



# **InnoLead 2024 Sponsorship Prospectus**





# InnoLead is a membership organization that creates content, events, and tools to help its community of corporate leaders successfully drive growth and transformation while guiding their organizations into the future.

*Active members and recent event attendees include the following executives:*

Chief Advisor, Artificial Intelligence & Innovation	NASA
Chief Executive Officer	Ford Autonomous Vehicles
Chief Innovation Officer	Cambia Health
Chief Science Officer	Lululemon
Chief Strategy & Innovation Officer	CSAA Insurance Group
Chief Technologist	Amazon Robotics
President & Chief Executive Officer	Sonesta Hotels
Team President & Alternate Governor	Boston Celtics
General Manager	Nike Valiant Labs
Senior Vice President	AARP Innovation Labs
Senior Vice President and Chief Digital Officer	Kaiser-Permanente
Senior Vice President, Corporate Research & Development	Hain Celestial Group
Senior Vice President, Head of Fidelity Labs	Fidelity Investments
Senior Vice President, Product & Innovation	NRG Energy
Senior Vice President, Product & Manufacturing Innovation	Ralph Lauren
Assistant Vice President of Innovation	Pacific Life
Assistant Vice President of New Growth	Cox Communications
Vice President, Digital	Mass General Brigham
Vice President, Engineering	Crown Equipment Corp.
Vice President, Global Innovation	Henkel
Vice President, Innovation	Royal Caribbean Cruises
Vice President, Innovation	Stanley Black & Decker
Vice President, Research & Development	Campbell Soup Company
Vice President, Strategy, Analytics, Transformation	Alaska Airlines
Global Head of Artificial Intelligence Innovation Center	Novartis
Global Head of Digital	General Mills
Global Head of Strategy, Cloud Intel.	Amazon Web Services
Global Research & Development Leader, Robotics	Johnson & Johnson
Head of Digital Innovation Lab	Kimberly-Clark
Head of Global Innovation Centers	Verizon

# An InnoLead sponsorship helps innovation solution providers more effectively reach corporate innovation executives.

“The InnoLead team has done a great job bringing together partners that meet our specific needs. And we’ve engaged with a number of those partners over the last several years.”

**NRG Energy**  
VP Enterprise Innovation  
**Scott Burns**

“Our InnoLead partnership is creating significant value for us by exposing us to our target audience in new ways and generating a range of new business development opportunities as a result.”

**U+**  
Managing Director  
**Sean Sheppard**

“The InnoLead team has gone to great lengths to help us build new relationships with growth leaders at large organizations, developing creative approaches to engagement that benefit everyone while measurably expanding our business development pipeline.”

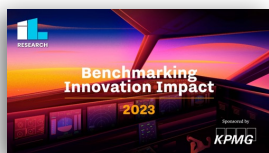
**High Alpha Innovation**  
Chief Executive Officer  
**Elliott Parker**



**Connect with hundreds of growth leaders through our in-person and virtual events**



**Reach thousands of corporate leaders through our newsletters and social communities**



**Share polished, provocative thought leadership that we create for you**



**Get strategic guidance and support from a senior leadership team with over 60 years experience working in corporate innovation**

# Start with our core collaboration...

## **Strategic Partnership Program**

*Build visibility, credibility and business development relationships*

### Benefits

- ✓ Unlimited team accounts with full access to our site and content
- ✓ A "Strategic Partner" presence in our Directory of Innovation Firms
- ✓ A welcome message in our semi-weekly newsletter
- ✓ Inclusions of your announcements in our semi-weekly newsletter (as space is available)
- ✓ Amplification of your LinkedIn posts
- ✓ Contributions to our Pointers content collections (Spring and Fall editions) or posting of (2) thought leadership pieces on our website
- ✓ A LinkedIn social collaboration (e.g., joint post, video)
- ✓ (4+) strategy conversations with IL senior leadership
- ✓ Access to our community Slack channel
- ✓ A discount code for your clients to join IL
- ✓ The opportunity to complete our Ideal Customer Profile so we can optimize our collaboration
- ✓ 1:1 IL Senior Leadership support

# Sponsor our initiatives...

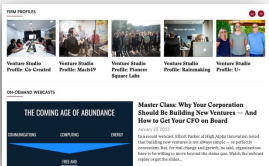
## "The Future of Innovation Software"

*Educate, update, engage corporate leaders*

**Context:** Most large organizations continue to apply general purpose software tools to use cases where better, innovation-specific tools exist. This remains a significant, but hard-to-crack opportunity.

**Why:** You want to educate leaders to understand the value of your tools and platforms, update them on how your solutions can help them be more successful, and engage with them to help them win approval for purchase.

### *Initiative Components*



#### **Initiative Landing Page**

Collection of sponsor platform profiles, case studies, CEO Q&As, videos, survey results, InnoLead market analysis

*Jan 2024 (Launch)*



#### **Quantitative Survey**

Get input from sponsors, launch "State of the Industry" survey of corporate leaders; publish results, market analysis in February

*Jan 2024 - Feb 2024*



#### **InnoLead Market Analysis**

InnoLead analysis of data, assessment of how Generative AI is changing the market and why leaders should adopt platforms

*Feb 2024*



#### **Webcasts**

Panel-based webcasts with demos and overviews by sponsors; replays promoted and hosted on initiative page

*Mar 2024 - Sept 2024*

# Sponsor our events...

## **In-Person** and **Virtual** *Forward-looking, Relationship-building*

### *Planned Events*



### **Emerging Technology, Silicon Valley**

Through site visits, interactive workshops and peer networking, expand your awareness of emerging technologies and how to navigate the opportunities and threats they create.

*May 2024*

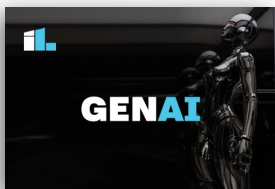


### **Impact 2024, Boston**

The world's most useful event for anyone responsible for driving innovation and growth in large companies. Over 300 attendees in 2023; attendance limited to leaders and sponsors.

*October 2024*

### *Custom Opportunities*



### **Generative AI, Location TBD**

Engage with your peers and forward-thinking adopters to experience how large organizations are leveraging Generative AI-based tools to improve innovation outcomes.



### **Growth Strategy, Location TBD**

An invite-only session for senior executives to get advice from peers and senior consultants on how to most effectively develop and execute growth strategy in 2024 and beyond.



### **Master Class Webinars**

60-minute, co-hosted sessions with pre- and post-session support and follow-up business development assistance.

*2x / month - **limited inventory available beginning in April***



# Sponsor our events...

## Impact 2024

*The most useful event for corporate growth leaders*  
October 23 - 25, Boston



### More than 300 leaders attended Impact 2023

*Sample orgs:* American Express, BAE Systems, Campbell Soup, Colgate, Cox, ExxonMobil, Goodyear, Hormel, John Hancock, J&J, Nationwide, Nike, Northrop Grumman, Pacific Life, Rockwell, Takeda, Travelers, Verizon

*Sample titles:* CEO, CDO, CIO, SVP Innovation, AVP New Growth, VP Enterprise Innovation, VP New Ventures, VP Digital Strategy, VP R&D, Head of Labs, Head of Partnerships, VP New Products & Services

**Why:** You want to build visibility, awareness, and face-to-face business development relationships with corporate leaders during the only event for which tickets are not for purchase by consultants or non-sponsor vendors.

### *Sponsorship Opportunities*



#### **Presenting Sponsorship**

Competitive exclusivity, mainstage presentation, workshop, ticket blocks for team members / clients, top logo presence on all materials, giveaway item, webcast participation, registrant / attendee list



#### **Premium Sponsorship**

60-minute workshop, tickets for team members / clients, logo presence on all materials, giveaway item, webcast participation, registrant / attendee list



#### **Supporting Sponsorship - Demo**

Demonstration table in refreshment room, tickets for team members / clients, logo presence on all materials, giveaway item, registrant / attendee list



#### **Supporting Sponsorship - Amenity**

Branded amenity (e.g., excursion, coffee bar), ticket for team member / client, logo presence on all materials, giveaway item, registrant / attendee list

# Sponsor our content...

## Research Reports

*Provocative and insightful, backed by data*



### Blueprints for Corporate Innovators

One of our most widely shared resources is our “Blueprints” series, which highlight tools, templates, and resources that corporate innovators adapt and utilize to improve their innovation programs. *Q1 2024.*



### How GenAI is Transforming Innovation

This report will share emerging use cases and best practices for how corporations have already deployed Generative AI-based tools to improve their innovation programs and to achieve specific growth outcomes. *Slated for Q2 2024.*



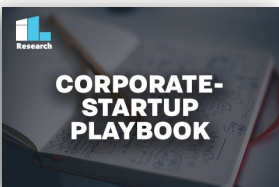
### 2024 Growth Benchmarking Report

This report will explore why some organizations successfully exceed growth expectations over time, and why others do not, and will describe best practices to successfully develop and execute a growth strategy. *Slated for Q3 2024.*



### How Growth Professionals Get Paid

How much should you be earning, and what are your peers earning? This report will benchmark salaries and bonuses, while also explaining how bonuses are set, whether pay is tied to performance, and more. *Slated for Q4 2024.*



### The Corporate-Startup Playbook

What are the best practices for interactions between global corporations and startups? What approaches, budgets, structures, systems and processes maximize ROI and minimize waste? Our “Playbook” provides an annual guide. *Timing TBD.*



# Sponsor our content...

## "Blueprints for Corporate Innovators"

*Compilation of tools, templates to help leaders be more successful*



**Context:** To avoid "reinventing the wheel", growth leaders come to InnoLead to source tools and templates that other leaders have created and, as a result, our 2018 "Blueprints for Corporate Innovators" remains a popular download; we will refresh the publication in Q1.

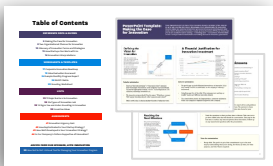
**Why:** You want to position yourself as dedicated to helping growth leaders be more successful by underwriting the publication of a popular, practical guide to which they will frequently refer.

### *Initiative Components*



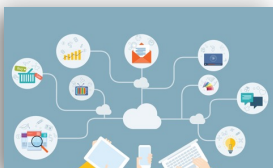
#### **Sponsored Content**

Four pages of sponsored content -- usually an "intro / welcome" letter, centrally placed "thought leadership" pages and a concluding "about us" page



#### **Hosted Summary**

Full report hosted by InnoLead for IL community; sponsor posts an excerpt on their site behind a registration page



#### **Broad Promotion**

InnoLead promotion of report through newsletter and social channels; creation of social graphics for use by sponsor



#### **Webinar (optional)**

Optional webinar with corporate leaders to present your practical tools and techniques to accelerate growth through innovation

# Develop a custom collaboration...

## Content and Events

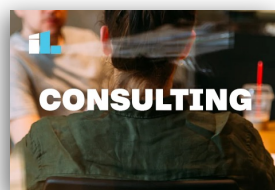
*Designed specifically to meet your needs*

### *Select Case Studies*



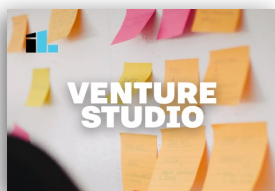
#### **For a top design firm**

Designed content series, conducted interviews, created and published text and audio thought leadership featuring sponsor clients and leaders



#### **For a top consulting firm**

Designed collaboration, hosted two executive roundtables, created two custom reports, and hosted webcast to share content



#### **For venture studios and builders**

Created a series showcasing the emerging corporate venture studio and venture builder space, including by featuring profiles of seven firms and co-hosting several panel and individual firm webcasts



#### **For a top research university**

Designed report, conducted qualitative and quantitative research, created deliverable specifically designed to build awareness of their capabilities



#### **For a Fortune 50 tech company**

Designed collaboration to include in-person events and a regular web meeting series to build connections between their portfolio companies and senior leaders





**An InnoLead sponsorship helps  
innovation solution providers more  
effectively reach corporate  
innovation executives.**

**For more information, please  
contact: [alex@innolead.com](mailto:alex@innolead.com)**

