

# Innovation Village Booklet for Startups, Small Businesses & Boutique Agencies

April 15-17, 2024  
Fontainebleau, Miami Beach





# There's never been a more momentous opportunity for Startups, Small Businesses & Boutique Agencies

POSSIBLE is a unique conference and exhibition combining people, culture, technology and ideas.

This is where the world's top CMOs, influencers and tech leaders congregate annually, to share stories of positive disruption, experience new trends & technologies and collaborate to architect a better way to drive businesses forward.

Powered by the omnichannel expertise of MMA Global, it combines all former MMA Global events into one colossal, immersive, and engaging celebration.

## 2023 by the Numbers

**2,464**  
Registered Attendees

**110**  
Sessions

**14**  
Content Tracks

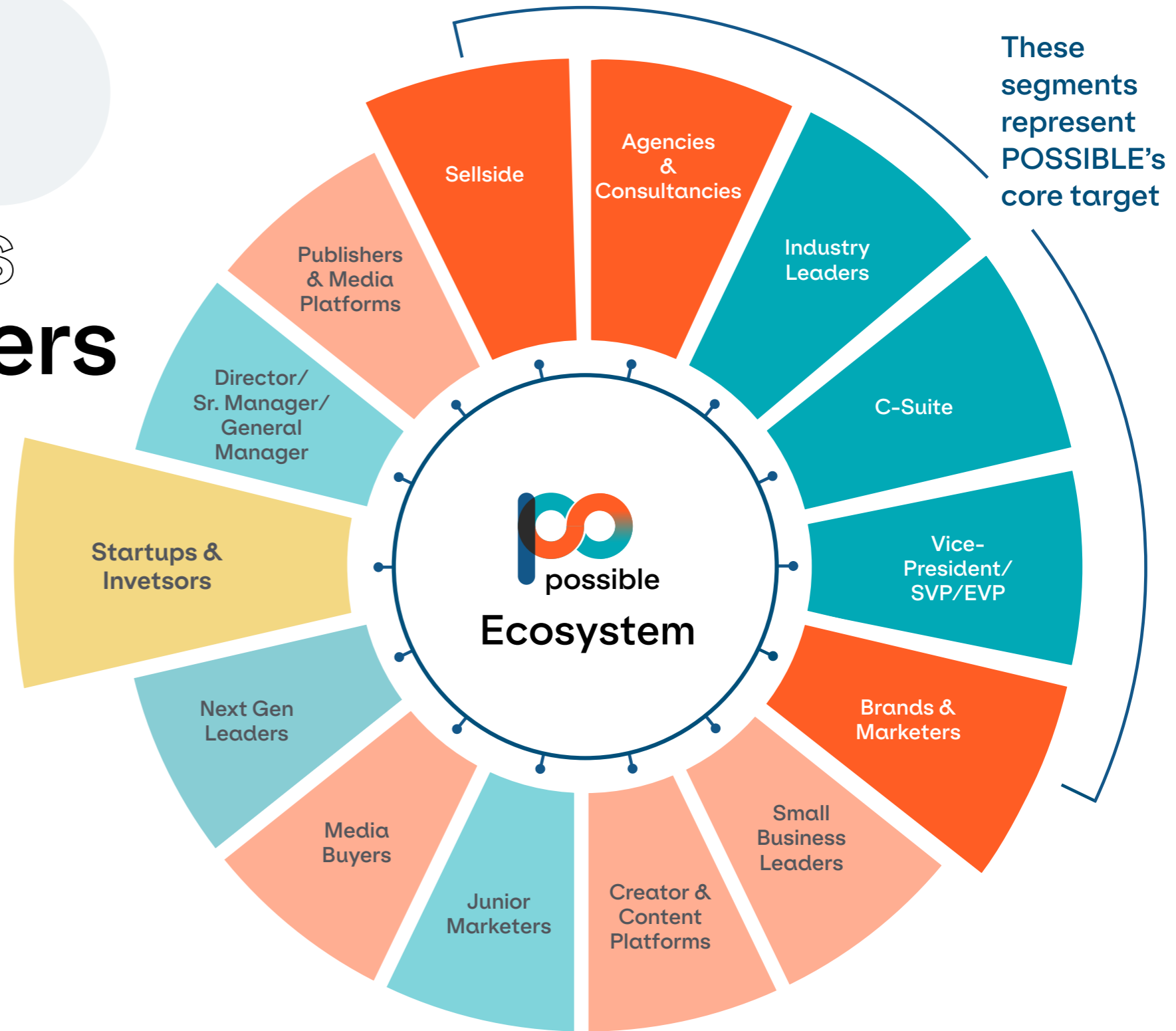
**95**  
Partners & Exhibitors

**200**  
Speakers



# We connect Startups, Small Businesses & Boutique Agencies with decision makers to drive business

POSSIBLE is the leading marquee event, created by Beyond Ordinary Events, Inc., that is curated specifically for the greater marketing, media and advertising ecosystem, including brands, technology, digital, culture, and more.



POSSIBLE was an incredible success in year one - hosting and facilitating some of the most important conversations in marketing today. This is a must attend event for anyone who is serious about understanding and intersecting the future of the marketing ecosystem.

**Andrea Brimmer**  
Chief Marketing and PR Officer  
Ally



Imagine a new industry live event unlike anything else...

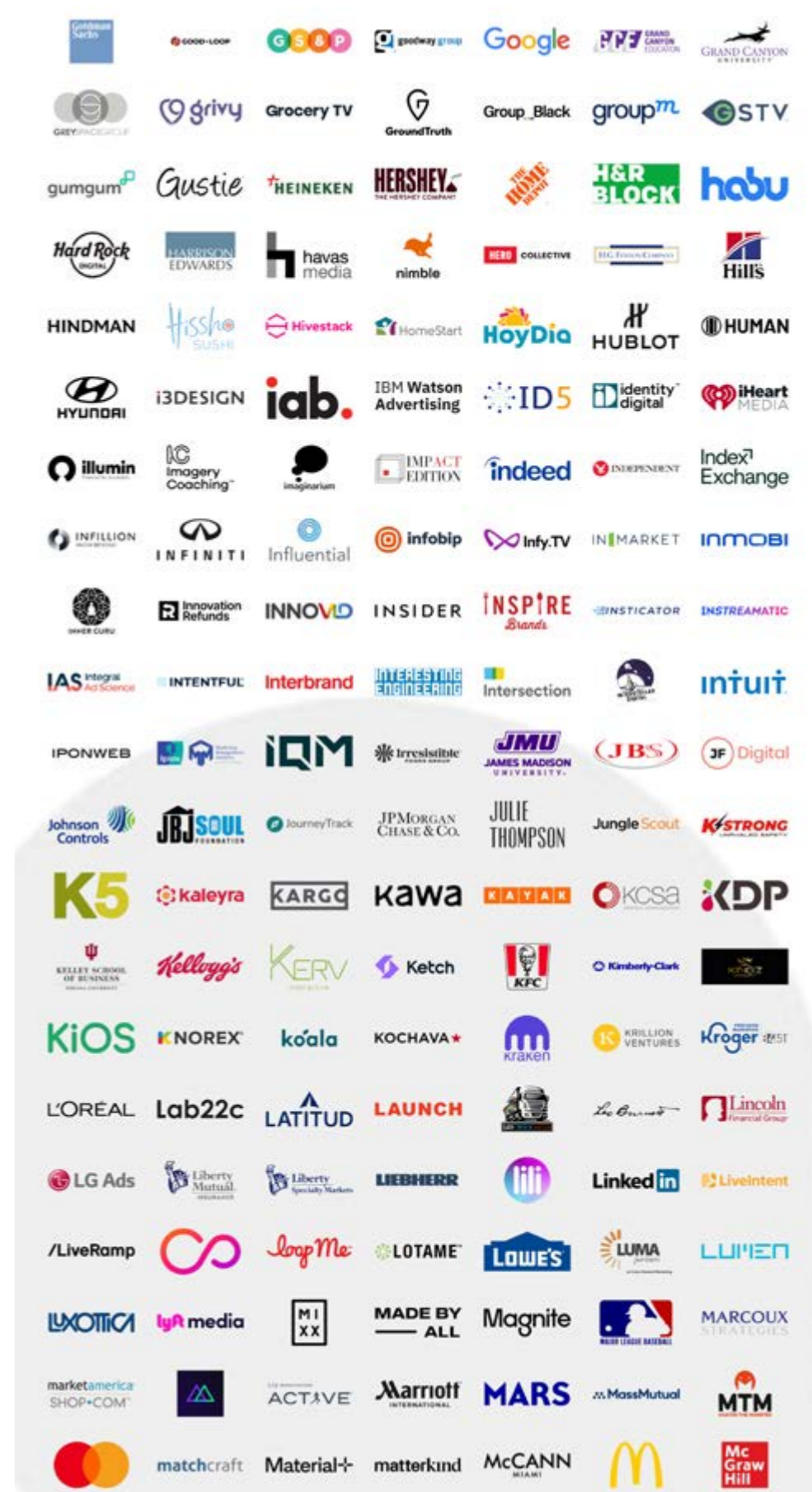
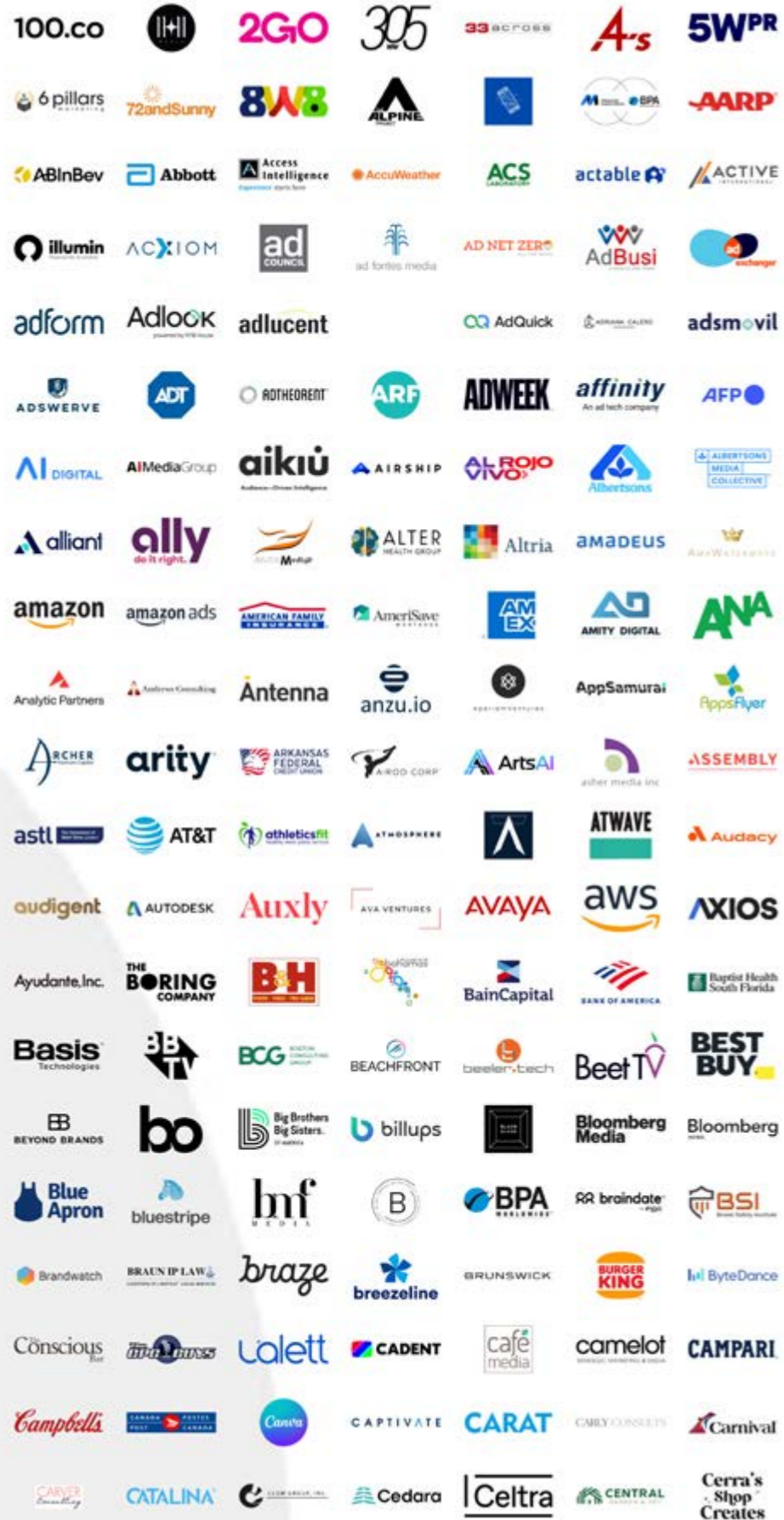
Backed by a consortium of industry leaders, as investors, from the U.S. and beyond, with Christian Muche as Co-Founder and CEO. MMA Global is one of the key partners of this new event entity.

We will present an unprecedented event focused on the future crossroads of marketing, communication, culture and technology -- brought to you by the world's industry leaders.

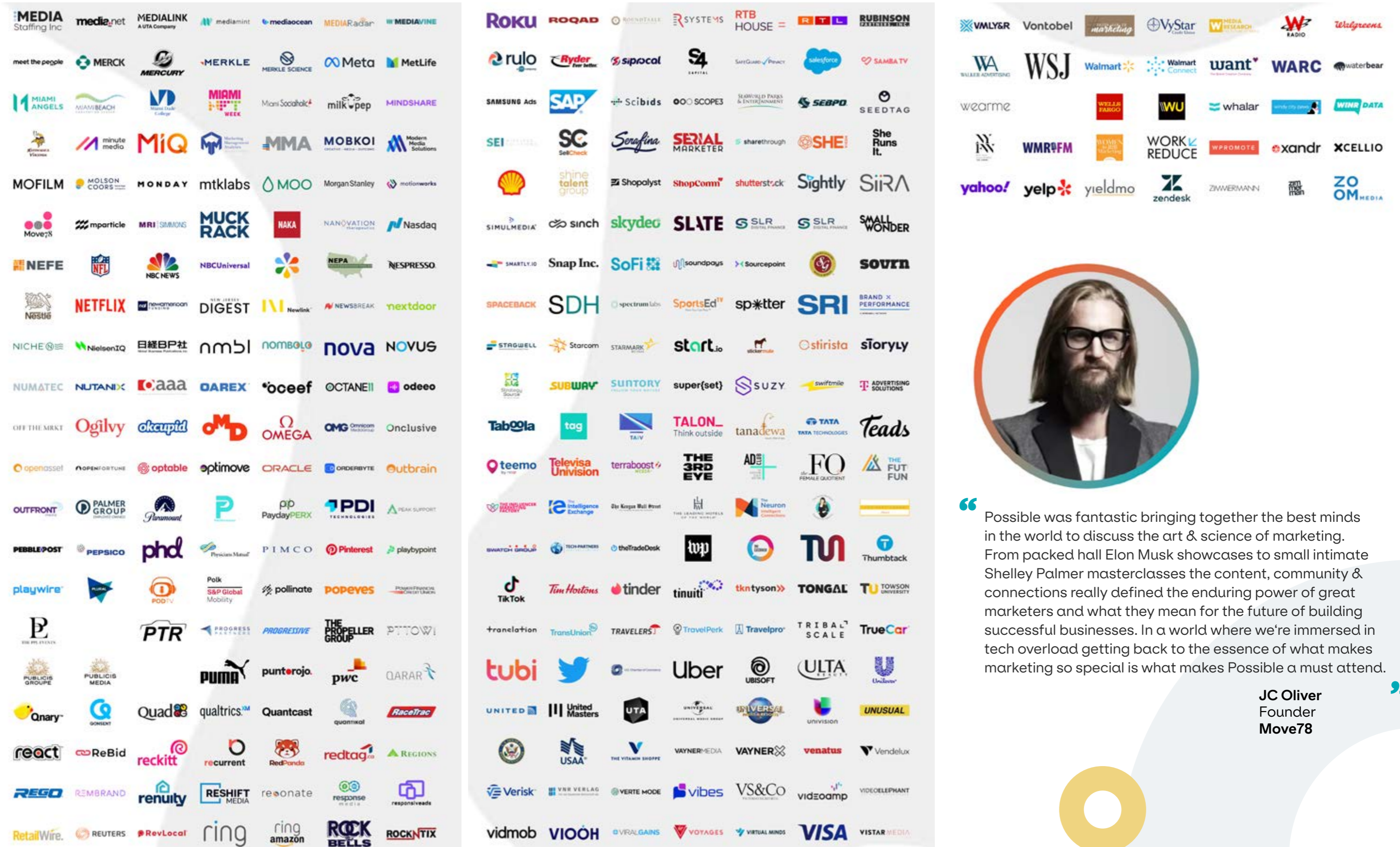
# In Good Company



# Companies in Attendance



# Companies in Attendance



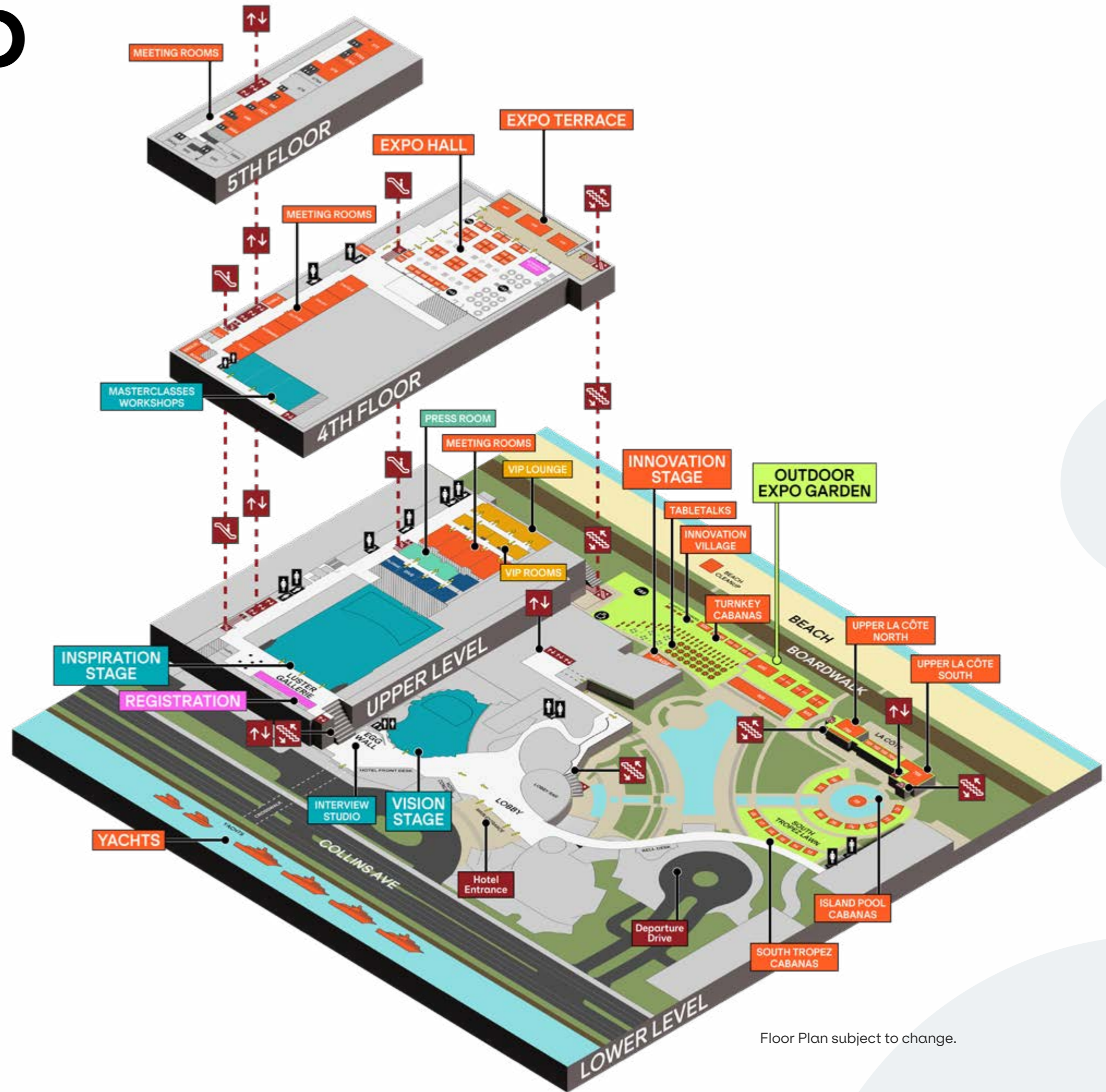
“Possible was fantastic bringing together the best minds in the world to discuss the art & science of marketing. From packed hall Elon Musk showcases to small intimate Shelley Palmer masterclasses the content, community & connections really defined the enduring power of great marketers and what they mean for the future of building successful businesses. In a world where we’re immersed in tech overload getting back to the essence of what makes marketing so special is what makes Possible a must attend.”

JC Oliver  
Founder  
Move78

# Floor Map

**Legend**

- Expo
- Conference
- Walking Path - Indoor
- Walking Path - Outdoor
- Walking Direction
- Escalator
- Elevator
- Stairs
- Bathroom
- Food & Beverage
- Coffee / Water



Floor Plan subject to change.



# All Partnership Standard Benefits



A promotional description of your company, including your logo on the official event website and mobile app



Onsite signage / brand logo on the Welcome “Event Partners” Signage



50% discount code for additional staff passes



Social Cards provided to promote your partnership



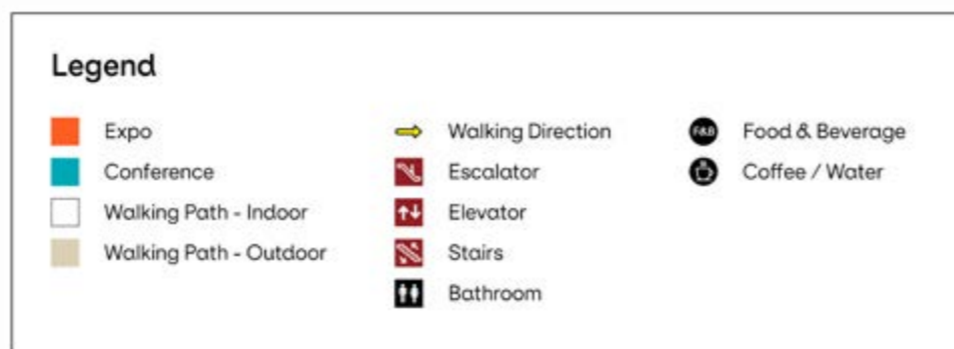
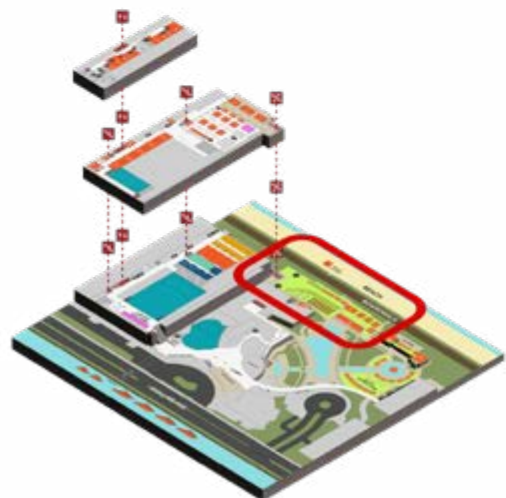
# Innovation Village Overview

Where Innovation meets Business

Within the Expo Garden, the Innovation Village is located outside under a covered area and offers premium activation & expo space including Startup Units and the Innovation Stage.



The location of the Innovation Village is subject to change.



## Innovation Stage



The Innovation Stage will feature 10-minute thought leadership sessions by startups, entrepreneurs, and industry leaders that are disrupting the marketing landscape and shaping the future of business.

A Startup Pitch Competition will be woven through the agenda focused on recognizing the best startup ideas and innovations that will enable marketers to achieve their goals with cutting edge technology.

# Innovation Village Startup Opportunities

Don't miss your opportunity to be among your startup & entrepreneur peers at POSSIBLE – the most influential event focused exclusively on the future of marketing, communication, culture and technology.

Startups, Small Businesses & Agencies at POSSIBLE will have the opportunity to participate in:

## Speaker Sessions



The Innovation Stage will feature startups, entrepreneurs and their innovations that are disrupting the marketing landscape and shaping the future of business.

## Outdoor Expo Garden Showcase



This covered outdoor area brings together exhibitors from the entire marketing ecosystem that will showcase exciting product demonstrations and their visions.

## Startup Pitch Competition



All Startups will have the opportunity to apply for the Startup Pitch Competition, which will be presented by a top sponsor and judged by a top jury of industry leaders.

## Social Events



Startups, Small Businesses & Agencies are invited to attend the Welcome Drinks on Monday and Closing Party on Wednesday evening, as well as select exhibitor hosted events.



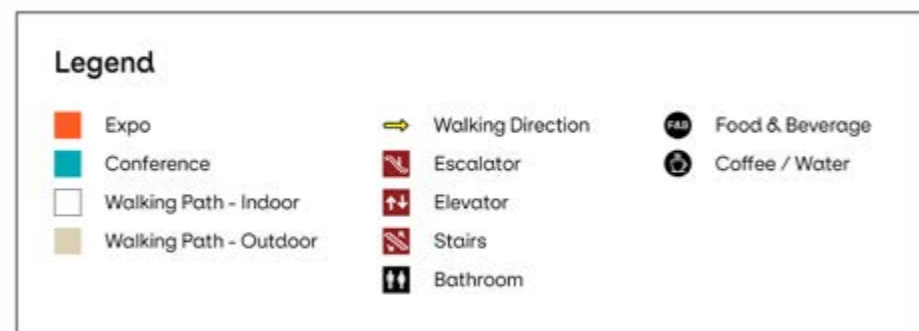
# Innovation Stage Sessions & Startup Units

Within the Outdoor Expo Garden, the Innovation Village offers premium activation & expo space including Startup Units.

## Requirements to join POSSIBLE's Innovation Village:

- Boutique Agencies, Small Businesses & Startups with less than 100 employees

The location of the Innovation Village is subject to change.



There are 2 options available for consideration:

## Startup Unit + Speaking Slot

~~\$7,000~~ \$ 3,500 special pricing through February 29th!  
3 available, **6 SOLD**

The Outdoor Innovation Stage, located adjacent to the stairs to the Expo Terrace, offers the perfect platform to promote your rising companies thought leadership and promote your products and services.

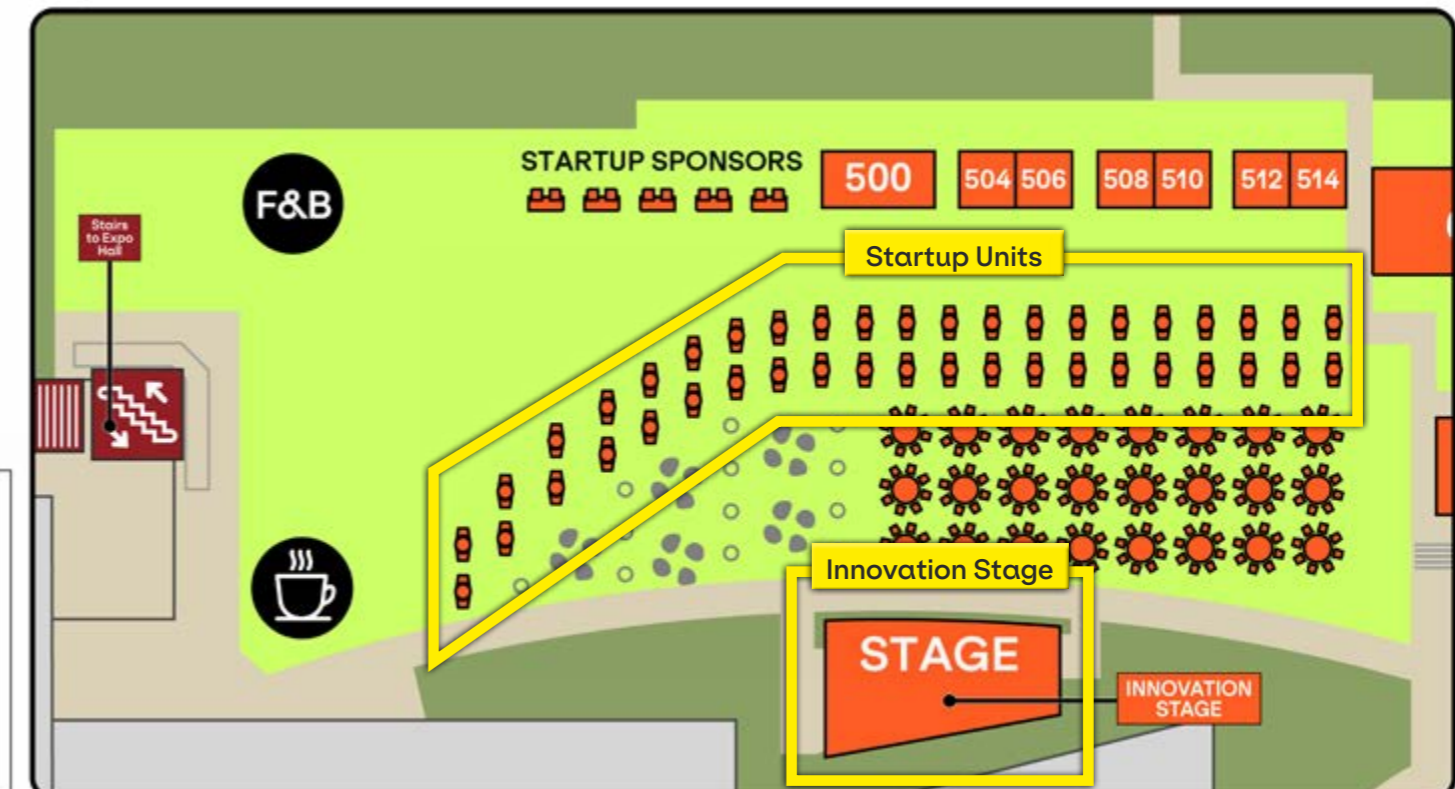
- One (1) :10 minute thought leadership session on the Innovation Stage
- One (1) table with 2 chairs
- Two (2) Expo Passes
- Content, format and co-presenters for thought leadership will be collaborated with and approved by POSSIBLE
- Startup units will receive branding on the sign (A) and the tabletop (B)

## Startup Unit

~~\$5,000~~ \$ 2,500 special pricing through February 29th!  
11 available

Premium networking space includes:

- One (1) table with 2 chairs
- Two (2) Expo Passes
- Startup units will receive branding on the sign (A) and the tabletop (B)



The location of the Innovation Village is subject to change.



NEW for 2024!

# Hosted Meetings Program



Available for our Yacht, Meeting Room and Exhibition partners only!

For 2024, we're introducing an entirely new, incredibly effective way to generate qualified leads at POSSIBLE—our Hosted Brand Marketers Meeting Program.

This opportunity provides the most efficient way to bring the marketing decision makers your team is looking for directly to you, producing measurable results.

- Proactively identify and meet prospects who are sourcing the solutions you offer
- Generate new leads and fortify your sales pipeline—you'll arrive in Miami with a roster of pre-scheduled double opt-in meetings
- Re-engage with existing contacts and end users to uncover new ways to work together
- Increase your ROI on your investment in POSSIBLE

**5 Meetings \$1,750**

*Custom quantities available upon request*



You only pay for the meetings we can schedule, there's no risk and no reason not to participate!

## How does it work?

You'll follow a simple process in the weeks preceding POSSIBLE to schedule your organization's Hosted Meetings. Then, when your team is onsite, they'll attend their meetings! It's that easy!

We cannot guarantee that all the meetings you purchase will be scheduled, so you only pay for the meetings that we can schedule. Each 15-minute meeting is your opportunity to pitch products and solutions to qualified brand marketers who have expressed an interest in meeting you to explore your companies' capabilities.



Purchase your hosted meetings



Request meetings with marketers you want to meet



Opt-In to meeting requests you receive from marketers

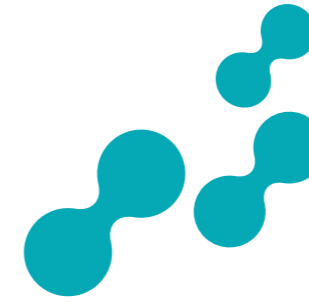


### POSSIBLE 2024

Meet your prospects in Miami on Tuesday & Wednesday at your exhibit booth, cabana, yacht or meeting room



# Startup Pitch Competition



- The Startup Pitch Competition will be presented by a top sponsor, who will grant a prestigious award for the winner(s).
- A top jury of industry leaders will be assembled for the final judging.
- The award presentation will take place on Wednesday with an event-wide announcement on stage.
- **The winner will receive a cash prize of \$5,000!**

- All Startups with a booth at Possible will have the opportunity to apply for the Startup competition.
- Winner will be awarded on stage and recognized on social media





# Thank you!



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## POSSIBLE

April 15-17, 2024  
Fontainebleau, Miami Beach

Official Organizer

### beyond ordinary

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Innovation Village & Startup Advisor

### Upmarket Consulting