



April 15-17, 2021

DoubleTree by Hilton Downtown
Los Angeles



TEEM is coming to LA | A look into the future work of the Experience Economy

The Experience Economy Meeting (TEEM) is the 7th entertainment business conference by SC Exhibitions, Semmel Concerts' exhibitions and experiences division.

TEEM is an international conference and marketplace for professionals working in the experience, entertainment and touring exhibitions industry – producers, promoters, museums, science centres and venues – featuring talks and networking events. **Over the course of three days, TEEM 2021 will feature keynote speeches, the TEEM business lounge and a live marketplace, as well as a fun fringe programme.**

The term **Experience Economy** was first used by B. Joseph Pine II and James H. Gilmore describing it as the next economy. They argued that businesses must orchestrate memorable events for their customers, and that memory itself becomes the product: the “experience”.

From **April 15-17, 2021**, SC Exhibitions will be holding this special gathering for the very first time at the **DoubleTree by Hilton Downtown in Los Angeles.**

The conference hotel is nestled between Little Tokyo and the Arts District in the heart of lively DTLA. It's the ideal location to explore L.A. Live, the Broad, Museum of Contemporary Art (MOCA) and Walt Disney Concert Hall are all within walking distance of the hotel.

Join TEEM and discuss with us the future work of the Experience Economy.

Produced & presented by  sc exhibitions &  semmel
concerts
premium entertainment

At this first edition of TEEM, we want people to network and have a great time, and by creating opportunities for them to meet and share ideas, we hope to encourage the movement of experiences worldwide.

At previous TEM conferences, we've welcomed a diverse range of delegates from across the industry: representatives of museums and science centres, developers from the private and public sector, entertainment producers and promoters, and venues including trade fair and convention centres and urban cultural centres.

When?

From the morning of Thursday April 15 to Saturday April 17, 2021.

Thursday, April 15:

- 9:00am Registration and Business lounge open
- 2:00-3:30pm Opening event: welcome and keynote panel
- 3:30-4:00pm Coffee break
- 4:00-6:00pm Live Marketplace I
- 6:30-7:30pm Reception
- 7:30-9:00pm Dinner networking Event

Friday, April 16:

- 9:00am Business lounge open
- 10:00-10:30am Morning Panel
- 10:30am-12:30pm Live Marketplace II
- 12:30pm-2:00 pm Lunch
- 2:00pm Panel III
- 3:00pm Panel IV
- 4:00pm-5:00pm Farewell reception

Saturday, April 17:

It's a day to experience some of the memorable events Los Angeles has to offer. We will visit experiences and exhibitions by our partners during a fun field trip day.



Where?

DoubleTree by Hilton Los Angeles Downtown

120 South Los Angeles Street

Los Angeles CA-90012

[Click here](#) for more information about the conference hotel.

Room rates:

USD 179 Single room

USD 179 Double room

+ 15,695 % occupancy tax

The room rates are limited, first-come, first-served.

Please remember, Los Angeles is always busy, and the hotel will fill up early, so we recommend that you book your hotel room as soon as possible.

Visit sc-exhibitions.com/teem for a booking link.

How Much?

Standard rate until February 15, 2021:

For-profit Delegate Rate: USD 699

Non-profit Delegate Rate: USD 599

+ Tax (if applicable)

Last minute and walk up rate, from February 16 to April 15, 2021:

For-profit Delegate Rate: USD 799

Non-profit Delegate Rate: USD 699

+ Tax (if applicable)

All rates include the full conference programme, as well as catering and events.

Registration for TEEM online at: sc-exhibitions.com/teem

By registering to the TEEM 2021 conference, you agree to the TEEM terms & conditions, which can be found on our website.



Interested in sponsoring TEEM 2021?

TEEM is possible through the registration fees of our delegates, and the generous support of our sponsors.

Through TEEM, we want to produce an enjoyable conference at which people can share and experiment with new ideas – it isn't a 'commercial conference' aimed at making profits from delegates and sponsors, but a venue for people in the entertainment world to keep each other up-to-date and discuss their projects. But without your help as delegates and sponsors, TEEM could not survive.

If you're interested in sponsoring TEEM 2021, we offer various sponsorship packages. Each provides you with excellent exposure to all our delegates, and we'll also promote your institution or company on our conference website, in our conference marketing and advertising materials, and in any follow-up activities and information that we produce.

TEEM 2021 | Sponsoring & Info

Venue:

Doubletree by Hilton Downtown Los Angeles

April 15, 2021

Business Lounge (both days) | Coffee break | Live Marketplace (both days) | **Reception** | Dinner

April 16, 2021

Lunch | Farewell reception



Key Sponsor (Look2innovate, Imagine Exhibitions)

- ▶ Exceptional logo placement in all means of communication, and in the Business Lounge area of the conference
- ▶ Guaranteed speaker's slot at TEEM's Marketplace where all delegates can present their exhibitions
- ▶ Five delegate passes for staff and guests of the company
- ▶ Word of Welcome during the conference opening
- ▶ Insert of up to two promotional items in the delegate bags, which is exclusive to Key Sponsors
- ▶ Possibility to display up to two promotional items on the leaflet table

USD 8,000 + Tax (if applicable)

Key sponsorship of TEEM 2021 is limited to three partners. One slot available.

Dinner Sponsor (April 15)

- ▶ Logo sponsoring of the event in all our communication
- ▶ Opportunity to interact with the delegates – e.g. a welcome address or giveaways
- ▶ Guaranteed speaker's slot at TEEM's Marketplace, where all delegates can present their exhibitions
- ▶ Three delegate passes
- ▶ Branding of the event with your logo
- ▶ Listing as event sponsor
- ▶ Possibility to display one promotional item on the leaflet table

USD 4,500 + Tax (if applicable)

Dinner sponsor of TEEM 2021 is limited to one partner.

TEEM Marketplace Sponsor

- ▶ Logo sponsoring of the event in all our communication
- ▶ Guaranteed speaker's slot at TEEM's Marketplace, where all delegates can present their exhibitions
- ▶ Two delegate passes
- ▶ Listing as Marketplace sponsor
- ▶ Possibility to display one promotional item on the leaflet table

USD 3,500 + Tax (if applicable)

Marketplace sponsor of TEEM 2021 is limited to one partner.



Transportation Sponsor (IMG)

- ▶ Logo sponsoring of the event in all our communication
- ▶ Flyer distribution on the buses
- ▶ Guaranteed speaker's slot at TEEM's Marketplace, where all delegates can present their exhibitions
- ▶ Two delegate passes
- ▶ Listing as transportation sponsor
- ▶ Possibility to display one promotional item on the leaflet table

Sponsored by IMG (USD 3,500)

Transportation sponsor of TEEM 2021 is limited to one partner.

Business Lounge Sponsor (Lightswitch)

- ▶ Logo sponsoring of the lounge in all our communication
- ▶ Opportunity to interact with the delegates – e.g. giveaways, small promotion items
- ▶ Guaranteed speaker's slot at TEEM's Marketplace, where all delegates can present their exhibitions
- ▶ Two delegate passes
- ▶ Branding of the lounge with your logo
- ▶ Possibility to display one promotional item on the leaflet table

Sponsored by Lightswitch (USD 3,500)

Business Lounge sponsor of TEEM 2021 is limited to one partner.

Lunch Sponsor (April 16)

- ▶ Logo sponsoring of the event in all our communication
- ▶ Opportunity to interact with the delegates – e.g. a welcome address or giveaways
- ▶ Guaranteed speaker's slot at TEEM's Marketplace, where all delegates can present their exhibitions
- ▶ One delegate pass
- ▶ Branding of the event with your logo
- ▶ Listing as event sponsor
- ▶ Possibility to display one promotional item on the leaflet table

USD 3.000 + Tax (if applicable)

Lunch sponsor of TEEM 2021 is limited to one partner.

Wi-Fi Sponsor (The Shipping Monster)

- ▶ Logo sponsoring of the event in all our communication
- ▶ Log-in data chosen by sponsor (if possible)
- ▶ One delegate pass
- ▶ Possibility to display one promotional item on the leaflet table

Sponsored by The Shipping Monster (USD 1,750)

Wi-Fi sponsor of TEEM 2021 is limited to one partner.

Coffee Break Sponsor (April 15)

- ▶ Logo sponsoring of the event in all our communication
- ▶ One delegate pass
- ▶ Branding of the event with your logo
- ▶ Possibility to display one promotional item on the leaflet table

USD 2.500 + Tax (if applicable)

Coffee break sponsor of TEEM 2021 is limited to one partner.

Reception Sponsor (April 15)

- ▶ Logo sponsoring of the event in all our communication
- ▶ One delegate pass
- ▶ Branding of the event with your logo
- ▶ Possibility to display one promotional item on the leaflet table

USD 2.500 + Tax (if applicable)

Reception sponsor of TEEM 2021 is limited to one partner.

Farewell Reception Sponsor (April 16)

- ▶ Logo sponsoring of the event in all our communication
- ▶ One delegate pass
- ▶ Branding of the event with your logo
- ▶ Possibility to display one promotional item on the leaflet table

USD 2.500 + Tax (if applicable)

Farewell reception sponsor of TEEM 2021 is limited to one partner.

Promotional items

The leaflet table is one of the most frequented places at TEEM. It is the place where you grab brochures, leaflets, USB sticks, and the conference programme.

USD 400 + Tax (if applicable) per item

Interested in sponsoring TEEM 2021?

Do you have a sponsoring request which is not on the list?

Please get in touch with TEEM's sponsoring manager Birthe Kuring at kuring.birthe@semmel.de.