

EPIC2021

OCT 11-15 NETWORKING & LEARNING
OCT 18-21 MAIN PROGRAM

ANTICIPATION

“EPIC is a strategic asset for our business because it offers us a leading community of human-centered business thinkers to tap into and provides a wide range of learning experiences for our people.”

—DONNA FLYNN, Vice President,
Workspace Futures & Market Insights,
Steelcase



EPIC2021

CONFERENCE CHAIRS

Jan English-Lueck, Professor of Anthropology, San Jose State Univ.
& Distinguished Fellow, Institute for the Future

Sam Ladner, Principal Researcher - Strategy, Workday

Jamie Sherman, Research Scientist, Intel

CONFERENCE THEME: ANTICIPATION

There are no future facts—so we invest in techniques of foresight and prediction to anticipate, plan, and “future-proof” products and organizations. Ethnography deepens and expands our understanding of how and where futures are made, offering powerful tools for insight and human-centered innovation. EPIC2021 will assemble global expertise to explore how our practices of research, design, and strategy create landscapes of possibility for organizations, markets, and communities.

SPONSORSHIP

Sponsoring EPIC makes a powerful statement about your organization’s commitment to human-centered research, innovation, and product development. Sponsors have exceptional opportunities to demonstrate leadership, showcase capabilities and brands, and network with our global community. Join us!

EPIC advances the practice of ethnography to create value in industry, organizations, and communities. EPIC people hail from every industry and sector, including Fortune-500 companies, management consultancies and design studios, universities, nonprofits, and governments. Through year-round programming, we draw on the immense expertise of our global community to learn, network, and grow as professionals. EPIC is a 501(c)3 nonprofit organization.



SPONSOR BENEFITS

EPIC2021 is happening on a global, interactive platform where sponsors are part of the action 24/7 across 10 days of programming. Sponsor branding, exhibits, and networking are built into the territory. All sponsors receive the following benefits:

BRAND VISIBILITY

- conference website
- event platform
- social media
- email newsletters
- published proceedings

MULTIMEDIA EXHIBIT

Your customizable page on event platform is accessible 24/7, including:

- Multimedia materials: organizational profile, video, downloads, sponsor rep profiles
- Communication tools: message and video conference with attendees

BROADCASTS

EPIC will broadcast notifications to attendees recognizing sponsors and encourage people to visit your exhibits.

LIVE EXHIBITIONS

A scheduled event designed to draw attendees to sponsor exhibits. You can customize the experience: your representatives are live on video within your exhibit, making presentations, doing demos or activities, or hosting discussions and meetings.

NETWORKING

You have many opportunities to connect directly with attendees:

- Attendee directory with profiles, tags & filters
- 1:1 messaging
- Schedule 1:1 or group video conferences
- public bulletin boards

PERSPECTIVES ARTICLE

Publish in our blog during our highest-traffic period. Standard editorial guidelines apply.



SPONSORSHIP LEVELS

2021.epicpeople.org sponsorship@epicpeople.org

SILVER (\$5,000)

All sponsor benefits *plus*:

- **1 complimentary registration**

Our platform provides an array of opportunities to make meaningful connections and demonstrate your capabilities so you can achieve your networking, branding, and business development goals.

GOLD (\$10,000)

All sponsor benefits *plus*:

- **2 complimentary registrations**
- **Session branding**

In addition to the branding, business development and networking benefits designed for all sponsors, EPIC showcases your organization through the exclusive branding of a networking or mentoring session during Learning & Networking Week.

PLATINUM (\$20,000)

All sponsor benefits *plus*:

- **4 complimentary registrations**
- **Custom event**

In addition to the branding, business development and networking benefits designed for all sponsors, EPIC partners with Platinum sponsors to develop an event, such as a panel or workshop, during Learning & Networking Week. The custom event is an opportunity to showcase the thought leadership of your organization.

