



SUMMITSYNC

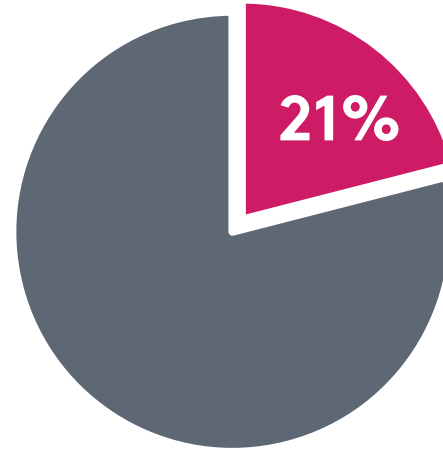
MEETING AUTOMATION PLATFORM

CONNECT.
CONVERSE.
CONVERT.

CONFERENCES AND TRADE SHOWS ARE BIG BUSINESS!

\$570 BILLION

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

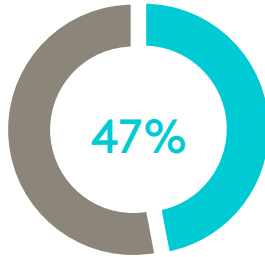


21% of B2B marketing budget allocated to events

IN-PERSON EVENTS ARE A STRONG LEAD DRIVER

47%

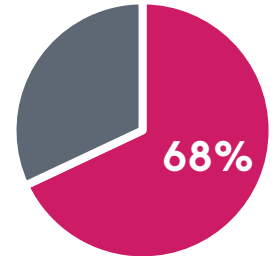
of executive leaders agree that in-person events are the most critical marketing channel to achieve key business objectives.*



**Bizaboo, 2018*

68%

of B2B marketers use in-person events for lead generation initiatives. This is 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

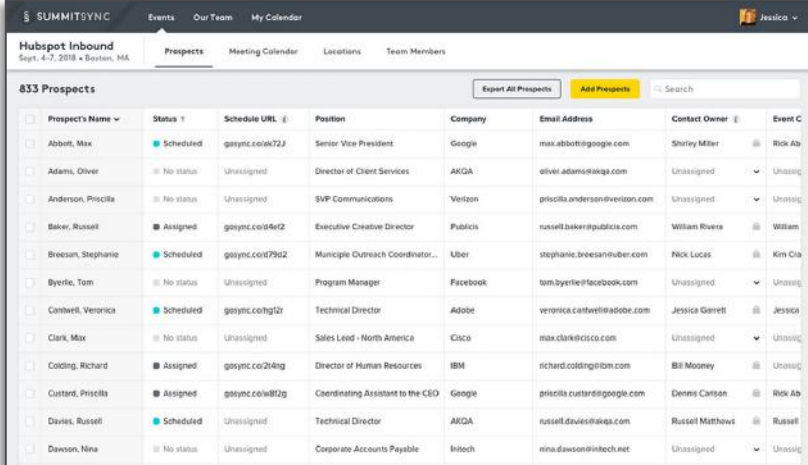


Attribute revenue opportunity throughout the entire funnel

PROSPECT TARGETING AND DATA ENRICHMENT

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

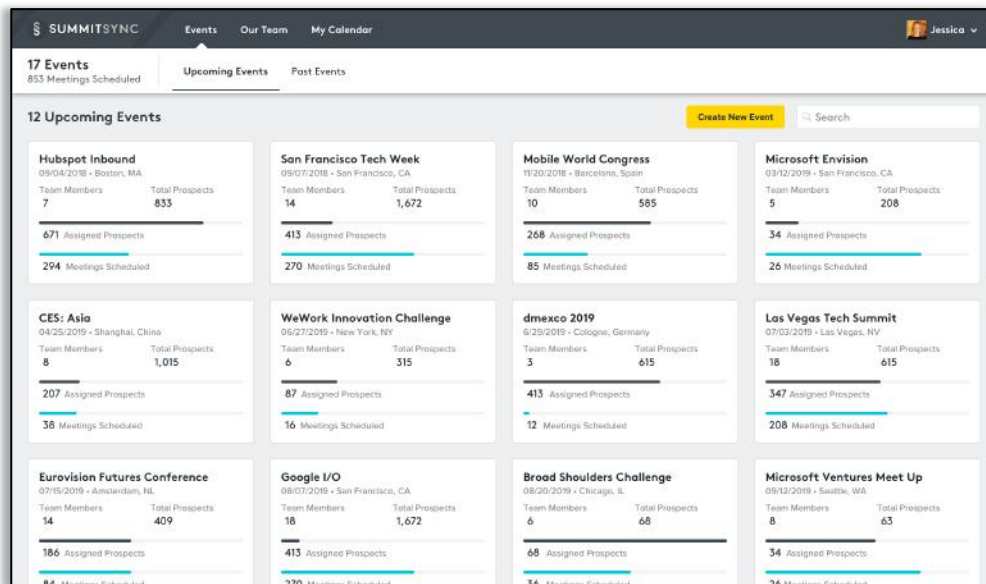
- Automatically match against Salesforce to see which of your prospects are attending every event
- Run hyper-targeted advertising campaigns to secure more in-person meetings
- Have sales team members reach out to their owned contacts and schedule more relevant meetings



The screenshot displays the SummitSync interface for a HubSpot Inbound event. The main content area shows a table of 833 prospects. The table has the following columns: Prospect's Name, Status, Schedule URL, Position, Company, Email Address, Contact Owner, and Event C. The status column includes icons for 'Scheduled', 'Assigned', and 'No status'. The 'Contact Owner' column includes names and icons for team members like Rick Abbott, William Rivers, and Bill Mooney.

Prospect's Name	Status	Schedule URL	Position	Company	Email Address	Contact Owner	Event C
Abbott, Max	Scheduled	gagsync.co/8K72J	Senior Vice President	Google	max.abbott@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	gagsync.co/64f12	Executive Creative Director	Publicis	russell.baker@publicis.com	William Rivers	William
Breesan, Stephanie	Scheduled	gagsync.co/t79g2	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	gagsync.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	gagsync.co/2ldng	Director of Human Resources	IBM	richard.colding@ibm.com	Bill Mooney	Unassign
Custard, Priscilla	Assigned	gagsync.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

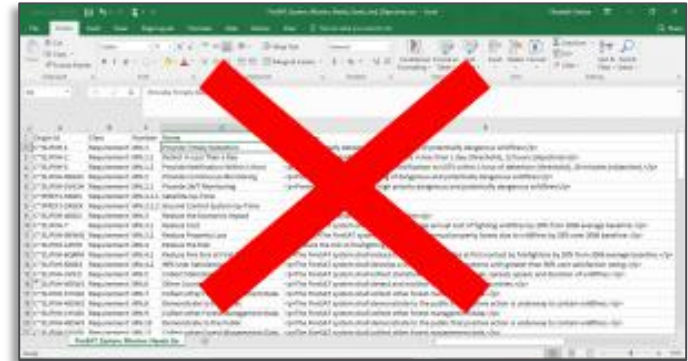
MANAGE ALL YOUR YEARLY EVENTS IN ONE SIMPLE PLATFORM



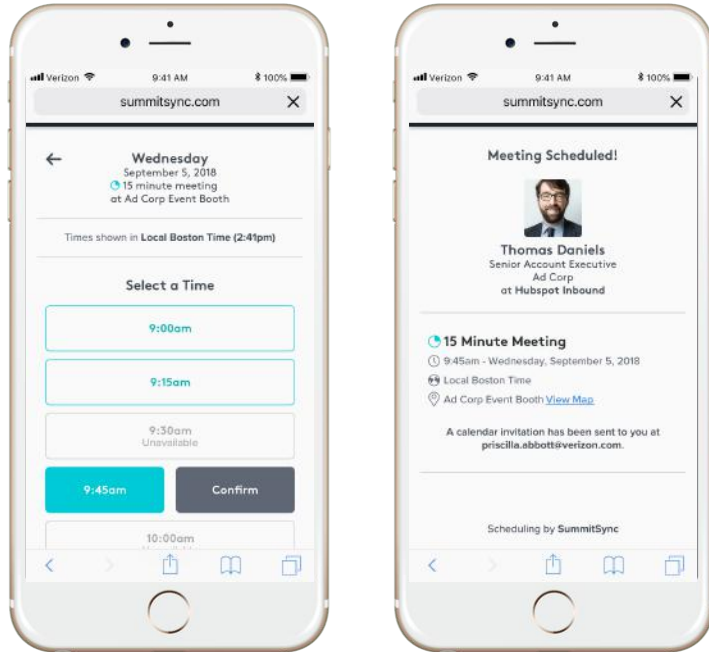
Provides an event-specific calendar to sales and marketing management of meetings scheduled that will sync across all platforms and be visible to all parties to better manage time and resources.

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

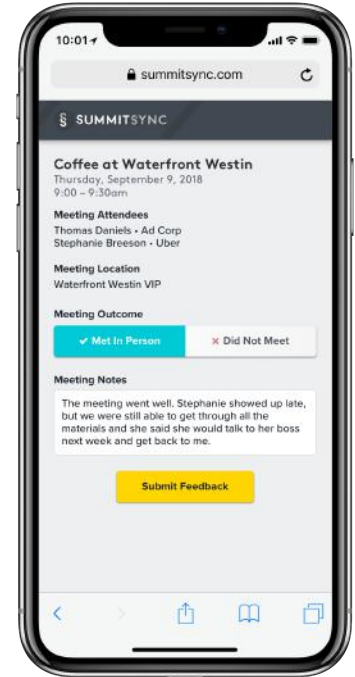
Receive a text and confirm the meeting took place

2

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



1



2

POST EVENT ANALYTICS AND ROI

Prospect's Name	Status	Schedule URL	Position	Company	Email Address	Contact Owner	Event C
Abbott, Max	Scheduled	gosync.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	gosync.co/94ef2	Executive Creative Director	Publicis	russell.baker@publicis.com	William Rivera	William
Breesan, Stephanie	Scheduled	gosync.co/079d2	Municipal Outreach Coordinator...	Uber	stephanie.breesan@uber.com	Nick Lucas	Klein Co
Byerlie, Tom	No status	Unassigned	Program Manager	Facebook	tom.byerlie@facebook.com	Unassigned	Unassign
Cantwell, Veronica	Scheduled	gosync.co/hgtzr	Technical Director	Adobe	veronica.cantwell@adobe.com	Jessica Garrett	Jessica
Clark, Max	New Prospect	Unassigned	Sales Lead - North America	Cisco	max.clark@cisco.com	Unassigned	Unassign
Colding, Richard	Assigned	gosync.co/2f4hg	Director of Human Resources	IBM	richard.colding@ibm.com	Bill Mooney	Unassign
Custard, Priscilla	Assigned	gosync.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	Russel
Dawson, Nina	No status	Unassigned	Corporate Accounts Payable	Intech	nina.dawson@intech.net	Unassigned	Unassign

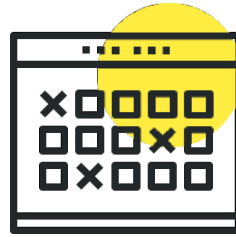
SummitSync follows prospects from demo to close to attribute the impact of conferences and trade shows to assess ROI.

FULL AUTOMATION: CREATING TRANSPARENCY AND ACCOUNTABILITY



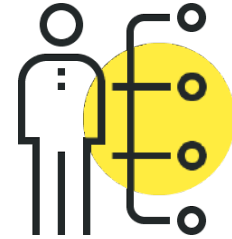
AUTOMATED SCHEDULING

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.

PARTNERSHIPS



The 180byTwo partnership provides programmatic digital packages that run simultaneously with event email marketing campaigns to increase the number of meetings scheduled and ROI.



SummitSync combined its proprietary AI for targeting event attendees with Conversica's conversational AI for ultimate lead engagement.



Drift has partnered with SummitSync to make it easy for event attendees to book trade show appointments right inside the Drift Bot.



SUMMITSYNC

THANK YOU

HELLO@SUMMITSYNC.COM