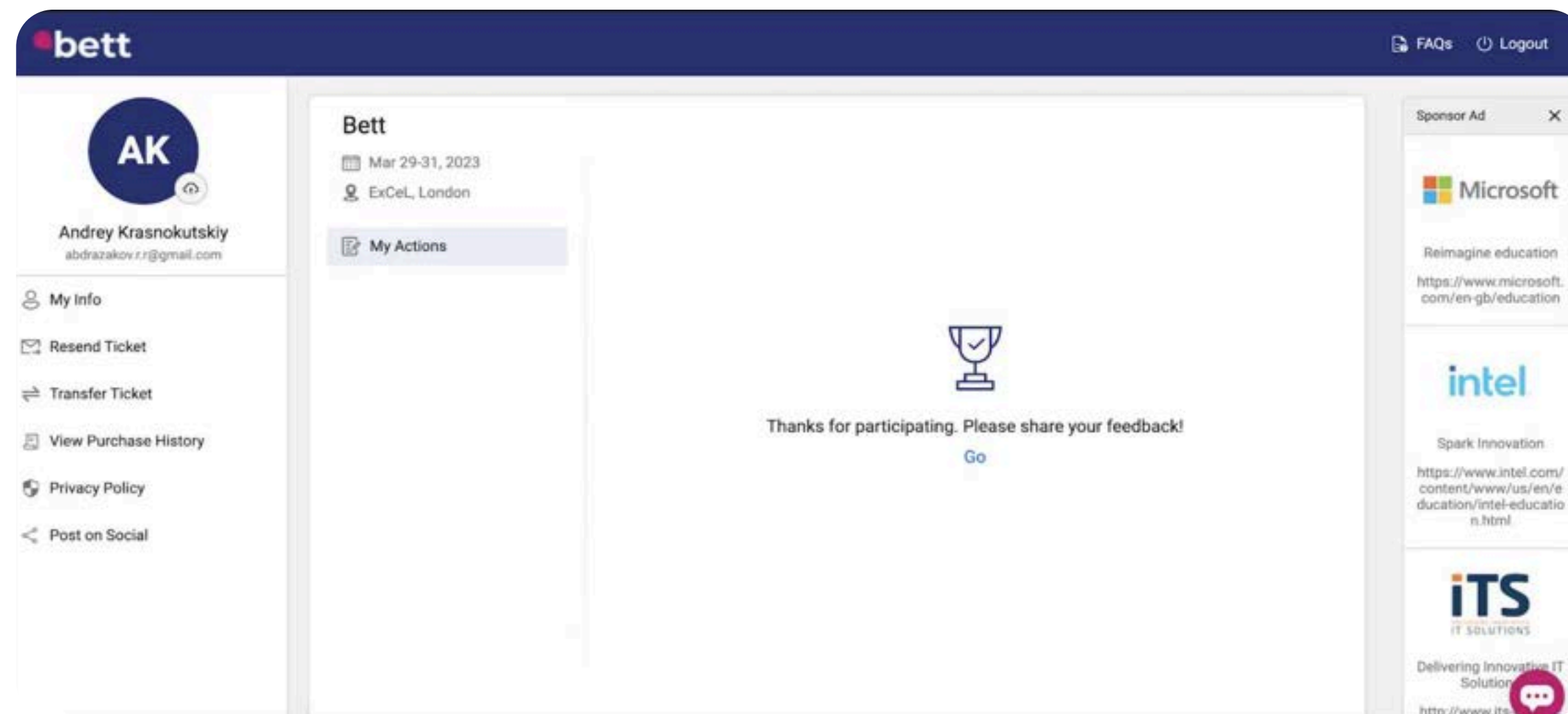
Cost

\$5,000

Description

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

PLATFORM BRANDING



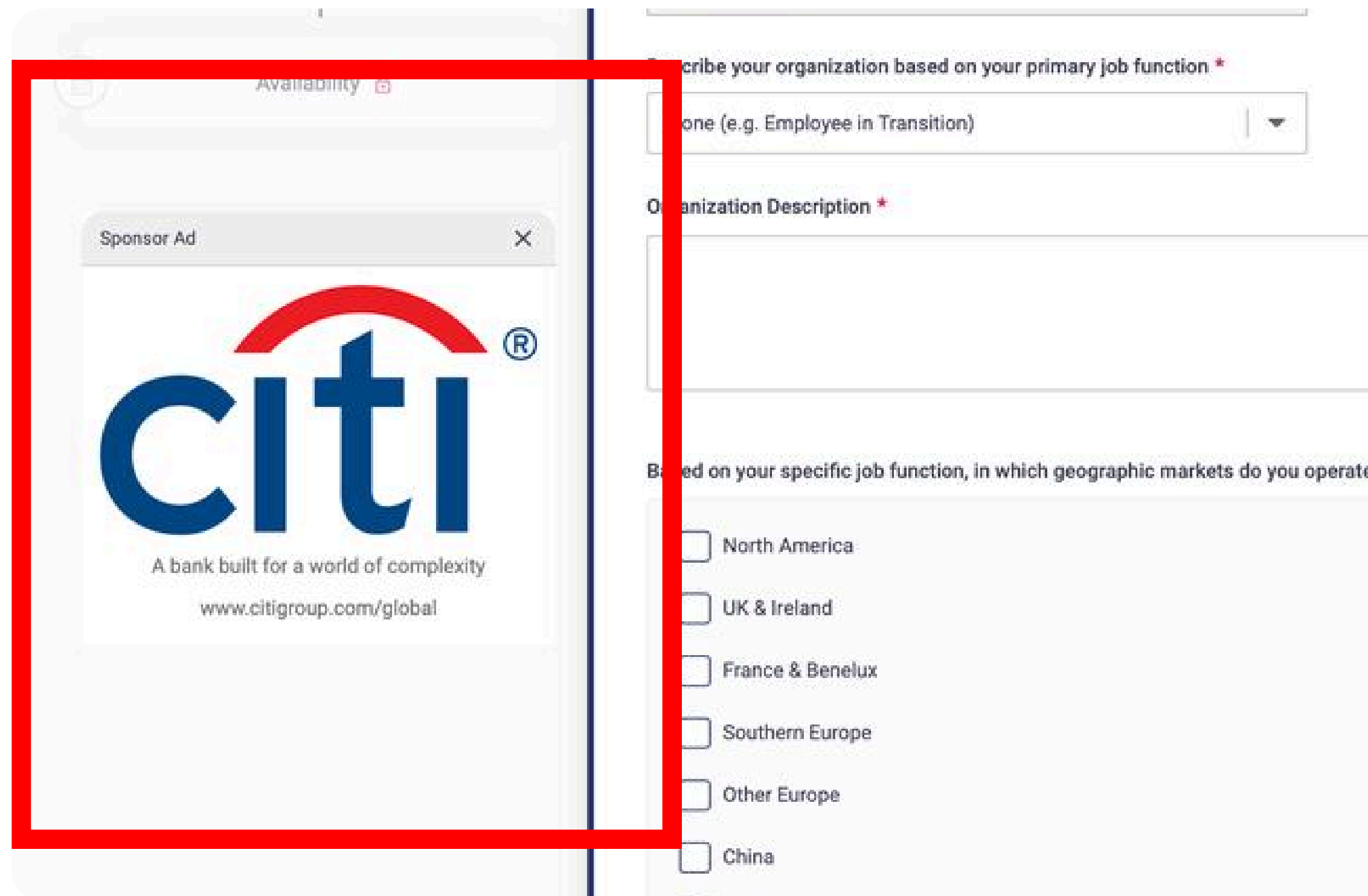
Location
Platform
Homepage

Quantity
3

Cost
\$500

SOLD OUT

PLATFORM BRANDING




Location
Banner Profile

Quantity
1

Cost
\$500

SOLD OUT

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	
UK & Ireland Region	Country-Org	<input checked="" type="checkbox"/> Requests Show 1 Participant
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	
Games • Casual Womenswear • Children's Games & Puzzles • Christmas Decorations • Christmas Garlands & Wreaths + 13 More		Show 1 Participant 

PLATFORM BRANDING

Location
Category
Sponsorship

Quantity
50+ available

Cost
\$500

SUBSUMMIT
KC MAY 13-15 MO

2026 SPONSORSHIP BROCHURE

EXHIBITOR TURNKEY BOOTH PACKAGES

The background features a stylized, line-art illustration of a city street scene. It includes various buildings of different heights, trees, and small human figures engaged in activities like walking, pushing a stroller, and riding a bicycle. A bus is also visible on the street. The entire scene is rendered in a light brown color against a dark brown background.

PACKAGE #1 - 10X10 BOOTH



Cost

\$5,500

- ➔ 10x10 Tuxedo Carpet
- ➔ PVC Wall with Graphics
10' (W) x 8' (H)
- ➔ Counter
36" (W) x 41" (H)
- ➔ White Christopher
Barstools (x2)
- ➔ Black SoHo Bistro Table
42" (H) x 24" (D)

PACKAGE #2 - 10X10 BOOTH



Cost

\$6,500

- ➔ 10x10 Tuxedo Carpet
- ➔ Fabric Wall with Graphics
10' (W) x 8' (H)
- ➔ Counter
36" (W) x 41" (H)
- ➔ White Banana Barstools
(x2)
- ➔ Black SoHo Bistro Table
42" (H) x 24" (D)

PACKAGE #3 - 10X20 BOOTH

Cost **\$12,000**

- ➔ 10x20 Tuxedo Carpet
- ➔ PVC Wall with Graphics 20' (W) x 8' (H)
- ➔ Counter
36" (W) x 41" (H)
- ➔ White Christopher Barstools (x2)
- ➔ Black SoHo Bistro Table 42" (H) x 24" (D)
- ➔ Fairfax Sofa (x1)
- ➔ Fairfax Chairs (x2)
- ➔ White Adelaide Powered Cocktail Table
- ➔ White Adelaide End Table



PACKAGE #4 - 10X20 BOOTH

Cost **\$15,000**

- ➔ 10x20 Tuxedo Carpet
- ➔ Fabric Wall with Graphics
20' (W) x 8' (H)
- ➔ Counter
36" (W) x 41" (H)
- ➔ Black Banana Barstools (x2)
- ➔ Black SoHo Bistro Table 42" (H) x
24" (D)
- ➔ Black Naples Loveseat (x1)
- ➔ Black Naples Chairs (x2)
- ➔ Black Adelaide Powered Cocktail
Table
- ➔ Black Adelaide End Table

