



SUMMITSYNC

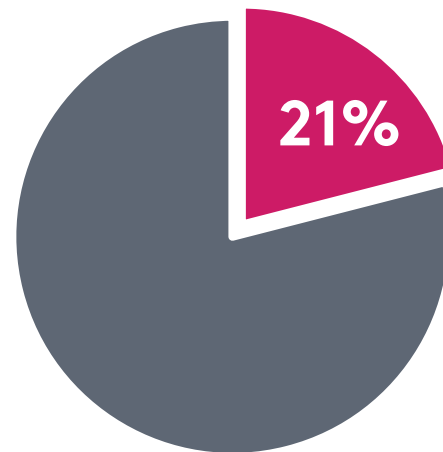
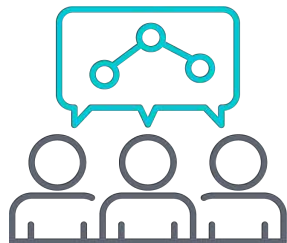
MEETING AUTOMATION PLATFORM

CONNECT.
CONVERSE.
CONVERT.

CONFERENCES AND TRADE SHOWS ARE BIG BUSINESS!

\$570 Billion

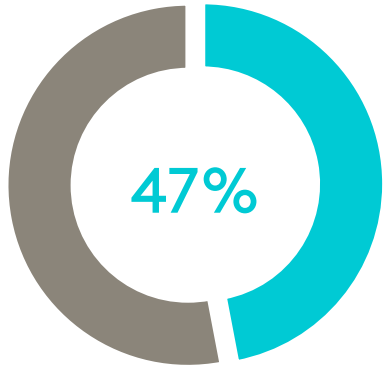
Amount spent on attending, sponsoring, and hosting B2B events each year



21% of B2B marketing budget allocated to events

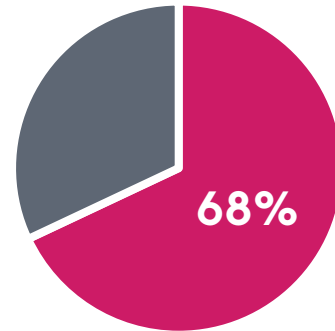
IN-PERSON EVENTS ARE A STRONG LEAD DRIVER

47% of executive leaders agree that in-person events are the most critical marketing channel to achieve key business objectives.*



**Bizaboo, 2018*

68% of B2B marketers use in-person events for lead generation initiatives. This is particularly important considering **73%** of marketers are prioritizing lead quality**



***AdStage, 2018*

GAPS IN EVENT TECH STACK

What a Marketer Expects

- **Attribution** — understand the impact to revenue
- **Accountability** — understand team and individual contributions
- **Seamless** — integration into CRM and Marketing Automation

The Reality

Despite marketing investments, current processes and tools for measurement are:

- **Insufficient**
- **Cumbersome**
- **Time-Consuming**



THE SOLUTION: **MEETING AUTOMATION PLATFORM**

Enabling sales and marketing teams to book more meetings with the right prospects
and drive more revenue at every conference and trade show.

CONNECT.
CONVERSE.
CONVERT.



CONNECT. CONVERSE. CONVERT.



Identify the best prospects to target and events to attend



Schedule and manage more meetings to allow more time for sales prep



Integrate seamlessly into Salesforce and leading calendars

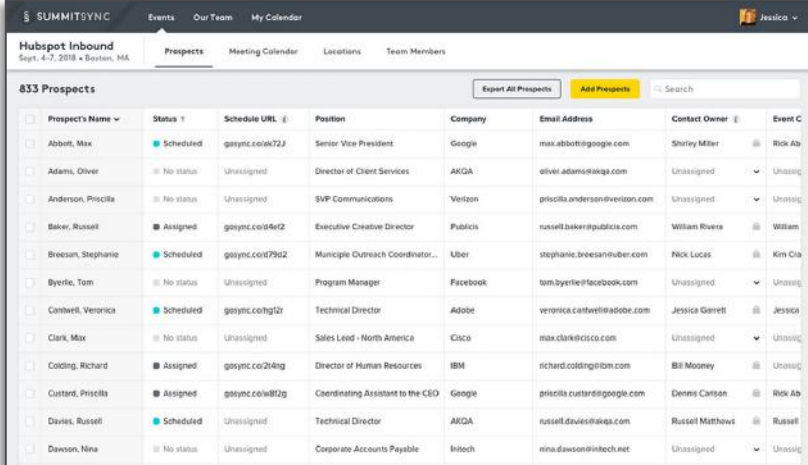


Attribute revenue opportunity throughout the entire funnel

PROSPECT TARGETING AND DATA ENRICHMENT

SummitSync uses machine-learning and programmatic advertising to help you target prospects for more meetings.

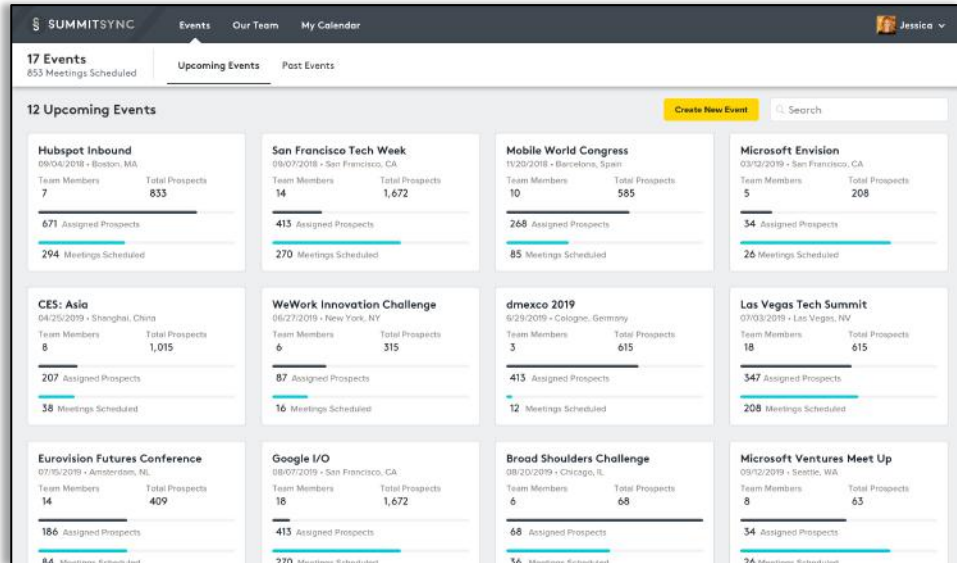
- Automatically match against Salesforce to see which of your prospects are attending every event
- Run hyper-targeted advertising campaigns to secure more in-person meetings
- Have sales team members reach out to their owned contacts and schedule more relevant meetings



The screenshot displays the SummitSync interface for an event titled "Hubspot Inbound" (Sept. 4-7, 2018 • Boston, MA). The "Prospects" tab is active, showing a list of 833 prospects. The table includes columns for Prospect's Name, Status, Schedule URL, Position, Company, Email Address, Contact Owner, and Event C. The table is partially visible, showing the first 12 rows of data.

Prospect's Name	Status	Schedule URL	Position	Company	Email Address	Contact Owner	Event C
Abbot, Max	Scheduled	gaysync.co/6K72J	Senior Vice President	Google	max.abott@google.com	Shirley Miller	Rick Ab
Adams, Oliver	No status	Unassigned	Director of Client Services	AKQA	oliver.adams@akqa.com	Unassigned	Unassign
Anderson, Priscilla	No status	Unassigned	SVP Communications	Verizon	priscilla.anderson@verizon.com	Unassigned	Unassign
Baker, Russell	Assigned	gaysync.co/64f12	Executive Creative Director	Publicis	russell.baker@publicis.com	William Rivers	William
Breesan, Stephanie	Scheduled	gaysync.co/t79q2	Municiple Outreach Coordinator...	Uber	stephanie.breesan@uber.com	Nick Lucas	Kim Cla
Byerle, Tom	No status	Unassigned	Program Manager	Facebook	tom.byerle@facebook.com	Unassigned	Unassign
Cantwell, Veronica	Scheduled	gaysync.co/hg12r	Technical Director	Adobe	veronica.cantwell@adobe.com	Jessica Garrett	Jessica
Clark, Max	No status	Unassigned	Sales Lead - North America	Cisco	max.clark@cisco.com	Unassigned	Unassign
Colding, Richard	Assigned	gaysync.co/2ldng	Director of Human Resources	IBM	richard.colding@ibm.com	Bill Mooney	Unassign
Custard, Priscilla	Assigned	gaysync.co/w8tZg	Coordinating Assistant to the CEO	Google	priscilla.custard@google.com	Dennis Carson	Rick Ab
Davies, Russell	Scheduled	Unassigned	Technical Director	AKQA	russell.davies@akqa.com	Russell Matthews	Russell
Dawson, Nina	No status	Unassigned	Corporate Accounts Payable	Intech	nina.dawson@intech.net	Unassigned	Unassign

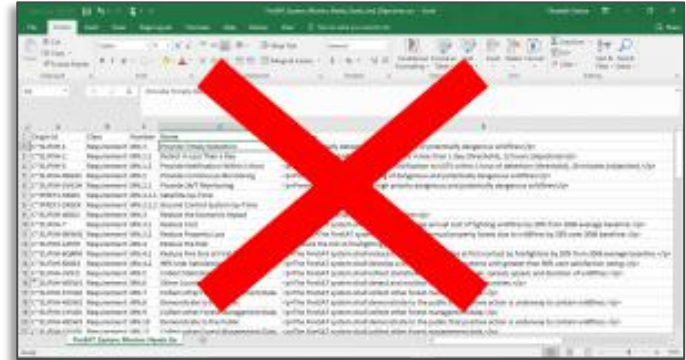
MANAGE ALL YOUR YEARLY EVENTS IN ONE SIMPLE PLATFORM



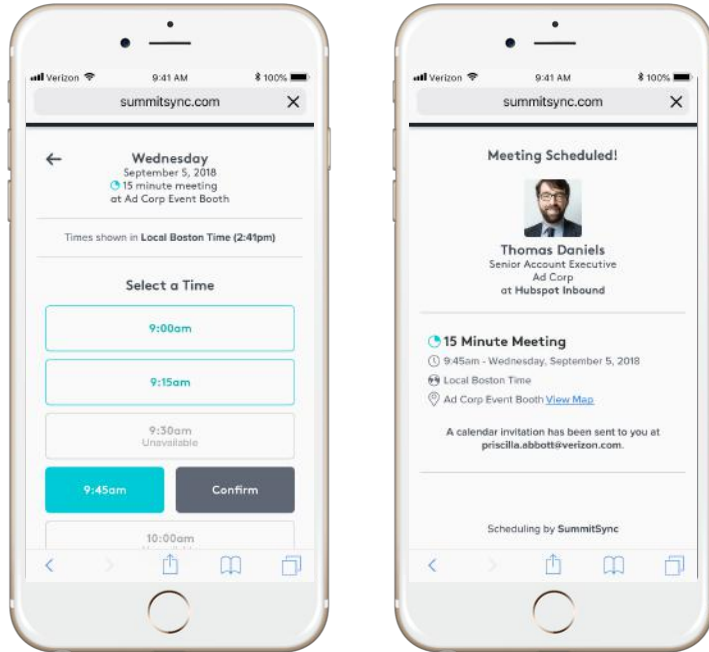
Provides an event-specific calendar to sales and marketing management of meetings scheduled that will sync across all platforms and be visible to all parties to better manage time and resources.

MANAGE PROSPECTS SMARTER

- NO MORE SPREADSHEETS!
- Increase productivity and accountability with our direct Salesforce integration.
- Leads, prospects, and meetings are automatically passed and tagged—no extra effort required.
- Integrates with G Suite & Office 365 calendars so meetings and opportunities are automatically tracked.



SEAMLESS SCHEDULING FOR YOUR PROSPECTS



- Easily schedule trade show meetings on desktop or mobile
- Meeting times and locations appear on the event calendar
- Meeting locations are visible to all
- Eliminate double booking of personnel and meeting rooms

EASILY ADD MEETING NOTES WITH NOTES-TO-GO

Add meeting notes in two easy steps:

1

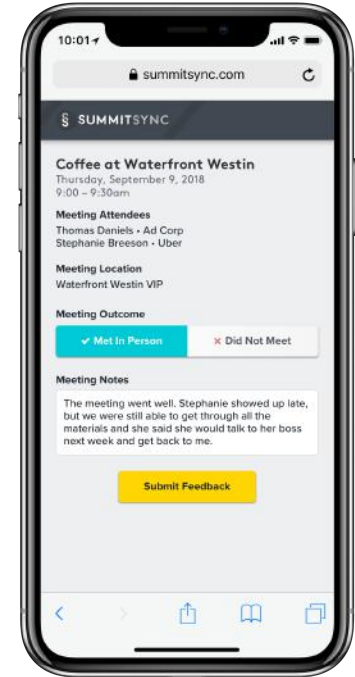
Receive a text and confirm the meeting took place

2

Click on the text link and enter your meeting notes! Your notes will automatically sync to SummitSync and Salesforce



1



2

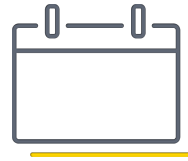
POST EVENT ANALYTICS & ROI

The screenshot displays the SummitSync dashboard for the event 'AWS re:Invent' held on August 9, 2016, in Las Vegas, NV. The dashboard provides a comprehensive overview of the event's performance, including the number of attendees, new prospects, meetings held, and opportunities gained. A summary table lists 915 attendees, with 418 new prospects, 196 meetings held, and \$518.4k in opportunities gained. Below this summary is a detailed table of individual attendees, including their names, status, schedule URLs, positions, companies, email addresses, and contact owners.

Prospect's Name	Status	Schedule URL	Position	Company	Email Address	Contact Owner	Event C
Abbott, Max	Scheduled	gasync.co/ak72J	Senior Vice President	Google	max.abbott@google.com	Shirley Miller	Rick Ab
Adams, Oliver	New Prospect	Unassigned	Director of Client Services	AKQA	oliver.adams@akqa.com	Unassigned	Unassign
Anderson, Priscilla	No status	Unassigned	SVP Communications	Verizon	priscilla.anderson@verizon.com	Unassigned	Unassign
Baker, Russell	Assigned	gasync.co/6f9f2	Executive Creative Director	Publicis	russell.baker@publicis.com	William Rivera	William
Breesan, Stephanie	Scheduled	gasync.co/679d2	Municipal Outreach Coordinator	Uber	stephanie.breesan@uber.com	Nick Lucas	Kim Cra
Byerle, Tom	No status	Unassigned	Program Manager	Facebook	tom.byerle@facebook.com	Unassigned	Unassign
Cantwell, Veronica	Scheduled	gasync.co/tg12r	Technical Director	Adobe	veronica.cantwell@adobe.com	Jessica Gerrett	Jessica
Clark, Max	New Prospect	Unassigned	Sales Lead - North America	Cisco	max.clark@cisco.com	Unassigned	Unassign
Calding, Richard	Assigned	gasync.co/2i4fg	Director of Human Resources	IBM	richard.calding@ibm.com	Bill Mooney	Unassign
Custard, Priscilla	Assigned	gasync.co/w8f2g	Coordinating Assistant to the CEO	Google	priscilla.custard@google.com	Dennis Carlson	Rick Ab
Davies, Russell	Scheduled	Unassigned	Technical Director	AKQA	russell.davies@akqa.com	Russell Matthews	Russell
Dawson, Nina	No status	Unassigned	Corporate Accounts Payable	Intech	nina.dawson@intech.net	Unassigned	Unassign

SummitSync follows prospects from demo to close to attribute the impact of conferences and trade shows to assess ROI.

FULL AUTOMATION: CREATING TRANSPARENCY AND ACCOUNTABILITY



Automated Scheduling

Drive meetings without the reliance on manual data entry.

Meeting Management

Easily assign team members, track all activities, and manage calendars.

CRM Integration

Seamlessly capture scheduled meetings, assign quality data to campaigns, track ROI on events attended.



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THANK YOU

HELLO@SUMMITSYNC.COM