



Sponsorship Prospectus

May 20-22, 2025

Miami Beach Convention Center
Miami Beach, Florida

Brought to you by  **commercetools**



Hello Valued Partners!

In April 2024, we launched Elevate — The Global Commerce Summit™. We envisioned the event as an opportunity to unite commerce leaders who share our vision of a future where composable technology ecosystems empower businesses to continually adapt to our ever-changing world and consistently deliver outstanding shopping experiences.

The event, held at the Miami Beach Convention Center, was simply incredible — better than I think anyone even imagined. You could feel the energy and enthusiasm. From the exclusive pre-event activities, including Partner Day and the Thought Leader Reception, to the kickoff Welcome party straight through to the very last presentation on Day 3 attendees were exposed to big ideas, bold strategies, new contacts and a heightened perspective on the possibilities of the future.

We're headed back to Miami Beach, May 20-22, 2025 for Elevate — The Global Commerce Summit 2025. In year two, we'll cement Elevate's position as the essential annual destination for global commerce professionals.

As a valued member of our partner ecosystem, we want you to be a part of the Elevate experience. This prospectus is your invitation to join the commercetools team, our customers and prospects as we transform the future of commerce together.

Looking forward to meeting you in Miami!



Elevate Brand Promise

Elevate — The Global Commerce Summit is the event for world-class content and experiences that speaks the unique language of commerce and inspires the transformers, innovators and leaders driving their businesses and their professions forward.





Sponsor Experience

The entire Elevate agenda is dedicated to helping commerce leaders achieve their goals. As a valued commercetools partner, you play a critical role in ensuring we can deliver a unique experience that attendees could not have at any other event.

Together, we will explore solutions to commerce challenges, introduce opportunities for growth and a share a vision of the future that is bright with promise.

- Participate in the Innovation Expo, present live demos
- Highlight your solutions in sessions with customers, partners and analysts
- Attend keynotes presentations and panel discussions
- Meet and greet with commercetools leadership
- Network with customers and prospects
- Celebrate the future of commerce at after-hours events



Attendee Experience

Brands from Europe, North and South America, and Asia Pacific will join the commercetools team and a select number of partners for two days of learning, inspiration, entertainment and networking. Our second annual conference will once again have a Miami Beach vibe under clear blue skies and ocean breezes, alongside white sandy beaches.

- Hear digital transformation stories from top brands
- Get updates on the latest commercetool product launches and roadmap updates
- Connect with partners in the Expo and see live demos
- Network with business and tech leaders from around the world
- Meet the commercetools team
- Celebrate the future of commerce at incredible after-hours events

Elevate Summit Audience Target Demographics

>800
Attendees

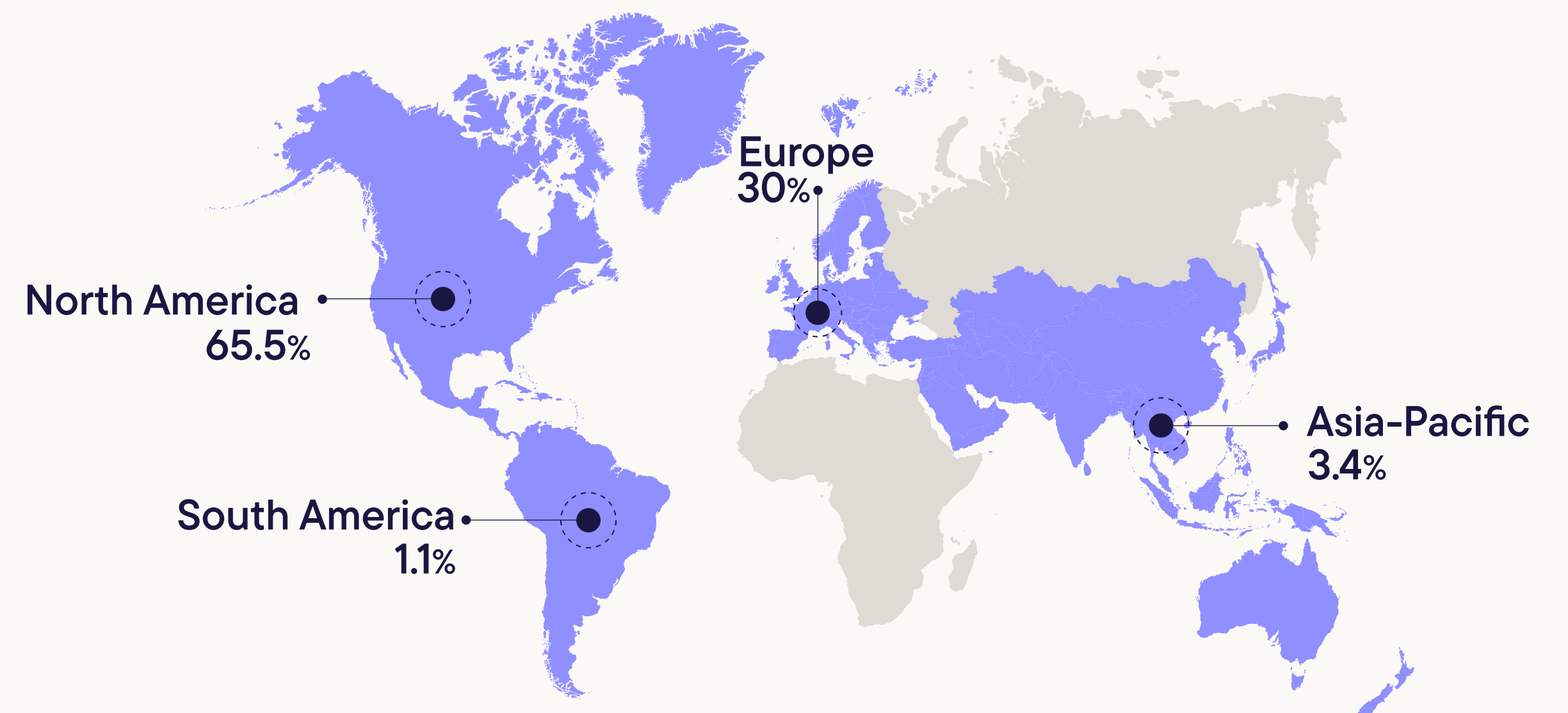
65+
Sessions

40+
Sponsoring
Partners

Key Decision Makers and Practitioners:

- Commerce CXOs including innovation, marketing, technology, and business
- VPs and senior leadership across business and technology
- Industry leaders and hands-on practitioners
- commercetools global executives and senior leadership

Global Attendees



Elevate 2025 Overview

TUESDAY MAY 20

- Partner Day
- Elevate Welcome Reception

WEDNESDAY MAY 21

- Expo
- Keynotes
- Breakouts
- Elevate Evening Party

THURSDAY MAY 22

- Expo
- Keynotes
- Breakouts
- Closing Keynote

Attendee Testimonials

2024

“Earlier our thinking was limited. We only knew the world we were working with. The benefit of this event is hearing from all of those leaders from different regions and their journeys — what to do, what not to do and lessons learned. It’s gotten us thinking out of the well.”

Nirmesh Panadekar,
Tech lead, B2B ECommerce,
Medline Industries

“We've met people from all over the globe — getting really great ideas about what they're doing. Having the opportunity to learn with our partners and make these connections is really key. When you go through challenges, are looking for an opportunity or need advice, making these connections will be beneficial in the future.”

John Mutter,
Vice President of Customer
Applications, Express

“My biggest takeaway was the confirmation that we are on the right track with the whole MACH® approach. You walk around...talk to people here and everybody’s really enthusiastic. That’s what I’ll be taking home and spreading the word to the C-suite.”

Diederik Oostburg,
Lead E-Commerce Tech,
Vision Healthcare

“From insightful keynote speeches to engaging panel discussions, the event provided invaluable insights into the future of commerce. The networking opportunities were unparalleled, connecting me with industry leaders and innovators from around the globe.”

Chris Baltusnik,
E-Commerce Transformation &
Operations Leader, Owens Corning

Partner Testimonials

2024

“commercetools is a key partner for AKQA allowing us to create leading brand experiences for our clients. Connecting with the global commercetools community at Elevate 2024 was a standout experience. We are looking forward to being a part of it again in 2025 along with our peers and clients.”

Zoe Freeman,
Head of Growth and Partnerships, AKQA Australia and Aotearoa

“The Elevate conference this week brought together the best minds in MACH technology. commercetools showed multiple enhancements that demonstrate why they’re at the forefront of pushing tech forward. Aries Solutions and Netlify showcased our demo website. It was a great place to see new ideas and connect with everyone who’s innovating in the commerce space.”

James Luterek,
VP, Engineering, Aries Solutions

“commercetools Elevate 2024 has been an amazing experience and a great opportunity to connect with both Technical and Partner colleagues to collectively move our industry forward! Looking forward to what we can collectively accomplish in 2024!”

Kari Johnson,
Strategic Partnerships, Enterprise Business Development, Buy with Prime

“I'm very excited about the things commercetools shared about the future roadmap and about Foundry. I think it's something that was needed. So those are my biggest takeaways —seeing that they listened to their partners and are evolving the platform.”

Pierre Kremer,
VP, Digital Engagement Practice at EPAM Systems

Audience Breakdown 2024

BUSSINES MOD

BUSINESS MODEL		
	B2B & B2C	33%
	B2B	33%
	B2C	29%
	Other	4%

SENIORITY		
	C Level / SVP	22%
	VP / Director	42%
	Senior Manager / Manager	25%
	Associate / Analyst / Assistant / Coordinator	11%

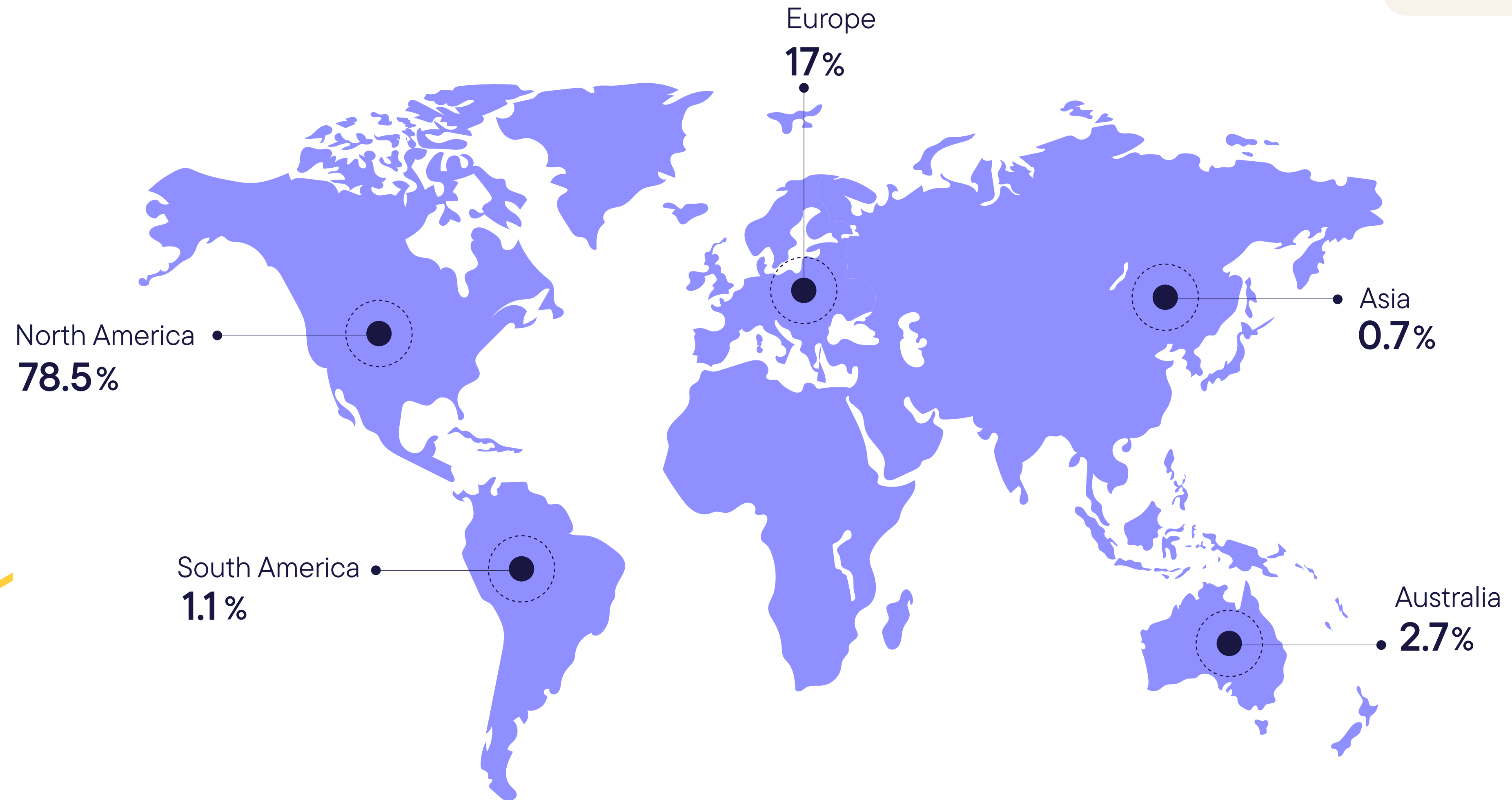
INDUSTRY		
	Retail	40%
	Manufacturing	16%
	Healthcare and Medical Devices	7%
	Banking & FSI	7%
	Wholesale Distribution	6%
	Professional Services	6%
	Other	18%

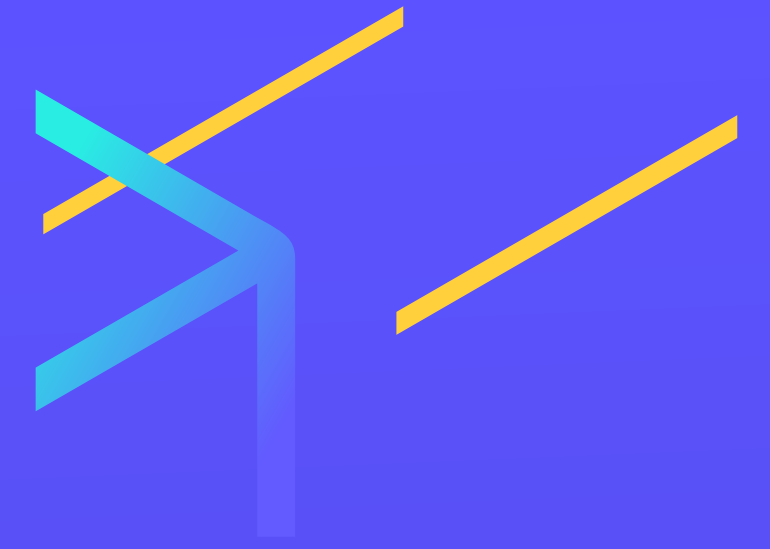
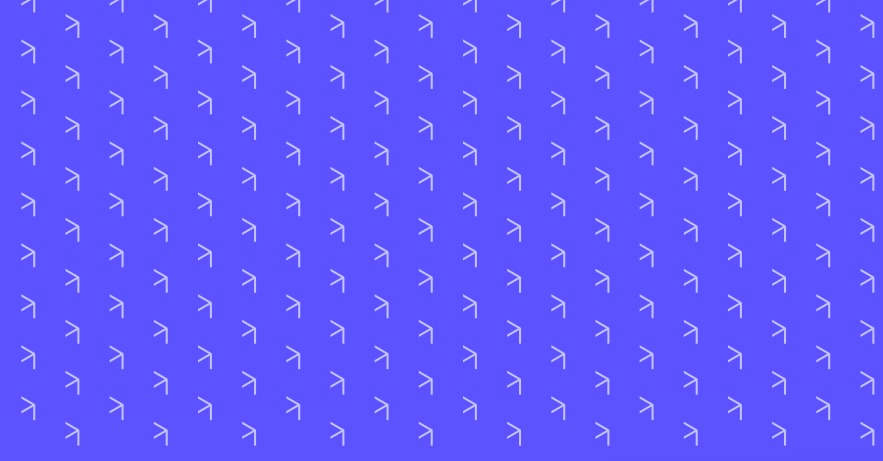


Global Audience

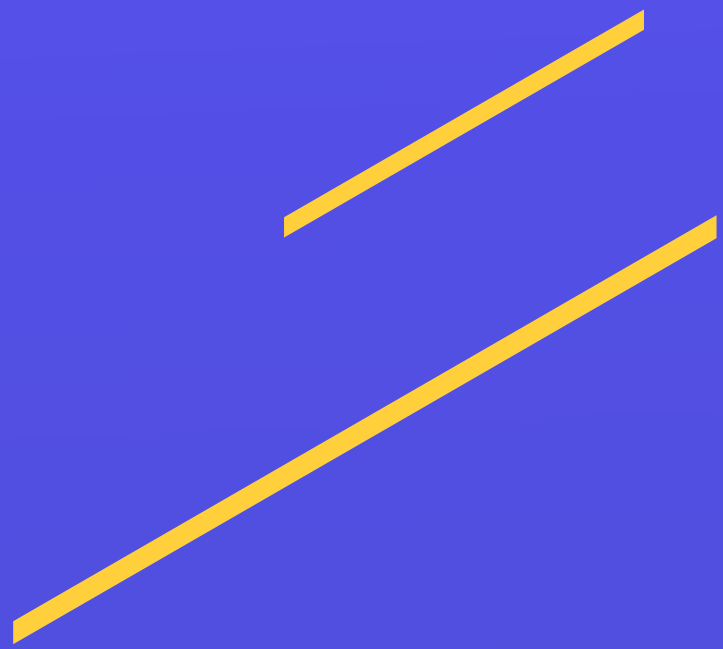
2024

25 Countries Represented





Overview of Sponsorship Benefits



OVERVIEW OF SPONSOR BENEFITS

		DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Packages	Availability	1*	4	4	16	8**
	Investment	\$150,000	\$100,000	\$75,000	\$35,000	\$17,500
Content All Content Subject to commercetools Approval	Main Stage Customer Session	■				
	Breakout Customer Session		■			
	Panelist in Breakout Session			■		
	Opening Keynote Recognition (Verbal + Logo)	■	■			
	Keynote “Thank You to Our Sponsors” Logo Recognition	■	■	■	■	■
Networking & Passes	Full Conference Passes	15	8	3	3	3
	Option to Purchase Additional Full Conference Passes at Partner Rate	5	4	3	3	
	Company Registered List Delivered Weekly Starting 4 Weeks Out From the Event and Final List Delivered 1 Week Post Event (Company Name, Title, Country - Limited To Opted in Attendees)	■	■			
Sponsorship Showcase All Branding Subject to commercetools Approval	Conference Booth Provided Incl. Booth Graphics, Monitor, Internet Drop and Power Drop	20'x20'	20'x10'	10'x10'	6'x6'	6'x6'
	Lead Retrieval Included	■	■	■	■	■
	Bookable Meeting Room Based on Availability	■	■	■	■	
Branding All Branding & Graphics Subject to commercetools Approval	Inclusion in Onsite Conference Branding	■	■	■	■	■
	Inclusion in Selected Pre-Conference Emails	■	■	■		
	Highlighted Company Logo on Homepage	■	■			
	Company Name, Logo and URL on Event Website	■	■	■	■	■
	Promotion of Company Name, Logo, Link to Company Microsite, and Sponsorship Booth # on Mobile App	■	■	■	■	■
Sponsorship Management	Priority Access to Additional Sponsorship Opportunities	■	■	■	■	■
	Sponsorship Management Support	■	■	■	■	■

*Diamond: Platinum Sponsors are eligible to apply for Diamond Sponsorship. Diamond Sponsorship selection is based on Customer Main Stage Session Pitch. Selection by commercetools.

** Bronze: This level includes sharing a 6'x6' booth. You may select your booth partner, or commercetools will assign one based on availability. Each participant is required to purchase a Bronze package.

DIAMOND

Packages	\$150,000 1 Available*		
<p>Content All Content Subject to commercetools Approval</p>	<ul style="list-style-type: none"> Main Stage Customer Session Opening Keynote Recognition (Verbal + Logo) Keynote “Thank You to Our Sponsors” Logo Recognition 	<p>Branding All Branding & Graphics Subject to commercetools Approval</p>	<ul style="list-style-type: none"> Inclusion in Onsite Conference Branding Inclusion in Selected Pre-Conference Emails Highlighted Company Logo on Homepage Company Name, Logo and URL on Event Website Promotion of Company Name, Logo, Link to Company Microsite, and Sponsorship Booth # on Mobile App
<p>Networking & Passes</p>	<ul style="list-style-type: none"> 15 Full Conference Passes Option to Purchase 5 Additional Full Conference Passes at Partner Rate Company Registered List Delivered Weekly Starting 4 Weeks Out From the Event and Final List Delivered 1 Week Post Event (Company Name, Title, Country - Limited To Opted in Attendees) 	<p>Sponsorship Management</p>	<ul style="list-style-type: none"> Priority Access to Additional Sponsorship Opportunities Sponsorship Management Support
<p>Sponsorship Showcase All Branding Subject to commercetools Approval</p>	<ul style="list-style-type: none"> 20’x20’ Conference Booth Provided (Incl. Booth Graphics, Monitor, Internet Drop and Power Drop) Lead Retrieval Included Exclusive Meeting Room for Diamond Sponsor 		

*Platinum Sponsors are eligible to apply for Diamond Sponsorship. Diamond Sponsorship selection is based on Customer Main Stage Session Pitch. Selection by commercetools.

PLATINUM

Packages	\$100,000 4 Available		
Content All Content Subject to commercetools Approval	<ul style="list-style-type: none">▪ Breakout Customer Session▪ Opening Keynote Recognition (Verbal + Logo)▪ Keynote “Thank You to Our Sponsors” Logo Recognition	Branding All Branding & Graphics Subject to commercetools Approval	<ul style="list-style-type: none">▪ Inclusion in Onsite Conference Branding▪ Inclusion in Selected Pre-Conference Emails▪ Highlighted Company Logo on Homepage▪ Company Name, Logo and URL on Event Website▪ Promotion of Company Name, Logo, Link to Company Microsite, and Sponsorship Booth # on Mobile App
Networking & Passes	<ul style="list-style-type: none">▪ 8 Full Conference Passes▪ Option to Purchase 4 Additional Full Conference Passes at Partner Rate▪ Company Registered List Delivered Weekly Starting 4 Weeks Out From the Event and Final List Delivered 1 Week Post Event (Company Name, Title, Country - Limited To Opted in Attendees)	Sponsorship Management	<ul style="list-style-type: none">▪ Priority Access to Additional Sponsorship Opportunities▪ Sponsorship Management Support
Sponsorship Showcase All Branding Subject to commercetools Approval	<ul style="list-style-type: none">▪ 20’x10’ Conference Booth Provided (Incl. Booth Graphics, Monitor, Internet Drop and Power Drop)▪ Lead Retrieval Included▪ Bookable Meeting Room Based on Availability - First Come, First Serve		

GOLD

Packages	\$ 75,000 4 Available		
Content All Content Subject to commercetools Approval	<ul style="list-style-type: none">Panelist in Breakout SessionKeynote “Thank You to Our Sponsors” Logo Recognition	Branding All Branding & Graphics Subject to commercetools Approval	<ul style="list-style-type: none">Inclusion in Onsite Conference BrandingInclusion in Select Pre-Conference EmailsCompany Name, Logo and URL on Event WebsitePromotion of Company Name, Logo, Link to Company Microsite, and Sponsorship Booth # on Mobile App
Networking & Passes	<ul style="list-style-type: none">3 Full Conference PassesOption to Purchase 3 Additional Full Conference Passes at Partner Rate	Sponsorship Management	<ul style="list-style-type: none">Priority Access to Additional Sponsorship OpportunitiesSponsorship Management Support
Sponsorship Showcase All Branding Subject to commercetools Approval	<ul style="list-style-type: none">10’x10’ Conference Booth Provided (Incl. Booth Graphics, Monitor, Internet Drop and Power Drop)Lead Retrieval IncludedBookable Meeting Room Based on Availability - First Come, First Serve		

SILVER

Packages

\$35,000
16 Available

Content

All Content Subject
to commercetools Approval

- Keynote “Thank You To Our Sponsors”
Logo Recognition

Branding

All Branding & Graphics Subject
to commercetools Approval

- Inclusion in Onsite Conference Branding
- Company Name, Logo and URL on Event Website
- Promotion of Company Name, Logo,
Link to Company Microsite, and
Sponsorship Booth # on Mobile App

Networking & Passes

- 3 Full Conference Passes
- Option to Purchase 3 Additional Full
Conference Passes at Partner Rate

Sponsorship Management

- Priority Access to Additional Sponsorship
Opportunities
- Sponsorship Management Support

Sponsorship Showcase

All Branding Subject
to commercetools Approval

- 6'x6' Conference Booth Provided (Incl. Booth
Graphics, Monitor, Internet Drop and Power Drop)
- Lead Retrieval Included
- Bookable Meeting Room Based on
Availability - First Come, First Serve

BRONZE

Packages

\$17,500
8 Available*

Content

All Content Subject to commercetools Approval

- Keynote “Thank You To Our Sponsors” Logo Recognition

Branding

All Branding & Graphics Subject to commercetools Approval

- Inclusion in Onsite Conference Branding
- Company Name, Logo and URL on Event Website
- Promotion of Company Name, Logo, Link to Company Microsite, and Sponsorship Booth # on Mobile App

Networking & Passes

- 3 Full Conference Passes

Sponsorship Management

- Priority Access to Additional Sponsorship Opportunities
- Sponsorship Management Support

Sponsorship Showcase

All Branding Subject to commercetools Approval

- 6'x6' Conference Booth Provided (Incl. Booth Graphics, Monitor, Internet Drop and Power Drop)
- Lead Retrieval Included

*Bronze level includes sharing a 6'x6' booth. You may select your booth partner, or commercetools will assign one based on availability. Each participant is required to purchase a Bronze package.

Marketing Promotional Opportunities

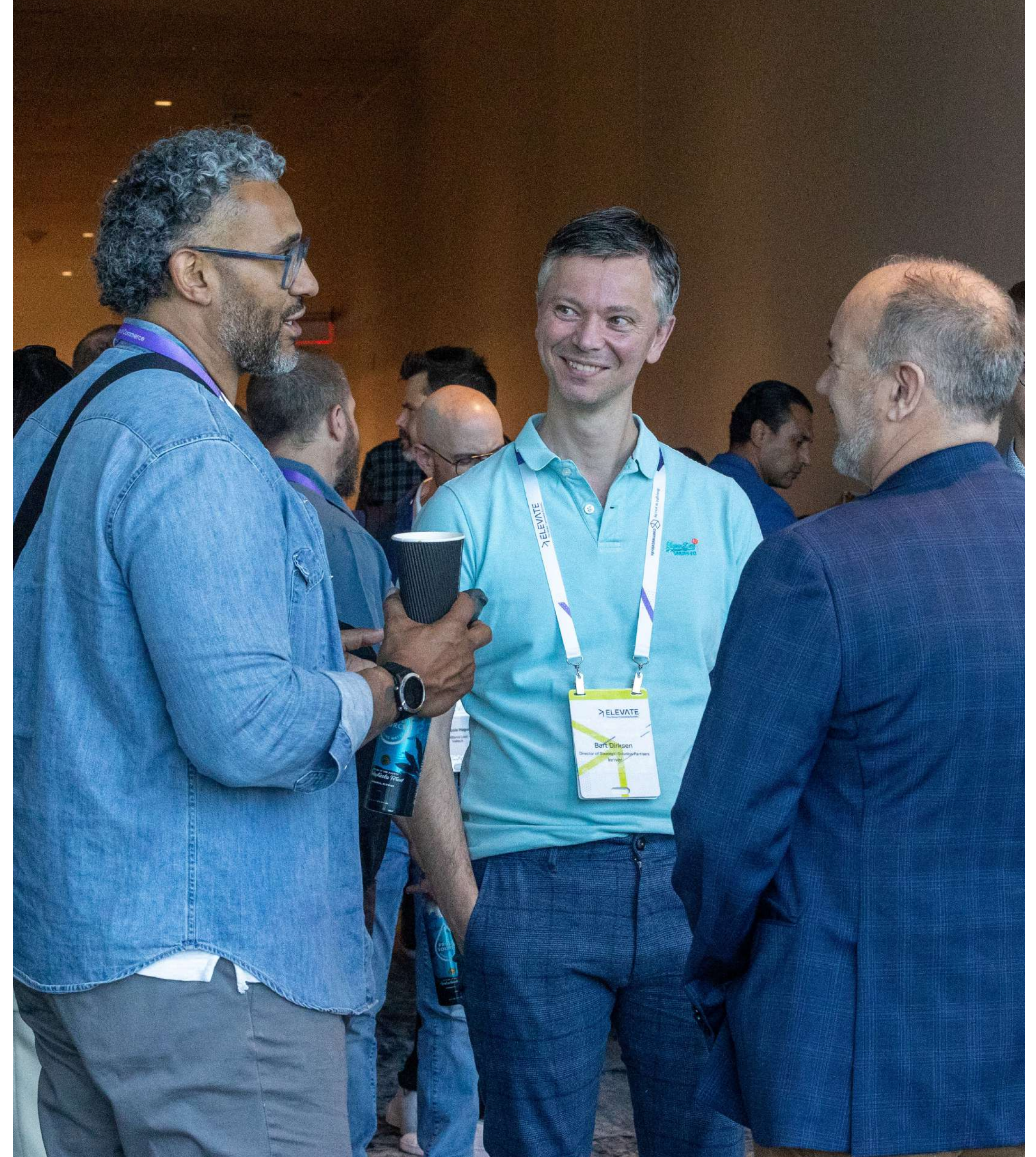
**COMING
SOON**

Global Partner Day

Reconnect, realign and re-energize with commercetools.

Global Partner Day will take place on May 20, 2025. It is an amazing opportunity for you and your team to learn about the latest innovations from commercetools, explore strategies to maximize your partnership and network with commercetools leaders and fellow partners. Prepare for an exciting mix of presentations and breakout sessions that will help us strengthen the technology system we have built together and propel the transition to composability forward.

ELEVATE | **PARTNER
DAY**
The Global Commerce Summit™

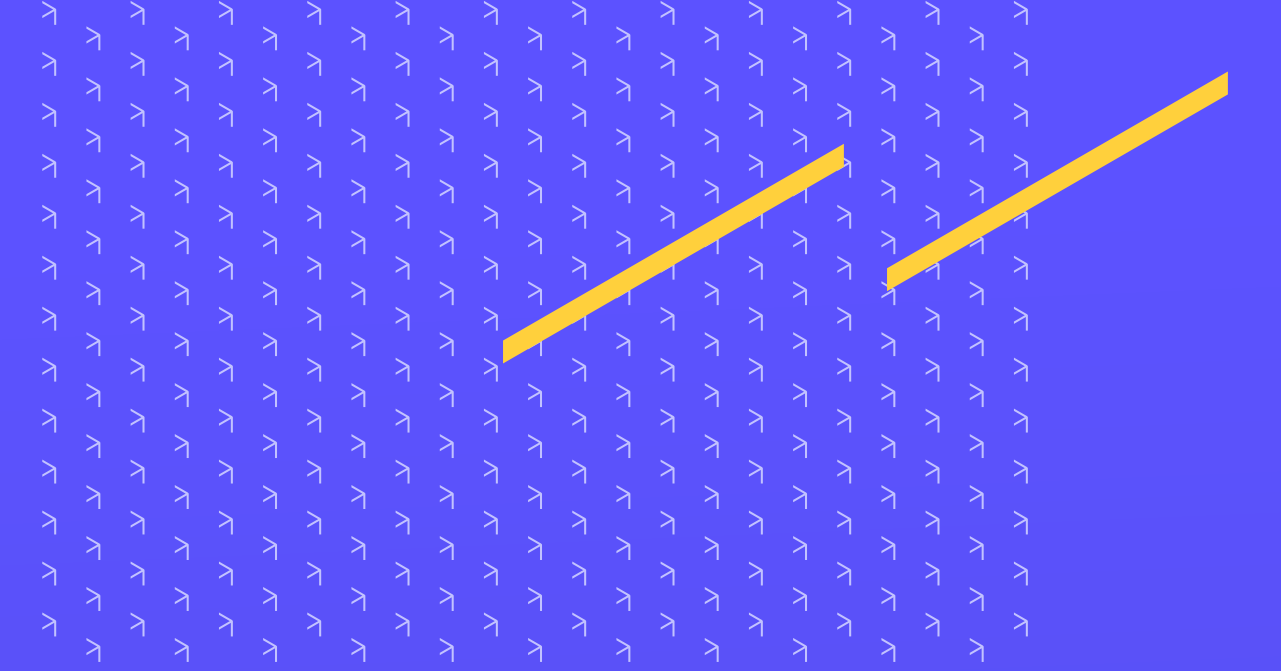


Let's Elevate Commerce

Reserve Your Spot

Sponsorship Sales

elevatepartners@commercetools.com





ELEVATE

The Global Commerce Summit™

Thank You!