



CHANGE DENVER

MAY 1-4, 2027

Reaching New Heights

**Gaylord Rockies Resort
& Convention Center**

Aurora, Colorado

#ChangeDenver27

HANGEDENVER

CONNECT WITH DECISION MAKERS

The Association of Change Management Professionals® (ACMP®) is known for dynamic educational events. Change Denver promises to be an exceptional in-person learning opportunity as we explore the future of change in a changing world.

STARTING ON SATURDAY IN DENVER!

MAY 1 Pre-conference Workshops

MAY 2/3 General Session, Breakouts, Exhibits, and Networking

MAY 4 Closing General Session, Breakouts, and Exhibits



600+

Projected Attendees



Reconnect
with Existing
Clients and
Network with
New Ones



Craft an Enhanced
Experience with Decision
Makers and Thought
Leaders in the Change
Management Discipline

Over 75%

of ACMP Conference Attendees have 5+ years of experience in Change Management

90%

of ACMP Conference Attendees spend a majority of their workday on Change Management

75%

of ACMP Conference Attendees are Managers or above

Over 95%

of Conference Attendees are pleased with their time in the exhibit hall

PRIMARY INDUSTRIES REPRESENTED:

- Consulting
- Finance/Banking
- Healthcare
- Government
- Technology
- Insurance
- Education & Training

MOMENTS THAT MATTER

Create a meaningful attendee experience with a big impact.

You don't have to sponsor an entire reception or major event to make an impression. Moments That Matter offers unique opportunities to put your brand directly into the attendee experience from the first moment they arrive to the connections they make throughout the conference.

Change Alert

\$750

Put your message directly in attendees' hands with a sponsored push notification delivered through the event app. Promote your brand, booth, activation, or a timely attendee opportunity.

Change Essentials

\$750

Place a branded item, offer, or piece of valuable content directly into the official conference tote bag and in the hands of attendees.

Badge Bar

\$2,000

Give attendees a fun way to personalize their badges while putting your brand at the center of an interactive networking experience.

The Change Drop

\$2,000

Make a memorable impression by placing a branded item, message, or surprise at attendees' seats before a session.

Arrival Activation

\$2,000

Welcome attendees with a branded experience at a key arrival touchpoint. Create a memorable first impression before the conference even begins.

Signature Sip

\$2,000

Put your brand in attendees' hands with a signature cocktail or zero-proof beverage featured during the reception. Create a memorable sip designed around your brand.

Snack Attack

\$2,000

Surprise and delight attendees with a sponsored snack between sessions. Your brand becomes part of a welcome moment when attendees need a little pick-me-up.

Key Moment

\$3,000 *plus the cost of the key cards*

Put your brand in attendees' hands from check-in through their stay with exclusive branding on hotel room key cards.

Daily Download

\$3,000

Own a moment in the attendee communication stream with a sponsored email featuring your brand, message, promotion, or event information.

Picture the Change

\$3,000

Create a fun, shareable photo experience where attendees can capture the moment and your brand gets to be part of the picture.

The Essential Tote

\$3,000 *plus the cost of the tote bags*

Put your brand on the official conference tote carried by attendees throughout the event and beyond.

Change Sparks

\$4,000

Capture attendees' attention with a fast-paced, 15-minute demo in the exhibit hall. Share a product, solution, idea, or insight while connecting directly with an engaged audience.

Spotlight Sessions

\$8,000

Take the spotlight with a dedicated 30-minute session designed to showcase your expertise, product, service, or perspective to an engaged conference audience.

Zen Den

\$10,000

Give attendees a place to pause, recharge, and reset. Sponsor the Zen Den wellness lounge and associate your brand with an experience designed to help attendees feel their best.

Main Stage Moment

\$15,000

Take the stage in front of the full conference audience for a 60-minute sponsored experience. Share your expertise, demonstrate your solutions, or create an engaging experience attendees won't forget.

CREATE YOUR OWN MOMENT

Don't see the perfect fit?

We can work with you to create a custom-curated sponsorship experience designed around your brand, objectives, and attendee interests. From unique attendee activations to unexpected moments of delight, let's create something memorable together.

CONTACT: sponsorships@acmpglobal.org

EXHIBITS

10x10 Exhibit Booth

\$3,000 *per corner booth*

\$2,500 *per inline booth*

Display your product and/or service in the Exhibit Hall! ACMP will provide a 10x10 pipe and drape space. Ballroom is carpeted. Booths include one 6' table and two (2) chairs.

TENTATIVE EXHIBIT SCHEDULE OUTLINE:

Saturday, May 1:

Move-in

Sunday, May 2:

Continental Breakfast, Breaks, Lunch & Evening Reception in the Exhibit Hall

Monday, May 3:

Continental Breakfast, Breaks & Lunch in the Exhibit Hall

Tuesday, May 4:

Continental Breakfast & Break in the Exhibit Hall/
Move-out

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ON SATURDAY
IN DENVER!

Inquire about additional branding opportunities that include banners, column wraps, and floor clings.

CONTACT:

ACMP Sponsorship, sponsorships@acmpglobal.org
or visit our **Sponsorship Page**
for additional opportunities.



BENEFITS INCLUDE

All sponsors and exhibitors will receive the following benefits:



Pre- and post-event
attendee list
(Opt-in only emails)



Company
name/logo on
event signage



Company
name/logo on
walk-in slides



Company
name/logo on
website and in app
linking to a URL of
your choice



Two (2)
complimentary
registrations for all
sponsors at \$3,000
or above and all
exhibitors



One (1)
complimentary
registration for
sponsors \$2,000
and below