



PROSPECTUS 2025

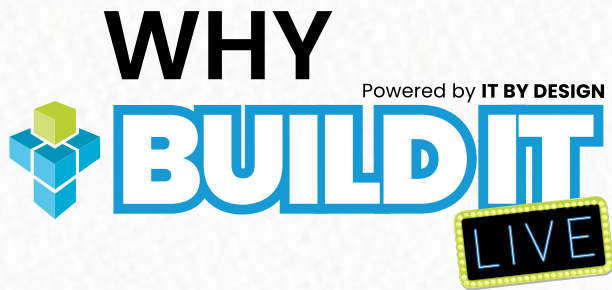


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BUILD IT

August 4-6, 2025
Hyatt Regency, Jersey City





Pay It Forward & Grow Your Brand

Align with a purpose-driven, highly professional leadership event designed for MSPs. Build IT LIVE offers business insights and professional coaching for MSP C-suite executives and their leadership teams. We aim to provide attendees with the tools and support they need, but can't find at other events.

\$10M

Average
Annual Revenue

11-50

Average Number of
Employees

Attendee Demographics

92%

Decision Makers

400+

MSP Attendees

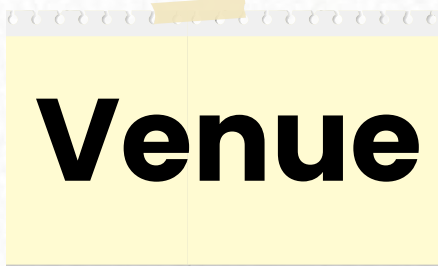
4.88/5

Level of
Attendee Satisfaction



Value	Corporate	Diamond	Platinum	Gold	Silver	M&A Alley
Cost	\$120,000	\$90,000	\$65,000	\$35,000	\$20,000	\$10,000
# of Spots	1	1	4	20	10	8
Booth Size	10x8	10x8	10x8	10x8	6ft table	6 ft. Table
Lounge Space	10x8	10x20				
Sponsor Keynote	Yes					
Partner Event Sponsorship	Yes					
Sponsor Offsite		Yes				
Sponsor Pub Crawl			Yes			
Hosted Dinner	Yes	Yes	Yes	First 15		
Mainstage	20 min	15 min				
Seat Drop	1	1				
Breakout Session	2	1	1 + 1 Panel	1		
Breakout Session List	Yes	Yes	Yes	Yes		
Podcast	1	1	1			
Attendee List	Yes	Yes	Yes	Yes		
Lead Capture License	10	6				
# Staff Passes	10	6	4	3	2	2
FREE Partner Event Passes	20	10	5	5	5	5
Mainstage Marketing	Logo on Stage	Logo on Side Stage				
Banner Ad in App	1	1	1			
# Push Notifications	1	1	1	1	1	1
Workbook Ads	2 x 1 Full Page 1 x 1/2 Page	1 x 1 Full Page 1 x 1/2 Page	1 x Full Page	1 x 1/2 Page	1 x 1/4 Page	
Logo on Swag Bag	Yes	Yes				
Swag Bag Item	1	1				

A LA CARTE OPPORTUNITIES



Custom Lounge Sponsors \$10,000

Create a custom lounge experience for attendees in the hotel foyers. 10x20 space to customize with activity/branding.

Water Bottle Sponsor \$7,500

Your logo will be featured on the branded water bottles for the event.

Snack Station \$9,500

The snack station is one of the most popular spots at a Build IT LIVE event! Sponsor the snack station to help keep our guests fueled for binge learning!

Bag Sponsor \$10,000

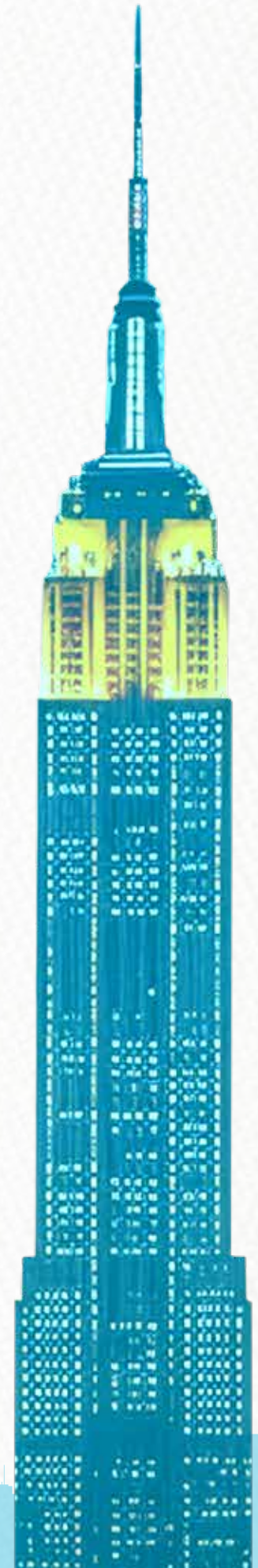
Your logo featured on the co-branded event bag given to attendees at registration.

Lanyard Sponsor \$5,000

Your logo featured on the co-branded lanyard given to attendees at registration.

After Party \$50,000

Your logo featured on co-branded signage and beverage napkins at the After Party on the event website and mobile app.
3 Available



A LA CARTE OPPORTUNITIES

Additional 10x10 Booth Space \$10,000

Want to add a little extra space in the Solutions Pavilion?

40-min Thought Leadership Breakout \$10,000

These workshops are the backbone of Build IT, focused on education first. Includes a 30-second video prior to your presentation and a 5-minute recap of your services at the end. Add value to the channel and be recognized as a "community influencer." Includes:

- Logo on signage and on screen in session, in printed program and electronic agenda
- Logo/Description on website and in program
- Option to purchase up to 3 discounted ticket (\$795 each)

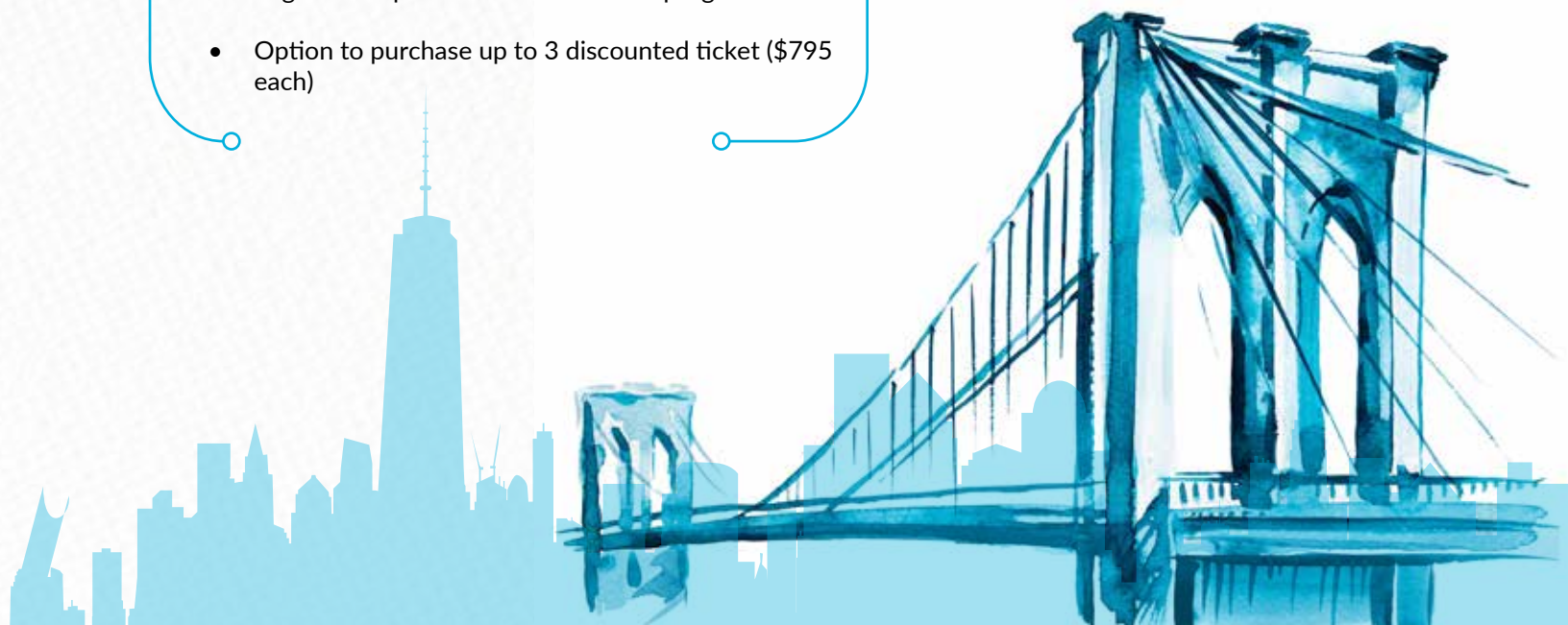
Live Music \$15,000

This exclusive sponsorship allows your company to keep the energy flowing at the welcome reception with live music, linking your brand with this great networking experience. Includes:

- Logo on signage at reception
- Verbal acknowledgement both days during session break
- Logo/description on website and in program
- Option to purchase up to 2 discounted ticket (\$795 each).

Additional Staff Passes \$1,500

Additional Staff Members outside of your free passes provided in your sponsorship package.



A LA CARTE OPPORTUNITIES

Welcome Reception

\$15,000

The Welcome Reception kicks off Build IT LIVE with dinner and cocktails in the exhibit hall. Sponsorship includes:

- Logo on reception signage and electronic agenda and in the printed program
- Verbal acknowledgement during reception
- Opportunity to offer small giveaway and/or company literature on cocktail tables
- Includes logo/description on website and in program
- Option to purchase up to 4 discounted tickets (\$795 each)

Hotel Keys

\$10,000

Drive brand visibility every time someone enters their room with branded room keys. This exclusive sponsorship includes logo/description on website and in program, plus the option to purchase up to 3 discounted tickets (\$795 each).

WiFi \$5,000

Be the connectivity hero as exclusive sponsor of WiFi access. Includes logo and description on website/program plus the option to purchase up to 2 discounted tickets (\$795 each).

Break Stations

\$10,000

What better time to grab everyone's attention than during snack time? This gets your brand at the center of your selected break. Includes your logo on signage at each break station, logo/description on website and in program plus the option to purchase up to 2 discounted tickets (\$795 each).

Breakfast \$15,000

Help attendees start the day right as the exclusive sponsor of breakfast (at your choice of event morning). Includes logo on signage, logo and description on website and in program plus the option to purchase up to 2 discounted tickets (\$795 each).

