

Sponsorship for Real Results

Introduction

This case study of a medium enterprise professional services company is based on a October 2014 survey of GIL 2014: Silicon Valley customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

Challenges

- Find that traditional" trade shows and conferences are plagued by the following:
 - Lack of true decision makers in attendance
 - Lack of ROI

Use Case

- Finds the following activities provide the greatest returns:
 - Event sponsorship
- Generated 5 times the return on investment at a Frost & Sullivan GIL event compared to other events.

Results

- Leveraged 5 touch points through their sponsorship of Frost & Sullivan's GIL 2014: Silicon Valley.
- Generated 5 relationships as a result of Frost & Sullivan's GIL 2014: Silicon Valley.
- Finds that the following aspects make Frost & Sullivan's GIL 2014: Silicon Valley so unique and valuable in comparison to other events their company sponsors:
 - Ratio of decision makers in attendance
 - Relationship fostering environment
 - Nonstop networking
- Would strongly recommend sponsorship of Frost & Sullivan GIL to a peer.
- Would agree that Frost & Sullivan's GIL 2014: Silicon Valley is the best sponsorship investment in the market.

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Medium Enterprise

Industry:
Professional Services

About Growth, Innovation and Leadership

Frost & Sullivan enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership.

The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies.

Learn More:

[Frost & Sullivan](#)