



Sponsor Manual

WELCOME!

We are excited to have you as a sponsor at INBOUND 2025. This manual includes general event information & show floor logistics for your sponsorship. We encourage you to reach out to Diane Tamulavage at dtamulavage@hubspot.com if you have any specific questions that are not answered here. Thank you!

KEY DATES

Please reference the key dates list [HERE](#) for all sponsorship deadlines.

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SPONSOR RESOURCES SITE

Please visit <https://ordering.ges.com/024601085/quickfacts> for your booth details, furnishings, upgrades, & graphic uploads.

Note

The live version of this document lives at the link below and will be updated periodically with new pertinent information. [INBOUND 2025//SPONSOR MANUAL](#)

GENERAL SHOW INFORMATION

- Please visit <https://www.inbound.com/> for information regarding the Agenda, Speakers, the INBOUND Experience and to **register your staff with a valid INBOUND ticket**.
 - Email subject line containing your unique ticket code, sent from dtamulavage@hubspot.com: “INBOUND25 Registration & Sponsor Hotel Block Info”

LOCATION AND DATES

- **Moscone Center | 747 Howard St, San Francisco, CA 94103**
- **VIP Evening Event:** Tuesday, September 2nd - doors open 6:30 PM, party is 7:00 - 9:00 PM
All sponsors are invited!
- **SHOW DAYS:** Wednesday, September 3rd - Friday, September 5th 2025
When planning travel, please plan to arrive by Tuesday mid-morning & staying until early evening on Friday for load in & out
- **INBOUND After Hours:** Thursday, September 4th - 6:00 PM - 6:45 PM

SHOW FLOOR HOURS

- Wednesday, September 3rd: 8:00 AM - 6:00 PM
- Thursday, September 4th: 8:00 AM - 6:00 PM
- Friday, September 5th: 8:00 AM - 3:00 PM

NOTES:

- *Sponsors have access to the show floor 30 minutes prior to opening each day, from 7:30 - 8:00 AM.*
- *Sponsors booths should be staffed during all show hours. Please arrive on time and do not pack up early.*
- *No need to staff your booth during INBOUND After Hours on Thurs. The show floor will not be open.*

INBOUND SPONSOR LOAD IN & LOAD OUT LOGISTICS

Your booth will be built with your submitted graphics by the time you arrive to load in. Please use this time to set up your swag, decorations, & any additional activities prior to the show start ([activity guidelines here](#)). Please make your space photograph-ready after loading in.

EVENT CHECK IN & BADGE PICK UP

Please check in and pick up your badge upon arrival at the Moscone Center. You will need your badge to enter the show floor. Please remember to bring your government-issued ID.

Check In at Main Registration - Moscone Center South Lobby

- Tuesday, September 2nd
 - Custom Sponsors: 11:00 AM - 5:00 PM
 - Booth Sponsors: 12:00 PM - 5:00 PM

If not all of your staff is attending load in on Tuesday, they can pick up their badge beginning at 7:30 AM on Wednesday (sponsors only). For security purposes, you cannot pick up someone else's badge.

LOAD IN TIMING

- **Visionary, Elevated, Memorable, and Foundational Sponsors**
 - Tuesday, September 2nd: 12:00 PM - 5:00 PM*
- **Custom Experience Sponsors**
 - Tuesday, September 2nd: 11:00 AM - 5:00 PM*
- **Blank Footprint Sponsors**
 - Please reach out separately for timing

**If your load-in staff is also registered for Partner Day, there will be time during the lunch break to set up your footprint. If you have any concerns, please reach out to Diane: dtamulavage@hubspot.com.*

LOAD OUT TIMING

- **Visionary, Elevated, Memorable, Foundational, Custom Experience Sponsors**
 - Friday, September 5th ~3:30 PM - 5:30 PM.
 - Sponsors can start their load out after the show floor is closed, following the last Spotlight Session. Please do not pack up before show floor is cleared, approx. 3:30 PM
- **Blank Footprint Sponsors**
 - Please reach out separately for timing

LUGGAGE / SUITCASES / TROLLEYS

- **No suitcases, carts, trolleys, nor any vessel with wheels will be permitted** inside the Moscone Center, including during load-in & load-out. Exceptions will **not be made due to security protocols**.
- There is no bag check or storage available for luggage onsite. Please leave your luggage at your hotel and do not bring it to the event.
- If you plan to bring swag or promotional materials, please utilize advanced shipping or see the hand carry policy below.

HAND CARRY POLICY

Sponsors may hand carry individual small boxes only through the South Lobby doors and are limited to one trip per sponsor. This would be considered items that one person can carry by themselves, such as a single box or item. Carts and large boxes/rolling cases are not permitted through neither the South nor North Lobby entrances. These items would need to arrive via the loading dock.

EMPTY BOXES

Empty boxes cannot be left in your booth during show hours.

- For any boxes you'd like to keep for the end of the event, show management will store and return these boxes.
- Please visit the Exhibitor Services Desk, located on the north west side of Hall D, to retrieve Empty Stickers to label your boxes for "Empty Storage". These boxes will not be accessible throughout the show.
- Any boxes that were labeled for "Empty Storage" will be returned after the show floor is cleared on the final day of the show. Please allow for **2 hours after the final Spotlight Session for these boxes to be returned**.

GARBAGE COLLECTION

- During load in, please break down empty boxes you do not plan to keep and leave garbage in a tidy pile at the edge of your footprint to be collected by the cleaning team. Please ensure your footprint is photograph-ready!
- On-site disposal of polystyrene foam materials, such as packing materials and foamcore signage, is prohibited in venue rules and regulations. **These materials must be removed from the venue.** Please hand-carry them for off-site disposal.

STORAGE CABINETS & ACCESSIBLE STORAGE

- **Booth Sponsors** will have storage cabinets to keep swag and collateral within your footprint.
 - Each cabinet is 4' W x 2' D x 3' H with a shelf; please reference the [sponsor resources site](#) to see how many cabinets are included in your booth tier.
 - Booth storage is limited to the cabinets within the booth. Please note cabinets do not lock (there will be general security in the space overnight).
 - Limited accessible storage is available for purchase onsite, on a first-come-first-served basis. Please visit the Exhibitor Services Desk upon arrival for more information.
- **Blank footprint & custom sponsors**, please reach out to Braeden (brutherford@agencyea.com) regarding storage options.

SHIPPING TO THE SHOW

Please visit the [Sponsor Resources Site](#) for additional information and fill out [THIS](#) form to make us aware of any incoming shipments.

All shipments arriving at the advanced warehouse must be for activations taking place at the Moscone Center. Please do not ship materials needed for any offsite events.

SHIPPING LABELS:

To ensure smooth and efficient setup, please adhere to the following guidelines:

- **Use the Provided Labels (linked [HERE](#)):** These labels contain essential information for our receiving team, including your company name, booth number, and a unique show identifier.
- **Placement:** Affix the provided shipping label to the largest flat surface of each box or package. If the package is irregularly shaped, ensure the label is prominently displayed and easily visible.
- **Multiple Boxes:** If you are shipping multiple boxes, label each box individually. Do not rely on a single label for the entire shipment.
- **Label Clarity:** Ensure the label is securely attached and that all printed information is legible. Avoid placing labels over seams or edges that could cause them to tear or become obscured.

SHIPPING ADDRESS (Advance Shipment to Warehouse):

GES

INBOUND 2025

(Insert Your Company Name)

(Insert Your Booth # or footprint location)

Palmisano Delivery Service

365 East Grand Avenue

South San Francisco, CA 94080

ADVANCE WAREHOUSE CARRIERS:

- All carriers such as UPS, FedEx, USPS must check into the advance warehouse by 2:00 PM to be guaranteed same day unloading. We recommend scheduling your advance warehouse shipments to arrive in the morning.
- Please note: if the drop off is missed or packages arrive during a warehouse closure, carriers will generally deliver again the next day.

SHIPPING DEADLINES:

- Advance Shipment to Warehouse begins: Friday July 25, 2025
- Advance Shipment to Warehouse closes: Friday, August 22, 2025
- Packages that arrive before Friday, July 25th will incur an additional fee. Packages that arrive at the warehouse after August 22nd will incur an additional fee.

OUTBOUND SHIPPING

OUTBOUND SHIPPING POLICIES & RESOURCES

It is the sponsor's responsibility to ensure that arrangements are made for outbound shipments. HubSpot is not responsible for missing packages. At the end of the show, any unclaimed packages or freight that has not been picked up will be brought to the GES warehouse. GES will make contact with the sponsor to make arrangements for shipping. Storage, handling, and shipping fees may be incurred by the sponsor to manage unclaimed packages.

GES Logistics

Outbound shipping will be available through GES Logistics. Please visit the Exhibitor Services Desk to schedule outbound shipments. When using GES Logistics, sponsors can leave sealed and labeled shipments at their booth for pick up.

Marriott Marquis FEDEX

There is a FedEx Office Print & Ship Center located at the Marriott Marquis nearby. Show management does not assume any liability for packages shipped through the Marriott Marquis FedEx. Package handling fees apply, please visit the Marriott Marquis FedEx office for price details. *If using FedEx, sponsors must hand carry their packages to FedEx.* [Review the hand carry policy.](#)

Address:

55 4th St
San Francisco, California 94103

Hours:

Monday - Friday: 8AM - 7PM

BOOTH GRAPHICS & PEGBOARDS

WHAT'S INCLUDED IN YOUR BOOTH

Please visit the [Sponsor Resources Site](#) to see what is included in your booth and to select booth furnishing upgrades.

BOOTH GRAPHICS

Each turnkey booth includes custom graphics, which you will design & submit via the below links. Your booth will be pre-setup with your graphics upon your arrival.

- For booth graphics details and templates, please visit: [Sponsor Graphics Template Deck](#)
- For submission of booth graphics, please visit:
<https://ordering.ges.com/024601085/BoothGraphicSubmission>
 - **Deadline to submit booth graphics is July 25.**
 - Graphic proofs will be sent for your approval following file submission. **Your approval must be submitted within 48 hours of receiving the proof.** If approvals are not received within 48 hours, graphics will be sent to print as-is.

ADDITIONAL SIGNAGE

In addition to the graphics included with your sponsorship package, sponsors are able to bring supplemental signage & small decor items. Additional signage should be limited to table top signage or pop up banners. All banners must remain within your footprint or will be subject to removal.

- Pop Up Banners should be less than 3 ft. W x 7ft H.
 - Foundational Booths - Limit (1) Banner
 - Visionary, Elevated, Memorable Booths - Limit (2) Banners

PEGBOARD HOOKS

- Pegboard hooks are included in all 2025 turnkey booths. Booths will include (10) hooks for the pegboard panel.
- Sponsors are welcome to bring personal pegboard accessories to enhance the panel space.
- Please do not use push pins on the peg board, nor adhere anything to the booth outside of the pegboard. Low tack mounting tape can be used to adhere light decor to the peg board.
- We recommend using the hooks to:
 - Hang baskets (for swag or collateral)
 - Hang signage with grommets
 - Hang decor (such as air plants, succulents, letters, frames, etc)
- Pegboard Dimensions:
 - Pegboard panels are 4' wide x approx 8' high
 - The holes are standard 3/16 inch. Anything that fits a 1/4 inch pegboard should work.
 - The distance between each hole on the pegboard is 1 inch

Please see pegboard decor examples below:



BOOTH ACTIVITY & SWAG GUIDELINES

We encourage creative engagement in your booth footprint! **The activation will need to be reviewed and approved before moving forward.**

BOOTH ACTIVATIONS / ACTIVITIES

- Please submit [your idea here](#) if you are planning on executing a separate activity within your booth footprint (i.e. games, mini putt putt, headshots, book signings, VR/AR/AI experiences, etc.)
- EA & HubSpot will advise on any duplicative activations, flag venue-prohibited items, suggest floorplan placement based on concepts, advise on labor/supplemental power needs, and offer guidance and recommendations, as needed.
- Any activation would need to follow the below parameters:
 - Cannot extend beyond your booth footprint - please be respectful of your neighbors
 - Nothing can be affixed to the booth in any way
 - No amplified audio
 - No food or beverage
 - No Marketing Stunts / “Celebrity” appearances (without prior approval)
 - No Mascots
 - If you anticipate your activation drawing a queue, please let us know so we can help you choose your booth location to manage crowd control.
 - Must follow [hand carry & shipping guidelines](#)
 - Any larger items that you cannot hand carry will need to be shipped via the Advance Warehouse. Oversized items could incur additional labor costs to move it from the loading dock to your booth. Please reach out to brutherford@agencyea.com if you have questions.
 - Extra items must fit within your [booth storage or purchased accessible storage](#) (limited, first come, first serve).
- *Any damage to the booth structure will incur an additional fee from the sponsor.*

GAMES, CONTESTS, & RAFFLES

Sponsors are responsible for making sure any giveaways, raffles, or sweepstakes conducted at INBOUND 2025 complies with State, Federal, and contest & sweepstakes laws. HubSpot does not make announcements to publicize raffle winners - sponsors will be responsible for contacting winners individually.

SWAG & GIVEAWAYS

- We expect approximately 12,000 in-person attendees, with ~10% - 25% of attendees who visit your booth expected to take a swag item.
 - Please note, in previous years we've had sponsors run out of popular swag items before the event ended. Please take into account what items you are providing & the qualification for attendees to collect your swag when deciding your quantity.
- We encourage sponsors to provide sustainable swag aligned with the larger sustainability initiatives at INBOUND.
- All swag must fit within your booth space.
- Booths should be kept tidy with no extra boxes of materials stacked around the booth area.
- HubSpot reserves the right to remove any swag or signage deemed inappropriate or in violation of partnership guidelines. If an item is in question, please don't hesitate to contact Diane for approval.
- Prohibited Swag Items:
 - Anything on the [prohibited items list below](#).
 - Any Food or drink items, including candy, mints, pre-packaged items, etc (prohibited by venue)
 - Noisemakers, such as whistles, horns, clickers, etc.
 - Laser pointers
 - Balloons
 - Large items that require storage or are difficult for attendees to carry

MARKETING MATERIAL GUIDELINES

- Sponsors may not distribute marketing materials in areas beyond their booth footprint. This includes the outdoor area surrounding the Moscone Center and Yerba Buena Gardens.
- INBOUND reserves the right to remove any additional marketing materials or signage.

MONITORS, POWER, & INTERNET

MONITOR OVERVIEW

- Mounted monitors with adequate power are included with Visionary, Elevated, and Memorable booths.
 - Foundational packages can upgrade to include a table top or floor stand monitor.
- Additional table top and floor stand monitors are available to rent through the order form on the sponsor resources site here: [LINK](#) - due July 31st.
 - If you are ordering a table top monitor, adequate power is included.
 - If you are ordering a floor stand monitor, **additional power supply & labor is required** & would need to be purchased.
 - Once your monitor is ordered, please submit an order for a 5amp power supply and one hour of install labor using this [LINK](#)
- Sponsors **may not bring** their own monitors or screens, per venue rules.
- Sponsors are responsible for creating and bringing your monitor content via your own devices (laptop, USB). No need to pre-submit your content. We encourage you to prepare content that best showcases your technology or offerings.
 - Examples of content include:
 - Looping video content (no amplified audio, we encourage closed captions)
 - Demo slides
 - Static branded image.
- We ask that your monitor has content on it at all times.

MONITOR SETUP

- Booths will be set and finished, with any monitors included or added onto a package, prior to your arrival.
- To load content, you can hook up your own device via HDMI or plug in a USB drive.
- HDMI cables needed to connect your device(s) to the monitor will be supplied (but please remember to bring your own adapter, laptop or USB, charger, and any extension cords needed).
- Please bring personal computers and media devices home with you overnight.
- Please email Braeden Rutherford (brutherford@agencyea.com) with any questions.

POWER & OUTLETS

- Booths include 1-2 powerstrips based on sponsorship tier with a 10amp/1200 watt outlet located within your cabinet to charge devices and smaller electrical items.
 - Foundational, Memorable, and Elevated = 1 powerstrip
 - Visionary = 2 powerstrips
- If supplemental power is needed for larger items, please order via the GES site [LINK](#).
- Note: Table top and mounted monitors come with power & outlets included. If ordering a floor stand monitor, you will need to purchase labor & power separately.

SHOW INTERNET

- The free event Wi-Fi network is included in all sponsor packages.
- Hardline internet options are available for purchase through this [LINK](#) - **due August 21.**
 - Please contact Braeden, brutherford@agencyea.com if you need further assistance with your order.

MOBILE APP & WEBSITE

- All sponsorship packages include a placement on the INBOUND website & a page on the mobile app.
- Please read the [Digital Guide here](#) for more information on what this entails & to submit your assets - **due July 11.**

ONSITE LEAD GENERATION

- All sponsorship packages include access to our Lead Generation software, Klik.
- Klik will be integrated into each of your staffer badges & the mobile app.
- After your staffers have registered for INBOUND, please **submit the email address tied to their registration to [this form](#) by Aug 19** in order to grant them Klik lead collection access.
 - The email address must **exactly match their INBOUND registration.**
 - Please refer to their INBOUND confirmation email (subject lines below) to confirm which email address they are registered with.
 - If registered independently, Email Subject Line: “Registration Confirmation to INBOUND 2025”
 - If multiple people were registered at once, Email Subject Line: “Order Confirmation to INBOUND 2025”
 - [See here](#) if you are having trouble finding your staffers’ registrations.
- You will also need to select (1) Admin to access & set up your Klik dashboard (Due **Aug 13** - [here](#)). More information on your admin dashboard, Klik setup, the mobile app, & how to use Klik will be circulated separately, closer-to the event.
- If your package also includes the Master Registration lead list, this will be circulated post-event by your sales manager (Mimi or Meghan).

SPONSOR BOXED LUNCH ORDERS (OPTIONAL)

- Sponsors have the opportunity to purchase boxed lunches to be delivered to your booth during show hours. Lunch will be delivered on a rolling basis between 11:45 AM and 12:15 PM. To order lunch(es), fill out the Lunch Order Form [HERE](#) and submit to the individuals noted on the bottom of the form. **Deadline to submit lunch orders is August 1.**
- Alternatively, sponsors have the option to purchase lunch at any of the F&B areas listed below between 11:00 AM and 3:00 PM. Please note that long lines are anticipated during peak lunch hours. While you are planning lunch for your team, we ask that your booth is staffed by at least one person at all times.
 - Yerba Buena Gardens (offers free lunch to VIP passholders, GA can purchase)
 - Moscone South, Show Floor (offers free lunch to VIP passholders, GA can purchase)

- Metreon (does not offer free lunch to VIP passholders, All can purchase)
- Yerba Buena Lane (does not offer free lunch to VIP passholders, All can purchase)
- **The above list of F&B areas is subject to change*
- If your staff requires a Kosher or Halal meal, please fill out [this form](#) by **August 1**.

SPONSOR SOCIAL GRAPHICS, LOGOS, & PHOTOGRAPHY GUIDELINES

BRAND GUIDELINES:

- When mentioning INBOUND in your social, email, or other marketing efforts, be sure to always **capitalize INBOUND** to follow brand guidelines.

SOCIAL GRAPHICS:

- Please see below for sample copy and graphics you can use to promote your partnership with INBOUND on your social media channels. **Feel free to tweak the copy to best match your own social voice!**

SUGGESTED COPY:

*Excited to announce **[Company Name]** is an Official Sponsor of #INBOUND25 in San Francisco this September!*

*Visit us at @INBOUND to see how **[Company Name]** is **[brief value proposition]**. We're bringing our A-game (and maybe some exclusive swag 🥳).*

Who else is heading to SF? Drop a 🙌 in the comments - we'd love to connect.

Hashtag: #INBOUND25

Handle: @INBOUND

SOCIAL ASSETS: [ASSET LIBRARY](#)

INBOUND25 LOGO:

- If you'd like to promote INBOUND by incorporating the IN25 logo on your own promo materials, see logo options below.
- We will need to see & approve the assets before it would be used anywhere. Reminder to always capitalize INBOUND when written in plaintext.
- **Please email your design to Diane for approval.**
- **LOGO OPTIONS:** [INBOUND LOGO ASSETS](#)

PHOTOGRAPHY AND VIDEO

- Sponsors are welcome to **use personal cell phones or tablets** for content capture.
- Sponsors are **not** permitted to bring or use any cameras, including DSLRs, point & shoot cameras, video cameras or other recording devices to the Moscone center due to union regulations, without prior approval and payment of associated union fees.
 - **All union fees attributed to sponsor camera usage will be billed back to the sponsor.**
- INBOUND reserves the right to remove or conclude any unapproved photo or video activities

POSTING CONTENT

- You're welcome to disseminate your content through social media, as long as the video clips are less than one minute in length.
 - Example of what is allowed:
 - Tweeting "We're out here at #INBOUND2025" with a picture of your team taken on a cell phone at your booth.
 - Examples of what is not allowed:
 - Live-streaming any session.
 - Posting a picture of a Speaker or Session after we announced that recordings and photography are prohibited in that session.

RULES & REGULATIONS (ALL SPONSORS)

MATERIAL HANDLING UNION JURISDICTIONS

Union jurisdictions prevail over the operation of all material handling equipment, all unloading and reloading, and handling of empty containers. A sponsor may move material that can be hand-carried by one person in one trip without the use of dollies, hand trucks, or other mechanical equipment.

PROHIBITED ITEMS

The Moscone Center prohibits the following items:

- Outside food and beverage (including candy, pre-packaged goods, etc)
- Anything with wheels (luggage, dollies, etc)
- Computer Monitors (must be purchased via GES)
- Pets or animals
- Balloons, glitter, confetti, sand, simulated snow
- Caution Tape: Yellow or red plastic tape with black stripes, or printed with 'Caution', 'Do Not Enter' or other warning messages
- Smoking or Vaping materials, CBD based or cannabis-containing substances
- Fog Machines
- Aerosol Cans
- Wood matches with all-surface strikes
- Adhesive backed decals
- Drones
- RC Cars, motorized equipment, or anything with a combustion/gas engine, including fueling of motor vehicles
- Use, display or storage of hazardous materials
- In accordance with San Francisco regulations, distribution of single-use plastic bags is prohibited.
- Polystyrene foam materials such as foamcore signs or packing peanuts
- Blasting agents, or explosives
- Flammable cryogenic gases (including ethanol)
- Cellulose nitrate motion picture film

Please see *INBOUND T&Cs* for additional detail linked [HERE](#)

BADGES

- For security reasons, you must use the INBOUND lanyard provided.
- For security reasons, please do not adhere any stickers to the front of your badge.

CLEANING & TRASH:

- During load in, please break down empty boxes and leave garbage in a tidy pile.
- Throughout the event, cleaning services will be circulating to remove trash and empty booth trash cans.
- Small trash cans will be provided for your booth.
- Please contact Braeden (248-318-3674) with any questions regarding trash removal.

AMERICANS WITH DISABILITIES ACT

As a reminder, nondiscrimination and disability laws ensure equal access to all participants at HubSpot Events. It is the responsibility of the Sponsor to make its booth space fully accessible to persons of all races, colors, national origins, genders, disabilities and other protected classifications and to comply with all applicable laws and regulations, including without limitation the American with Disabilities Act.

KEY CONTACTS

- Diane Tamulavage, Sr. Sponsorship Account Manager, dtamulavage@hubspot.com
- Braeden Rutherford, Sponsorship Support at Agency EA, brutherford@agencyea.com