



argyle.

# Generate the Leads You Need with Argyle

**2024** Sponsorship Opportunities



02 Argyle Executive Forum

03 Continuous Buyer Journey

04 Client Success

05 Digital Executive Forums

09 Custom Digital Products

11 Webinars, Custom Content & Digital Media

17 End-to-end Event Experiences

18 On-Site Custom Events

22 Market Research & Intelligence Solutions

25 Contact Us

# About Argyle

Argyle Executive Forum manages highly curated executive networks and provides B-to-B technology, financial, business and professional services marketers access to business and technology decision-makers from across the Fortune 1000, middle market and high-growth unicorn categories. We connect executives, innovators, thought leaders and solution providers to form lasting business relationships, educate, inspire and inform. We provide a premiere opportunity for

executives to engage peer-to-peer through invitation-only executive forums, cutting-edge virtual conferences and events. We reach influential decision-makers year-round through our information, content marketing and targeted digital marketing channels. Argyle offers sponsors a technology-enabled platform, sophisticated targeting and measurable ROI via access to highly influential business and technology purchase decision-makers and influencers with an unparalleled service experience.

**Talk to your Account Executive about sponsorship opportunities across our businesses today.**



**Finance**

**CFO**



**Marketing**

**CMO**



**Customer  
Experience**

**CXO**



**Human  
Capital**

**CHRO**



**Legal**

**CLO**



**Information  
Technology**

**CIO**



**Information  
Security**

**CISO**



**Data and  
Analytics**

**CDO**

**Business Decision-Maker Executive Communities**

**Technology Executive Communities**

# Experience Marketing Model: Optimizing the Continuous Buyer Journey

From Acquisition to Commitment, Argyle Events & Experiences Help Acquire and Manage Leads at Every Stage of the Customer Journey



Argyle  
Executive  
Forum

Continuous  
Buyer  
Journey

Client  
Success

Digital  
Executive  
Forums

Custom  
Digital  
Products

Webinars,  
Custom  
Content &  
Digital Media

End-To-End  
Event  
Experiences

On-Site  
Custom  
Events

Argyle  
Experiences

Market  
Intelligence



# Dedicated to Client Success

Data is key to understanding your buyers and how they make decisions, which is paramount to your organization's success. We're proud to share the Argyle Intelligence Platform with our partners and arm them with the intelligence they need to maintain a competitive edge.

## Supporting your ROI goals

Our Client Success team invests a great deal of time in understanding the unique value and expectations of our clients' businesses to create exceptional planning and service experiences.

All clients receive a Client Success Manager, regardless of the their program.

## Proving ROI with data



Comprehensive view of campaign performance



Enhanced audience profiling



API-enabled data extraction

## Argyle Members at a glance



## Nurturing more prospects with ongoing support

- Identify sales triggers on target accounts through Argyle Insight's library of market intelligence
- Participate in exclusive learning and development opportunities (events, white papers, informal, in-person and virtual gatherings, etc.)

## 1 Million+

Members Participating Across Executive Networks

- Finance
- CX/UX
- Martech
- CIO/CISO
- Human Resources
- Data Science
- Legal
- Supply Chain

## \$250 Million+

On average in Organization Revenues

## 88%

of Fortune 100s attended our events

## 120,000+

Registrations per year

## 200+

In-person and digital events annually

Argyle Executive Forum

Continuous Buyer Journey

Client Success

Digital Executive Forums

Custom Digital Products

Webinars, Custom Content & Digital Media

End-To-End Event Experiences

On-Site Custom Events

Argyle Experiences

Market Intelligence

# 2024 First Half Event Calendar

## CFO

CFO Leadership Forum: Future of Finance	1/25
CFO Summit: Strategies for Success	2/22
CFO Leadership Forum: Resilient Finance 2024	4/9
CFO Leadership Forum: FP&A Innovation 2024	4/30
CFO Summit: FinTech Trends & Applications (Hybrid NYC)	5/30

## Finance Team

Finance Solutions Expo: <b>Live Look at Cutting Edge Tools</b>	3/7
Financial Controller Leadership Forum: Evolving Role of Financial Controllers	3/21
Financial Controller Leadership Forum: Technologies & Strategies for Growth	5/14
Finance Solutions Expo: <b>Live Look at Cutting Edge Tools</b>	6/20

## SMB Finance

SMB Finance Leadership Forum: Trends & Tech for a New Era of Finance	2/1
--	-----

## HR

HR Solutions Expo: <b>Live Look at Cutting Edge Tools</b>	1/30
HR Leadership Forum: Tech & Talent Strategies for Workforce Success	2/8
HR Leadership Forum: Next Gen Innovation for HR Leaders	3/14
HR Leadership Forum: Workforce Tools, Processes & Technology (Hybrid NYC)	4/18
HR Leadership Forum: Talent Innovation 2024	5/23
HR Leadership Forum: Harnessing the Power of HR Technology	6/18

## CX/UX

CX/UX Leadership Forum: Next Generation Customer Experience	1/23
CX/UX Leadership Forum: Digital Marketing and CX Optimization 2024	5/7
Digital Marketing Leadership Forum: Trends and Strategies for Growth	6/13

## CIO

CIO Leadership Forum: Digital Innovation 2024 (Hybrid NYC)	1/18
CIO Leadership Forum: Innovations & Opportunities for Accelerated Digital Transformation	3/28
CIO Leadership Forum: Leading Digital Business Acceleration	4/11
CIO Leadership Forum: Transformational Technology 2024	5/16

## CISO

CISO Leadership Forum: Risk Management Technology 2024	2/15
CISO Leadership Forum: Innovate, Adapt, Excel (Hybrid NYC)	6/27

## AI Decision Makers

AI Decision Maker Summit: C-Suite Strategy for AI Success	1/16
AI Decision Maker Summit: Revolutionizing Business Strategy with AI	3/12
AI Decision Maker Expo: <b>Live Look at Cutting Edge Tools</b>	4/25
AI Decision Maker Summit: Use Cases & Applications for Operational Excellence	6/6

Argyle  
Executive  
Forum

Continuous  
Buyer Journey

Client  
Success

Digital  
Executive  
Forums

Custom  
Digital  
Products

Webinars,  
Custom  
Content &  
Digital Media

End-To-End  
Event  
Experiences

On-Site  
Custom  
Events

Argyle  
Experiences

Market  
Intelligence

# 2024 **Second Half** Event Calendar

## CFO

CFO Summit	7/18
CFO Leadership Forum: FP&A	8/29
CFO Leadership Forum	9/26
CFO Leadership Forum	10/17
CFO Leadership Forum: Lessons Learned in 2024	12/17

## Finance Team

Finance Solutions Expo (Demo)	11/12
Financial Controller Leadership Forum	11/19

## SMB Finance

SMB Finance Leadership Forum	7/11
SMB Finance Leadership Forum	9/12

## HR

HR Solutions Expo (Demo)	8/6
HR Leadership Forum	10/3
HR Leadership Forum	11/7
HR Leadership Forum	12/5

## CX/UX

Digital Marketing Leadership Forum	7/10
Digital Marketing Leadership Forum: CX/UX	8/15
Digital Marketing Leadership Forum	9/19
Digital Marketing Leadership Forum: CX/UX	11/21

## CIO

CIO Leadership Forum	7/16
CIO Solutions Expo (Demo)	9/10
CIO Leadership Forum	9/24
CIO Leadership Forum	11/14

## CISO

CISO Leadership Forum	8/22
CISO Leadership Forum	10/10
CISO Leadership Forum	12/12

## AI Decision Makers

AI Leadership Summit	7/25
AI Leadership Summit	10/24
AI Leadership Summit	12/19

Argyle  
Executive  
Forum

Continuous  
Buyer Journey

Client  
Success

Digital  
Executive  
Forums

Custom  
Digital  
Products

Webinars,  
Custom  
Content &  
Digital Media

End-To-End  
Event  
Experiences

On-Site  
Custom  
Events








Argyle  
Experiences

Market  
Intelligence



# Speaking Packages

## Standard Conference Sponsorship Benefits

-  Logo recognition on event website and on-site materials
-  Promotion of social widgets within the console
-  Dedicated Client Success Manager
-  Post-event attendee list including phone, email, address, industry, company size and revenue
-  Capabilities for prospects to request to speak or chat
-  Engage and inform our members in real-time through our virtual sponsor booth
-  Argyle Select Connect

## Executive Partner

- Deliver an exclusive 30-minute presentation by one of your senior-level executives **OR** Participate in a 30-minute Fireside chat discussion (client speaker + one additional speaker, provided by client or Argyle)
- 10 links to resources
- 1 pre-event eBlast to attendees and 1 post-event eBlast to attendees
- 5 polling questions for your session, as well as sharing the results after the event

## Panel Partner

- Participate as a panelist with senior-level executive practitioners, to showcase your brand, with one of your senior-level executives leading a 45-minute editorial panel
- 3 polling questions for panel — 1 post-event eBlast to attendees for panel

Argyle Executive Forum

Continuous Buyer Journey

Client Success

Digital Executive Forums

Custom Digital Products

Webinars, Custom Content & Digital Media

End-To-End Event Experiences

On-Site Custom Events

Argyle Experiences








Market Intelligence





# Speaking Packages

## Standard Conference Sponsorship Benefits

-  Logo recognition on event website and on-site materials
-  Promotion of social widgets within the console
-  Dedicated Client Success Manager
-  Post-event attendee list including phone, email, address, industry, company size and revenue
-  Capabilities for prospects to request to speak or chat
-  Engage and inform our members in real-time through our virtual sponsor booth
-  Argyle Select Connect

## Virtual Roundtable Breakout

- Argyle will produce and host a 45-minute digital roundtable breakout session, led by an industry thought leader through our interactive video platform
- 10 dial-in attendees
- Argyle will work with you to develop compelling content for your target audience
- 1 pre-event and 1 post-event e-Blast to attendees

## Brand Sponsor

- Virtual exhibition booth on the virtual event platform
- Visual recognition of booth participation – and branding within event console
- 3 links to resources

Argyle  
Executive  
Forum

Continuous  
Buyer Journey

Client  
Success

Digital  
Executive  
Forums

Custom  
Digital  
Products

Webinars,  
Custom  
Content &  
Digital Media

End-To-End  
Event  
Experiences

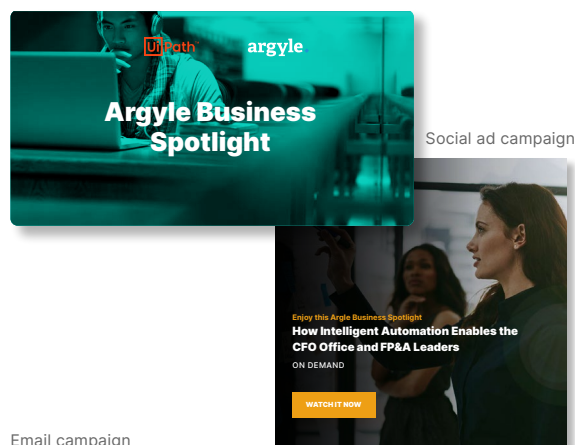
On-Site  
Custom  
Events

Argyle  
Experiences

Market  
Intelligence

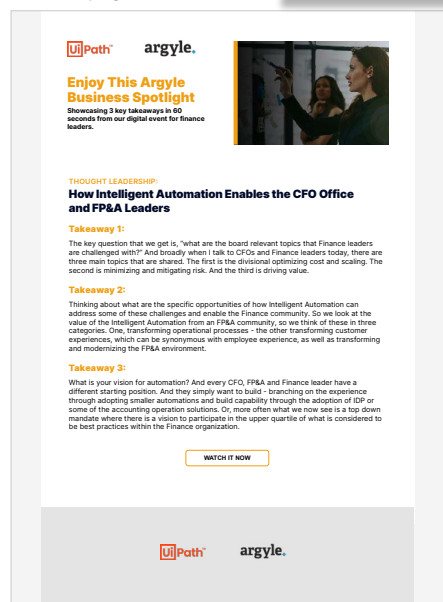
# Integrated Event Marketing Campaign

60 second animated video



Social ad campaign

Email campaign



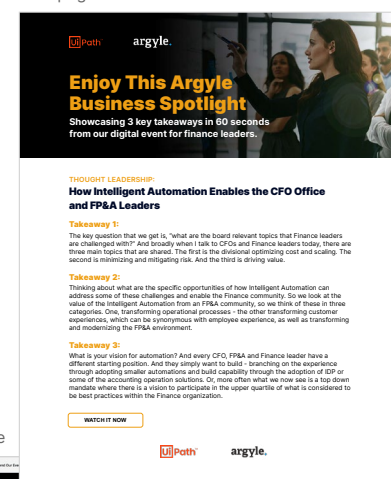
## Extend the Life of Your Argyle Event Sponsorship

An all-in-one, multi-channel integrated event marketing campaign **designed to expand your reach and engage qualified leads**, fully executed for you by Argyle.

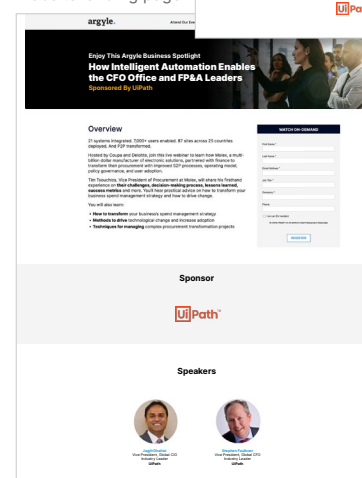
## Program Deliverables:

- 60 second animated video highlight reel featuring three takeaways from the event (25 seconds each)
- Social campaign, promoting the event on demand
- Email campaign featuring transcripts of three main takeaways
- One-page PDF, also featuring written takeaways
- Website landing page with gated content and on demand playback
- Native advertising on argyleforum.com – horizontal, insights block and on page ad examples

One-page PDF



Website landing page





# Argyle Select Connect

## The Ultimate One-to-One Meeting Experience

Argyle Select Connect is an exclusive opportunity for leaders to engage in virtual one-to-one meetings with targeted industry experts, thought leaders, and influencers within their chosen channels. Argyle Select Connect guarantees a minimum of 5 and up to 10 one-to-one meetings with registrants from Argyle's extensive event database, ensuring unparalleled networking opportunities and invaluable connections.

### Unlock Your Potential with Argyle Select Connect!

Step into the world of Select Connect and unlock a world of possibilities. As a participant, you will have the opportunity to connect with influential leaders and gain valuable insights into prospective buyer's needs.

Do not miss out on this exciting chance to engage with the best in the business. Join Argyle Select Connect today and experience the power of targeted one-to-one meetings.

### Key Features & Benefits:

- **Unmatched Access:** Gain direct access to influential leaders handpicked to match your specific prospect goals and interests. Forge connections with top-tier professionals who can open doors to new opportunities.
- **Seamless Virtual Meetings:** Enjoy hassle-free scheduling and a user-friendly virtual meeting platform that ensures smooth and efficient communication. No more back-and-forth emails or time-consuming coordination; Select Connect streamlines the entire process so you can focus on what matters most – building meaningful connections.
- **Tailored Channel Selection:** Choose from a diverse range of channels (CX, Finance, HR, IT, Cybersecurity, AI) customized to your needs and connect with leaders who can help you thrive in your respective field.
- **Guaranteed Meeting Minimum:** We understand the importance of making meaningful connections, which is why we guarantee a minimum of 5 one-to-one meetings with high-profile leaders. These meetings are carefully curated to ensure relevance and maximize the value you gain from each interaction.

Argyle  
Executive  
Forum

Continuous  
Buyer Journey

Client  
Success

Digital  
Executive  
Forums

Custom  
Digital  
Products

Webinars,  
Custom  
Content &  
Digital Media

End-To-End  
Event  
Experiences

On-Site  
Custom  
Events

Argyle  
Experiences






Market  
Intelligence



## Custom Stand Alone

Reach a specialized audience through private virtual events that focus on your target industry, job titles, and/or market. For bespoke event experience, Argyle can provide the same exclusive audience of Fortune 1000 senior-level executives in a focused and personally-tailored, exclusive-sponsor format designed around your specific topics, themes and goals.

### Standard Custom Product Sponsorship Benefits

-  Logo recognition on event website and on-site materials
-  Dedicated Client Success Manager
-  Post-event attendee list with name, title, company and additional company metrics
-  Engage and inform our members in real-time through our virtual sponsor booth
-  Post event brief which includes the discussion points and responses from each breakout session, polling results and attendee contact information

### Leadership Roundtable

- A 60 – 75 minute virtual learning Leadership Session, featuring an industry expert or thought leader of your choice presented through our interactive video engagement platform
- 5-minute introduction by the sponsor followed by in-depth 30 – 45 minute Q&A and information sharing sessions, led by your featured expert, followed by an interactive roundtable discussion, to discuss the topic at hand
- Guarantee of a set number (max of 10 – 12) of dial-in attendees

Other options include spotlight sessions and management series.

### Leadership Session with Customized Research

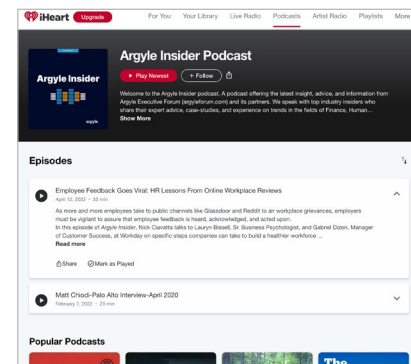
- A 60 – 75 minute virtual learning Leadership Session with Customized Research, featuring an industry expert or thought leader of your choice, presented through our interactive video engagement platform
- Partner with Argyle Research to gather today's business insights, which can guide more in-depth content and discussions for your virtual event

# Executive Podcast

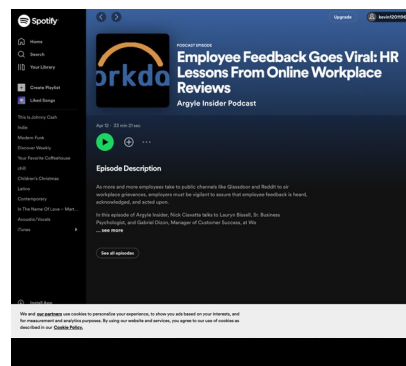
- Argyle will interview 1-2 subject matter experts provided by the client
- Argyle to provide client a fully produced 30-60 minute podcast
- Client will receive a co-branded MP3 file recording
- Argyle will feature client podcast on argyleforum.com
- Argyle will amplify the reach of the client podcast by featuring it in the Weekly Community Briefing of your targeted audience.



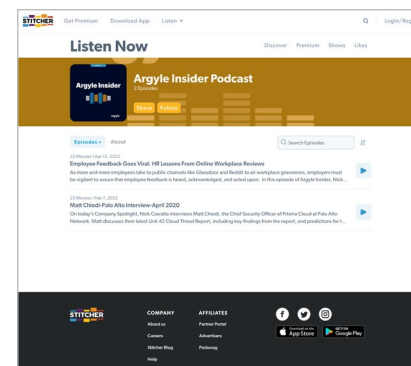
Amazon Music



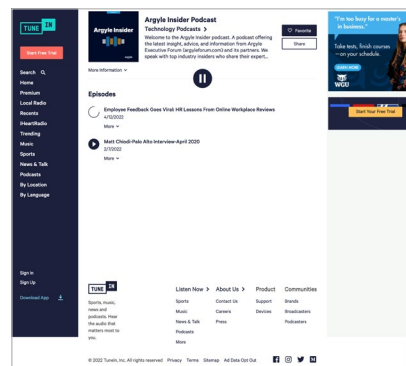
iHeart



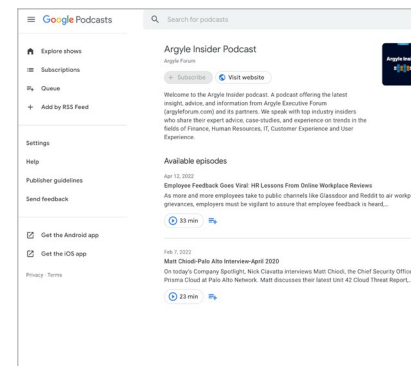
Spotify



Stitcher



Tune In



Google Podcasts

Argyle  
Executive  
Forum

Continuous  
Buyer Journey

Client  
Success

Digital  
Executive  
Forums

Custom  
Digital  
Products

Webinars,  
Custom  
Content &  
Digital Media

End-To-End  
Event  
Experiences

On-Site  
Custom  
Events

Argyle  
Experiences

Market  
Intelligence



# Custom Webinars

## Supercharge Your Digital Marketing

As the leader in delivering B2B digital event experiences, only Argyle can provide an end-to-end solution for your event marketing needs, and land the outcomes that matter to you most.

Whether your goal is to increase brand awareness or reinforce industry leadership, our best-in-class Webinars allow you to reach our engaged audience of senior executive members in a content-driven atmosphere — and generate the highest-quality leads for your business.

### Add-On Option

Partner with our editorial team to create a co-branded brief, a PDF asset debriefing the webinar content.

#### eBrochure:

- Extend the longevity of your webinar and drive conversions with an eBrochure of the webinar, a PDF asset debriefing the webinar content used for nurture.

### Argyle Select Connect: The Ultimate One-on-One Meeting Experience

- 5 guaranteed 1×1 meetings with webinar participants of your choosing.

## Two Options. Minimal Investment. Big Impact.

Customize your own event or select from our pre-determined topics.

### Executive Webinar

Maximize brand exposure and boost the sales pipeline with this custom event.

- **Introduce** your company and demonstrate your leadership position
- **Provide** compelling and authoritative content that addresses B2B buyer challenges
- **Elevate** your organization to the C-Suite and showcase your thought leadership

### Turnkey Webinar

Deliver key insights on trending topics hosted by our editorial team and industry expert speakers.

- **Reach** your audience, inspire trust, add authority in your niche market
- **Associate** your brand with content that addresses B2B buyer challenges
- **Position** yourself as a thought leader within an industry trusted environment.

## Standard Webinar Benefits



Dedicated Client Success Manager



Post-event attendee list with name, title, company and additional company metrics

# Custom Webinars

## We're here to help.

Our team of experts will coordinate your program from concept to completion:

- Content development
- Technical setup for speakers and attendees
- Audience development
- Event execution (live or pre-recorded)



## Custom Webinar

Exclusive 60-minute session on our digital platform, featuring:

- Content and topic development with Argyle's team
- 45-minute presentation, followed by 15-minute Q&A
- Brand logo on all promotional marketing and emails
- Dedicated Client Success Manager
- Expert event moderator
- Post-event attendee list with full contact details
- Hosting on our website for all post-event views

## Editorial Webinar

Exclusive 60-minute session on our digital platform, featuring:

- Client selected topic from a predetermined list
- Brand logo on all promotional marketing and emails
- Dedicated Client Success Manager
- Expert event moderator
- Industry expert speakers recruited by Argyle's team
- Post-event attendee list with full contact details
- Hosting on our website for all post-event views

Argyle  
Executive  
Forum

Continuous  
Buyer Journey

Client  
Success

Digital  
Executive  
Forums

Custom  
Digital  
Products

Webinars,  
Custom  
Content &  
Digital Media

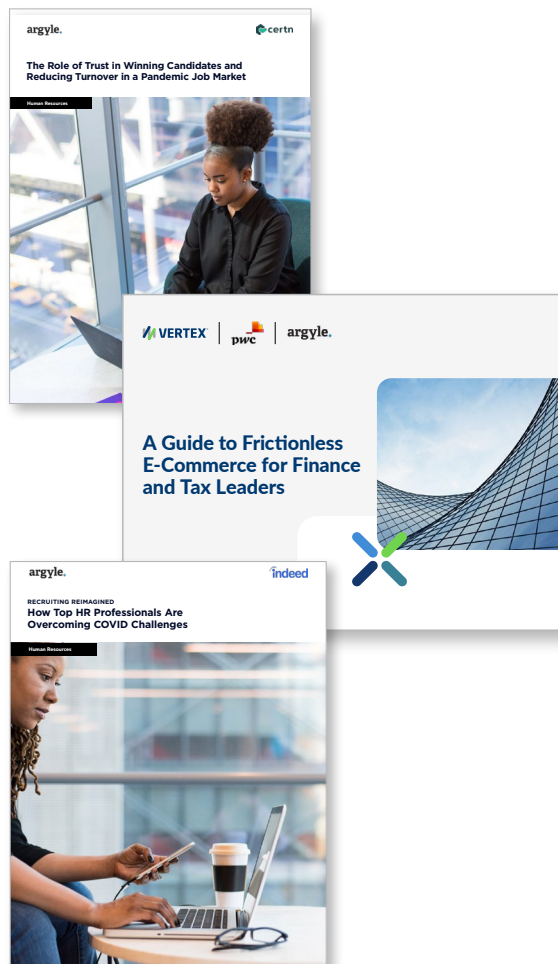
End-To-End  
Event  
Experiences

On-Site  
Custom  
Events

Argyle  
Experiences

Market  
Intelligence

# Content Packages

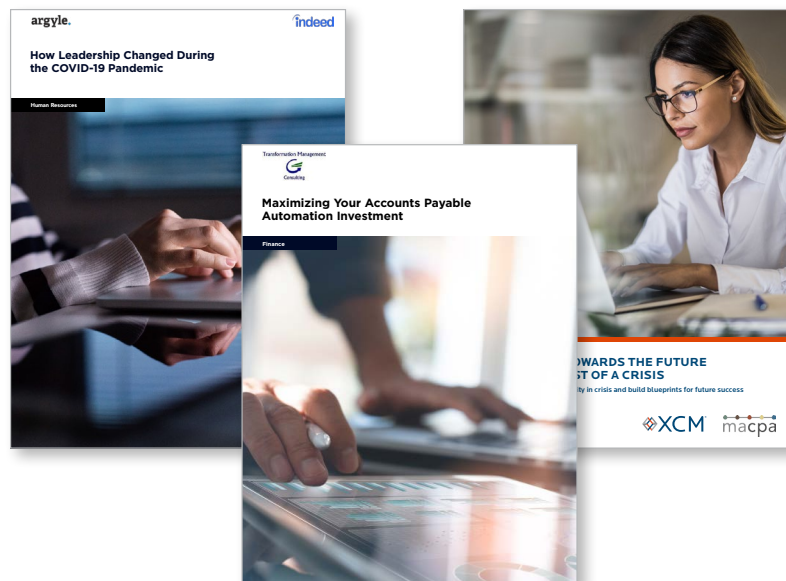


## eBook

- Select a topic that aligns with your brand, and partner with Argyle's editorial team to create and write a custom eBook.
- 8-10 page co-branded eBook
- Logo inclusion on eBook cover page
- Sponsor's statement with logo in the eBook

## White Papers

- Partner with and influence the Argyle editorial team to write and produce a professionally designed 4-page white paper on your behalf.



Argyle  
Executive  
Forum

Continuous  
Buyer Journey

Client  
Success

Digital  
Executive  
Forums

Custom  
Digital  
Products

Webinars,  
Custom  
Content &  
Digital Media

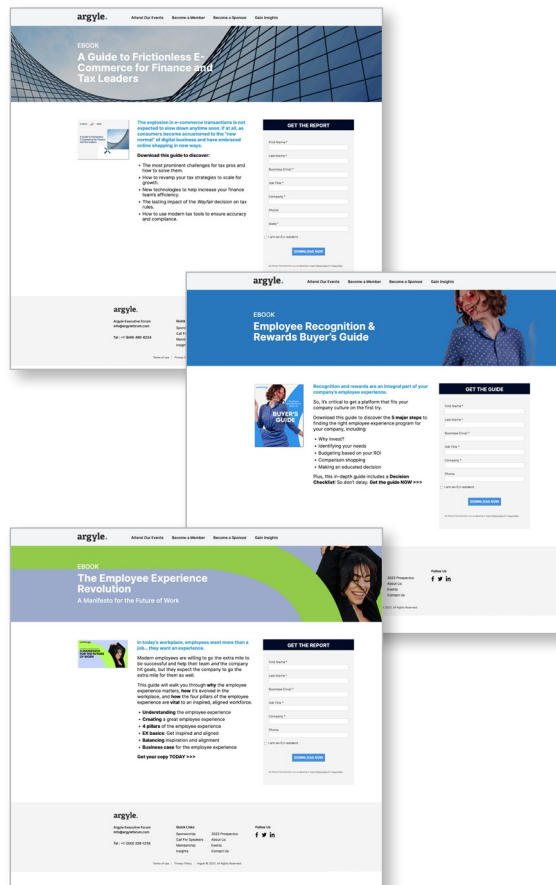
End-To-End  
Event  
Experiences

On-Site  
Custom  
Events

Argyle  
Experiences

Market  
Intelligence

# Content Packages



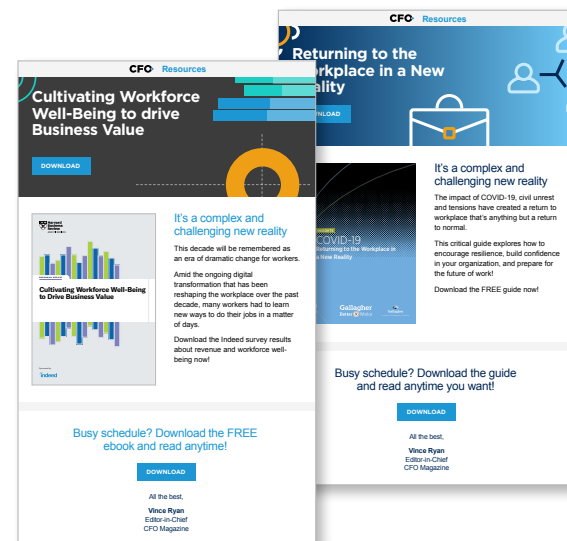
## Short-Form Articles

- Partner with Argyle on developing short form articles, blog posts, briefs, and press releases.
- We'll position your brand as a thought leader and help generate demand.

## Longform Custom Content

Win trust with your audience through custom content:

- Buyers' Guides
- Case Studies



## Content Syndication

Want to enhance your new content asset? Do you have an existing eBook or White Paper that you're looking to promote? Argyle will promote your content assets to a targeted audience to help you generate the leads you need.

## Infographics

- Engage time-constrained executive audiences with an easily understood visual and of complex stories and data
- We'll work with you to capture the target audiences' attention through a graphically rich and minimal text infographic to tell your brand's story

Argyle Executive Forum

Continuous Buyer Journey

Client Success

Digital Executive Forums

Custom Digital Products

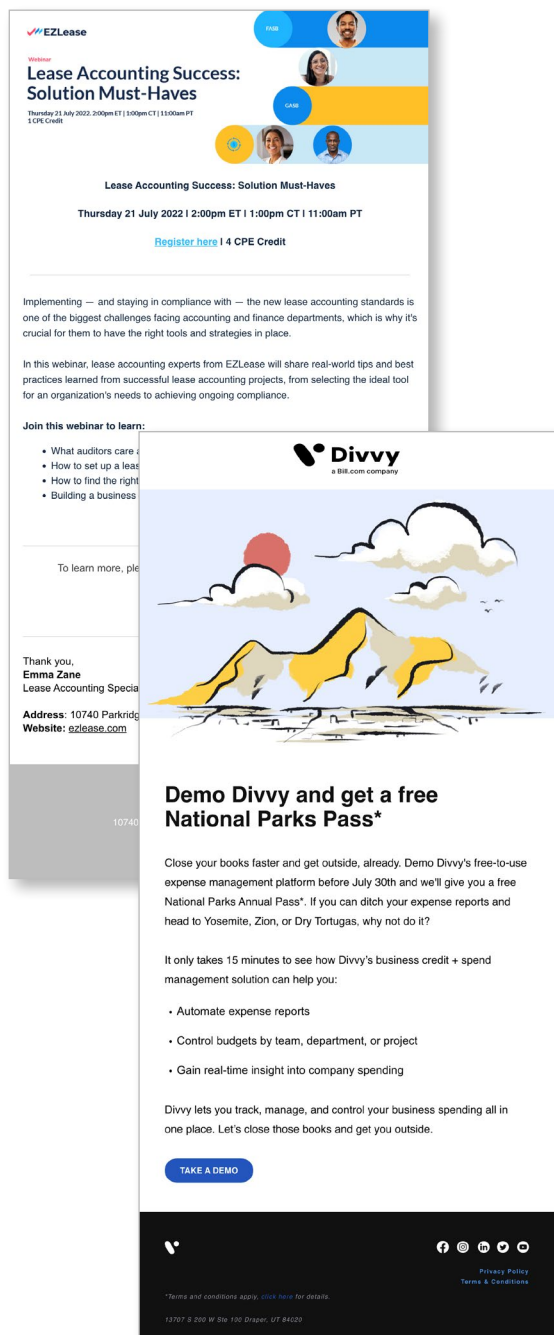
Webinars, Custom Content & Digital Media

End-To-End Event Experiences

On-Site Custom Events

Argyle Experiences

Market Intelligence



## Sponsored Email

Create brand awareness, promote a new product, or generate leads to a minimum of 40,000+ senior-level executives in your target audience (audience size varies per community).

Provide your own content or have Argyle's team build your email campaign to your specifications. Prime distribution dates are available in limited quantities.

- Fully customizable. Provide your own content or utilize Argyle's design services to add any text, graphics, photos, or buttons to your email campaign(s).
- Responsive design. Compatible with all mobile devices.
- Can-Spam and GDPR compliant.

Argyle  
Executive  
Forum

Continuous  
Buyer Journey

Client  
Success

Digital  
Executive  
Forums

Custom  
Digital  
Products

Webinars,  
Custom  
Content &  
Digital Media

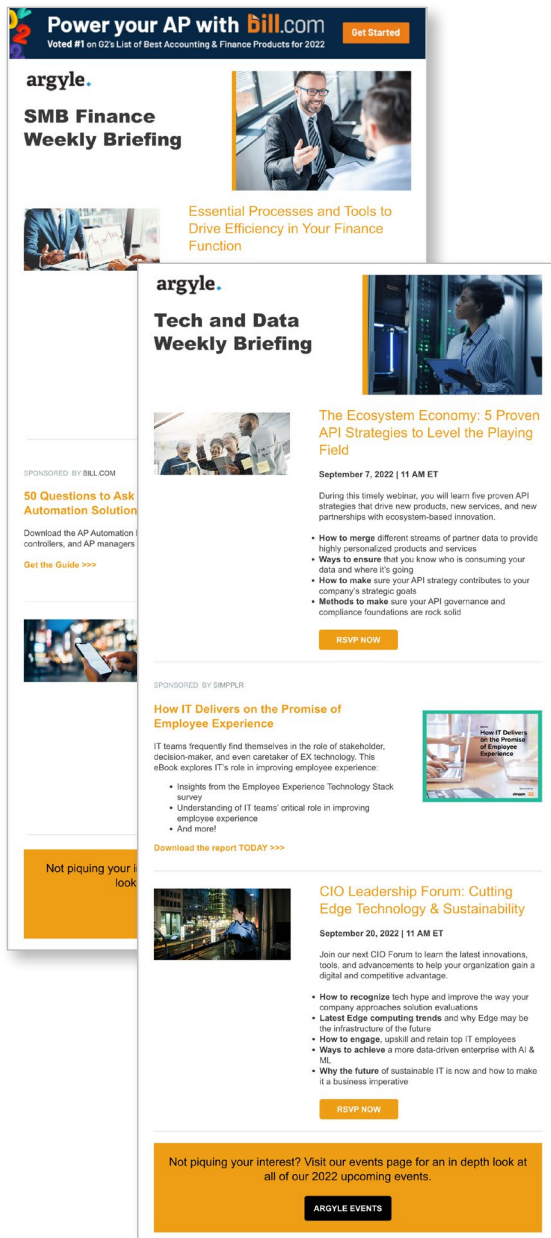
End-To-End  
Event  
Experiences

On-Site  
Custom  
Events

Argyle  
Experiences

Market  
Intelligence





# eNewsletter

Stay prominent in front of Argyle's executive community membership by positioning your brand alongside key insights, industry trends, and hot topics affecting their industries.

- Distribution: Weekly, Sundays
- Banner Ad Units: 720 × 90 Single Sponsorship
- Text Ad: Headline 40 characters max, body text 300 characters max, CTA, trackable hyperlink
- The Client will be able to ask up to 4 polling questions to their session as well as sharing results post event.

Argyle  
Executive  
Forum

Continuous  
Buyer Journey

Client  
Success

Digital  
Executive  
Forums

Custom  
Digital  
Products

Webinars,  
Custom  
Content &  
Digital Media

End-To-End  
Event  
Experiences

On-Site  
Custom  
Events

Argyle  
Experiences

Market  
Intelligence

From start to finish

# End-to-end Event Experiences



## Your Integrated Event Plan

- Our Client Success team invests time understanding your expectations to prepare your Integrated Event Plan informed by our proprietary data analytics and your business goals
- Regardless of programs, all Argyle clients receive Client Success Management support for the duration of your engagement with us

## Multi-Channel Targeted Reach

- Using our data analytics to understand how to reach your buyers, we maximize reach and lead generation before, during and after your event program
- Argyle's member database along with supporting predictive analytics and modelling informs where and when we engage

## Ongoing Lead Generation




- With your sign-off multiple platforms following your event program reinforce your investment to support lead generation long after the event
- All digital, multi-channel content marketing tailored to your goals and utilizing the most relevant platforms keep working on your behalf



## On-Site Custom Events

Argyle handles attendee recruitment, speaker recruitment (where applicable), venue selection/management and all logistics.

### Standard Custom Product Sponsorship Benefits

-  Logo recognition on event website and on-site materials
-  Dedicated Client Success Manager
-  Post-event attendee list including phone, email, address, industry, company size and revenue

### Executive Workshop

- Partner with Argyle on content and strategic direction
- 3-hour bespoke event with an intimate environment conducive to sharing thought leadership and impactful engagement
- One 20-minute thought leadership presentation
- One panelist speaker participates in a 45-minute panel discussion, either as a panelist or moderator
- Foster meaningful relationships with 12-15 executives during roundtable discussions
- Speaker photos posted on website
- 3 attendee passes (not including speaker)

### Custom Event

Can't find what you're looking for, or want a one-of-a-kind experience? Argyle can help you achieve your sales and marketing goals through a bespoke custom event where you determine the location, date, topic, and target audience from our exclusive membership community.

Argyle  
Executive  
Forum

Continuous  
Buyer Journey

Client  
Success

Digital  
Executive  
Forums

Custom  
Digital  
Products

Webinars,  
Custom  
Content &  
Digital Media

End-To-End  
Event  
Experiences

On-Site  
Custom  
Events

Argyle  
Experiences

Market  
Intelligence






# On-Site Custom Events

Select your cities. Identify your audience. We do the rest.

These exclusive gatherings are hosted in an intimate environment conducive to impactful networking and discussion. While there is no formal content, you will partner with Argyle on topic development to guide the conversation.

## Standard Custom Product Sponsorship Benefits

-  Logo recognition on event website and on-site materials
-  Dedicated Client Success Manager
-  Post-event attendee list including phone, email, address, industry, company size and revenue

## Executive VIP Dinner

- 3 hours of networking dinner and cocktails
- Turnkey event management: Attendee recruitment, venue selection and management, and all logistics
- 5-minute introduction to your organization
- 2 attendee passes
- All standard sponsorship benefits (CSM, branding, landing page, registrant list)

Argyle  
Executive  
Forum

Continuous  
Buyer Journey

Client  
Success

Digital  
Executive  
Forums

Custom  
Digital  
Products

Webinars,  
Custom  
Content &  
Digital Media

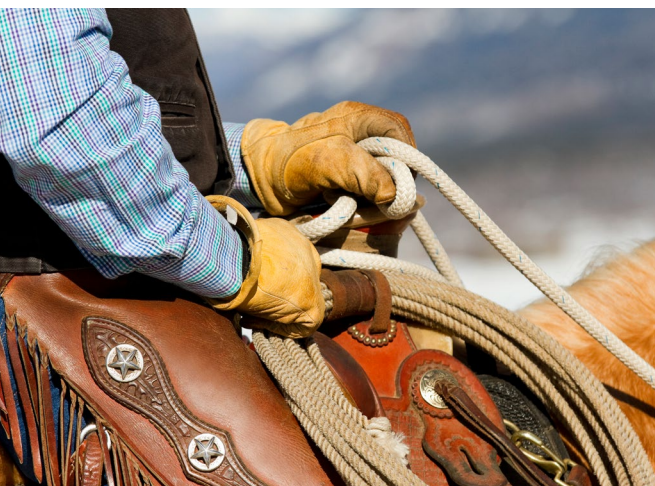
End-To-End  
Event  
Experiences

On-Site  
Custom  
Events

Argyle  
Experiences

Market  
Intelligence





# Argyle Experiences

## For Your Customers

**Argyle Experiences** build human connections. Each one of our immersive activities is designed to enhance employee engagement and improve company culture.

Whether you are looking for an interactive team building event or leadership retreat **Argyle Experiences** are designed to foster positive, authentic connections, boost team productivity and strengthen employee retention.

**Planning events is Argyle's superpower.** From start-to-finish, we take the time-consuming stress out of managing and executing every detail and strategically customize your experience to meet your budget, goals, and calendar perfectly.

*Availability based on scheduling and an 8-week lead time.*

### The Argyle Experiences Program is perfect for:

- Improving morale and leadership skills
- Fostering communication and building camaraderie
- Boosting collaboration and productivity
- Increasing employee motivation
- Driving team cooperation

Argyle  
Executive  
Forum

Continuous  
Buyer Journey

Client  
Success

Digital  
Executive  
Forums

Custom  
Digital  
Products

Webinars,  
Custom  
Content &  
Digital Media

End-To-End  
Event  
Experiences

On-Site  
Custom  
Events

Argyle  
Experiences

Market  
Intelligence





## Standard Custom Product Sponsorship Benefits



Logo recognition on event website and on-site materials



Dedicated Client Success Manager



Post-event attendee list including phone, email, address, industry, company size and revenue

# Argyle Experiences

## For Your Customers

### Program Includes

- A 3-4 hour curated experience (examples: rodeo, golf, cooking with top chef, heavy equipment adventures, racecar driving, hiking, wine tasting, sporting events)
- Turnkey event management: Attendee recruitment, venue selection and management, and all logistics
- 5-minute introduction to your organization at start of the adventure
- 2 attendee passes
- All standard sponsorship benefits (CSM, branding, landing page, registrant list)

### COVID Compliance Policy

Argyle is committed to the well being of our guests and adhering to the latest health and safety regulations. Our COVID compliance policy is available upon request.

*Availability based on scheduling and an 8-week lead time.*

Argyle  
Executive  
Forum

Continuous  
Buyer Journey

Client  
Success

Digital  
Executive  
Forums

Custom  
Digital  
Products

Webinars,  
Custom  
Content &  
Digital Media

End-To-End  
Event  
Experiences

On-Site  
Custom  
Events

Argyle  
Experiences

Market  
Intelligence

# Market Research & Intelligence Solutions

We invite you to engage senior-level executives through highly credible, objective, co-branded research – surveying your target audience, creating content rooted in first-party insights, and propelling your buyers through their journey.

About  
Argyle

Continuous  
Buyer Journey

Client  
Success

Digital  
Executive  
Forums

Custom  
Digital  
Products

Webinars,  
Custom  
Content &  
Digital Media

End-To-End  
Event  
Experiences

On-Site  
Custom  
Events

Argyle  
Experiences

Market  
Intelligence



# Market Research & Intelligence Solutions

Your prospects and customers are inundated with content and overwhelmed with thought leadership.

## So, how does your brand differentiate itself?

Content marketing rooted in data and first-party insights cuts through the noise with first-party insights, helping you develop the trust, engagement and thought leadership necessary to move your prospects through the buyer journey.

## Survey



## Content



## Demand Generation + Event Engagement

### Gather data

- Partner with Argyle to develop and field a survey to collect first-party data
- Access to B2B (decision-makers) and B2C (consumer) survey respondents
- Global or domestic
- Analysis and thematic findings from the data will be used to position your brand as a thought leader through the content

### Integrated content-marketing

- After reviewing the data, we'll take the lead and work with your team to develop and design deliverables
- Assets will be co-branded with Argyle to win trust and credibility

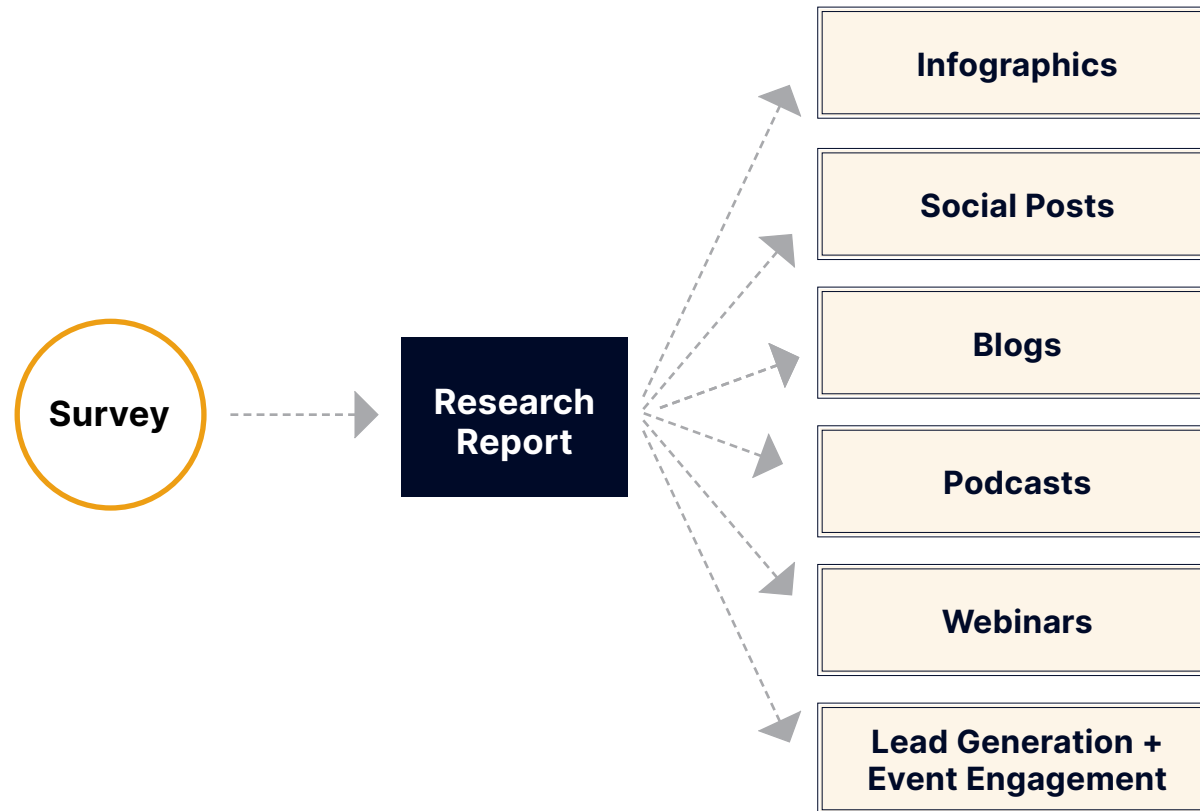
### Realize research ROI

- Leverage research findings at an Argyle digital event to build trust and engage with decision-makers
- Use content and derivative assets to drive demand and capture leads through syndication

### What you'll get:

- Insights to fuel your content and engage deeply with your target personas
- Ownership of all co-branded deliverables and aggregated, raw data
- Brand amplification and elevation
- Demand generation for your sales pipeline
- Gain trust of your prospects and customers

# Argyle's Market Research & Intelligence Solutions



Survey findings are distilled to provide actionable perspectives and thought leadership through content and engaging events – all rooted in peer-to-peer insights.

Incorporate an integrated research campaign with an Argyle Digital event or distribution program to realize the true value of first-party data and research.

We provide clients the ability to tap into executive and parallel audiences to gather quantitative insights (survey).

We work as an extension of your marketing function, providing end-to-end services – from synthesis of a robust research study to creation and distribution of content assets to amplify, elevate your brand and generate business demand.

Argyle  
Executive  
Forum

Continuous  
Buyer Journey

Client  
Success

Digital  
Executive  
Forums

Custom  
Digital  
Products

Webinars,  
Custom  
Content &  
Digital Media

End-To-End  
Event  
Experiences

On-Site  
Custom  
Events

Argyle  
Experiences

Market  
Intelligence



## Contact Us

**Please get in touch to find out  
how you can get involved.**

### **Sponsorship**

(332) 228-1235

**[sponsorship@argyleforum.com](mailto:sponsorship@argyleforum.com)**