

# Sponsorship Opportunities



cantaloupe  
**UNIVERSITY**  
2025 | MIAMI, FL

**January 21-24, 2025**

# What is Cantaloupe University?

Cantaloupe University is our premier annual customer conference, offering hands-on, expert-led training and workshops tailored for professionals in the self-service retail industry. Attendees will gain exclusive insights into the latest innovations in micro markets, smart coolers, software, payments, POS, suites management, dining services, and more — empowering them to stay ahead of industry trends and drive success.





# Vision and Mission

## VISION

Help the world buy it and go.

## MISSION

We aim to be the global technology leader powering self-service commerce.



# Attendee Profile

## 250+ Attendees



### Audience

Enterprise or mid-market operators



### Key Decision Makers and Influencers

C-levels and Executives, to operations and field managers



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### Cantaloupe

Cantaloupe represents over 1.2M global connections, with 99% of these in North America, and 3,500+ micro markets in the United States.



# Venue Location

## Trump National Doral Miami Hotel & Resort

4400 NW 87th Ave  
Miami, FL 33178



# Agenda Day 1

Tuesday, January 21<sup>st</sup>

- Welcome Reception | 6:00pm-8:00pm

# Agenda Day 2

Wednesday, January 22<sup>nd</sup>

- Breakfast | 8:00am-9:00am
- Cantaloupe University, General Session | 9:15am-10:15am
- Breakout Sessions 1-4 | 10:25am-12:15pm
- **Lunch + Innovation Lounge | 12:15pm-2:30pm**
- Breakout Sessions 1-4 | 2:30pm-4:30pm
- 1x1 CSM Time | 4:30pm-5:00pm
- Wednesday Night Out in Miami | 5:30pm-9:30pm

# Agenda Day 3

Thursday, January 23<sup>rd</sup>

- Breakfast | 8:00am-9:00am
- Breakout Sessions 1-4 | 9:00am-11:00am
- Panel Session w/ Ravi | 11:10am-12:00pm
- **Lunch + Innovation Lounge | 12:00pm-1:30pm**
- Breakout Sessions 1-4 | 1:30pm-3:30pm
- Closing Session Panel | 3:45pm-4:45pm
- 1x1 CSM Time | 4:45pm-5:30pm
- A Night to Yourself to Enjoy the City | 5:30pm



# What is the Innovation Lounge?

The **Innovation Lounge** is the centerpiece of Cantaloupe University, providing an exciting platform for sponsors to spotlight their cutting-edge products, services, and innovations.

This vibrant space offers unmatched opportunities to engage with industry professionals, spark meaningful conversations, and leave a lasting impression on key decision-makers.

**Innovation Lounge is 2-days**, sure to give you double the exposure and time with attendees.

- **Exhibition Space:** A dedicated space to display and demonstrate your offerings. This is where attendees can explore cutting-edge solutions firsthand.
- **Networking Hub:** Designed as a central networking hub, allowing sponsors to engage directly with decision-makers, share insights, and build lasting relationships.
- **Visibility:** Located within the General Session Ballroom, ensuring maximum exposure to all attendees throughout the event. Whether during breaks or scheduled sessions, your brand will be front and center.
- **Interactive Demos:** Highly encouraged to conduct live demonstrations, interactive sessions, and product showcases to captivate and inform attendees.

# Why Sponsor Cantaloupe University?

## Enhanced Access



To 100+ operating companies in micro markets, food and beverage vending, coffee services, smart stores, stadiums, entertainment venues, and festivals. One-on-ones with key decision makers across various roles – C-levels, presidents, operations managers, purchasers, supervisors, and more.

## Brand Awareness



Stand out at one of the largest operator user conferences throughout the year.

## Lead Generation



Exhibit in our newly expanded Innovation Hub, where you'll get multiple opportunities to network and connect.

## Thought Leadership



Exclusive speaking opportunities across key content pillars to position you and your company at the forefront of key industry trends.

# Diamond

2 available | \$20,000

- **Sponsor Recognition:** during General Session Kick off and Closing Session Panel
- **Keynote Speaking Opportunity:** during General Session Kick off (10 minutes)
- **Co-Sponsor:** of Wednesday Night Out in Miami
  - 5-minute speaking opportunity
  - Mentions during event
  - Signage throughout event
  - Opportunity to offer branded giveaways
  - Logo featured in event communications and materials
- **Exclusive Sponsor:** of a Happy Hour within the Cantaloupe Booth at The NAMA Show
  - 3-minute speaking opportunity
  - Mentions during event
  - Signage throughout event
  - Opportunity to offer branded giveaways
  - Logo featured in event communications and materials



# Diamond Cont.

2 available | \$20,000

- **Prime Exhibition Space:** 10x20 booth in the Innovation Lounge (2-days of exposure)
- **Exclusive Branding Rights:** opportunity to display a branded retractable banner in Registration Area
- **Brand Visibility:**
  - Logo featured on various TV Loops throughout event space, registration area, general event signage and event website
  - Inclusion on pre-event marketing (emails, social, etc.)
  - Opportunity to include branded swag and promotional materials in welcome bag
- **Event Content Integration:** featured in post-event communications and social media
- **Lead Generation:**
  - Access to 1x1 meeting space to book appointments with attendees during event
  - Dedicated space in Cantaloupe post show email blast to all attendees
  - Full attendee opt-in list
  - 6 Guest Passes (additional guests passes available for \$750 each)

# Platinum

2 available | \$15,000

- **Sponsor Recognition:** during General Session Kick off and Closing Session Panel
- **Co-Sponsor:** of Welcome Reception Happy Hour
  - 3-minute speaking opportunity
  - Mentions during event
  - Signage throughout event
  - Opportunity to offer branded giveaways
  - Logo featured in event communications and materials
- **Exhibition Space:** 10x10 booth in the Innovation Lounge (2-days of exposure)
- **Brand Visibility:**
  - Logo featured on various TV Loops throughout event space, registration area, general event signage and event website
  - Inclusion on pre-event marketing (emails, social, etc.)
  - Opportunity to include branded swag and promotional materials in welcome bag

# Platinum Cont.

2 available | \$15,000

- **Brand Visibility:**
  - Logo featured on various TV Loops throughout event space, registration area, general event signage and event website
  - Inclusion on pre-event marketing (emails, social, etc.)
  - Opportunity to include branded swag and promotional materials in welcome bag
- **Event Content Integration:** mention in post-event communications and social media
- **Lead Generation:**
  - Full attendee opt-in list
  - 4 Guest Passes (additional guests passes available for \$750 each)



# Gold

4 available | \$10,000

- **Exclusive Sponsor:** of a Breakfast or Lunch
  - 3-minute speaking opportunity
  - Mentions
  - Signage at food stations
  - Opportunity to offer branded giveaways
  - Logo featured in event communications and materials
- **Exhibition Space:** 8ft Table in the Innovation Lounge (2-days of exposure)
- **Brand Visibility:**
  - Logo featured on various TV Loops throughout event space and event website
  - Inclusion on pre-event marketing (emails, social, etc.)
- **Lead Generation:** 3 Guest Passes (additional guests passes available for \$750 each)

# Silver

6 available | \$7,000

- **Sponsor:** of an off-site event Shuttle
  - Signage by shuttle
  - Opportunity to provide branded gifts or promotional materials on board (ex: showcase your beverage brand w/ samples on shuttle)
  - Logo featured in event communications and materials
- **Exhibition Space:** 6ft Table in the Innovation Lounge (2-days of exposure)
- **Brand Visibility:**
  - Logo featured on event website
  - Inclusion on pre-event marketing (emails, social, etc.)
- **Lead Generation:** 2 Guest Pass (additional guests passes available for \$750 each)

*Product Brokers are allowed to split a Silver package with up to 2 brands*

# Bronze

10 available | \$3,500

- **Brand Visibility:**
  - Branded retractable banner in Innovation Lounge
  - Logo featured on event website
  - Inclusion on pre-event marketing (emails, social, etc.)
- **Inclusion in Swag Bag:** Opportunity to include promotional materials in welcome bag
- **Lead Generation:** 1 Guest Pass (additional guests passes available for \$750 each)



# Sponsorship FAQs

## **What is Cantaloupe University?**

- An annual user conference offering expert-led training, networking, and product showcases.

## **What is the Innovation Lounge?**

- A dedicated space for sponsors to showcase their products and services to 250+ attendees.

## **Is it worth sponsoring Cantaloupe University?**

- Based on survey responses from previous sponsors, they saw significant value in their sponsorship benefits and the quality of attendees they interacted with. Every year, the conference is enhanced, so we see many renewed sponsorships.

## **How do I secure a sponsorship?**

- Contact Carolina Martinez at [cmartinez@cantaloupe.com](mailto:cmartinez@cantaloupe.com) to secure your sponsorship and get clarity on any questions.

## **Does my sponsorship include room nights?**

- No, but we've secured a group rate for you to book your rooms at our negotiated rate.

## **Can I ship elements to the hotel? Is there a deadline for shipping promotional materials?**

- Yes, all promotional materials must be shipped to the venue by January 18th, 2025. We will provide the shipping details accordingly.

## **Will I receive a lead list after the event?**

- Yes, only Diamond and Platinum sponsors will have access to the attendee opt-in list.



# Don't Miss Out!

To secure your  
sponsorship, contact  
**Carolina Martinez** at  
[cmartinez@cantaloupe.com](mailto:cmartinez@cantaloupe.com)



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