

WorkPossible

**2027
PARTNERSHIPS**

**MAKE CONNECTIONS.
GROW PERSPECTIVE.
CHANGE CULTURE.**

**FORMERLY KNOWN AS
CultureCon**



WHATS NEW FOR 2027

CULTURECON IS BECOMING WORKPOSSIBLE.

Same community, same mission, bigger stage.

[READ THE REBRAND FAQ](#)

[WATCH THE ANNOUNCEMENT](#)

2017 - 2026

CultureCon



2027 ONWARD

WorkPossible

WHY PARTNER

GET IN THE ROOM WHERE CULTURE DECISIONS GET MADE.

- ✓ DIRECT ACCESS TO DECISION-MAKERS
- ✓ HIGH-TOUCH SPONSOR EXPERIENCE
- ✓ BROAD GEOGRAPHICAL & REMOTE REACH
- ✓ LOYAL, GROWING COMMUNITY
- ✓ NATIONAL, RECOGNIZED BRANDS

10 YEARS OF BRINGING PEOPLE-FOCUSED LEADERS TOGETHER.



2027 INVENTORY IS LIMITED TO 20–25 EXHIBITING PARTNERS PER EVENT.

TRUSTED BY

THE BRANDS IN THE ROOM — AND WHAT ONE EVENT DELIVERS.

[WATCH US IN ACTION](#)

450+
TICKETS SOLD

2
KEYNOTES

25
SESSIONS

30
SPEAKERS



"This is about being around people who are positive, who are committed to driving positive change around company culture. The value for your own health and wellbeing radiates throughout the conference."

VALERIE JACKSON, CHIEF PEOPLE OFFICER, ZUORA

"This is an incredible gathering of thought leaders, changemakers, and culture-builders that always leave me inspired, energized, and more committed than ever to shaping workplaces that truly honor humanity. The event reaffirmed why we do this work."

GIANNA DRIVE, CHIEF PEOPLE OFFICER, ONE WORKPLACE

SIGNATURE EVENTS

THE EVENTS YOU KNOW AS CULTURECON SAME ROOMS, NEW NAME.



AI Summit 2027

MAY 18–20

Madison, WI + Virtual

The Madison Concourse Hotel & Governors Club



WorkPossible 2027

AUGUST 3–5

Madison, WI + Virtual

The Madison Concourse Hotel & Governors Club



WorkPossible West 2027

NOVEMBER 2-4

Las Vegas, NV

Planet Hollywood Las Vegas Resort & Casino

A YEAR AT A GLANCE

THE 2027 CALENDAR.

Q 1

Q 2

Q 3

Q 4

EVENTS

AI Summit 2027

May 18–20 · Madison

WorkPossible 2027

Aug 3–5 · Madison

WorkPossible West 2027

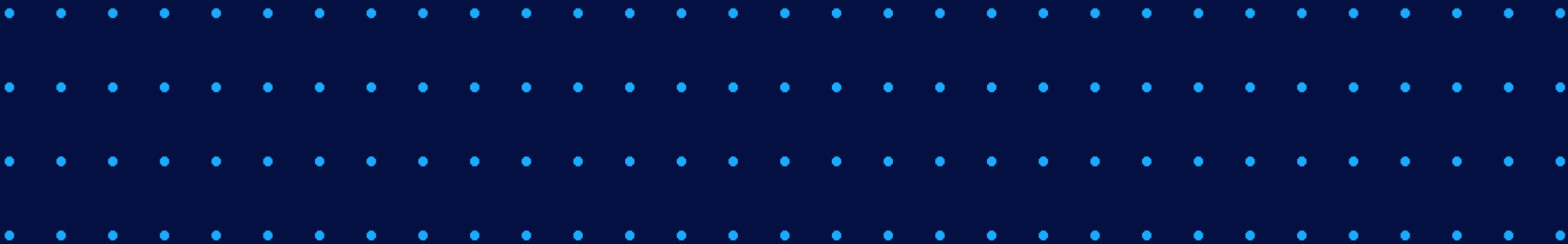
Fall · Las Vegas

PODCASTS

E-NEWSLETTER

WEBINARS

RESEARCH



SPONSORS DON'T BUY A BOOTH FOR A WEEK. THEY JOIN A PLATFORM THAT RUNS ALL YEAR.

WHOS IN THE ROOM

80% MAKE OR RECOMMEND THE FINAL DECISION ON NEW PRODUCTS AND SERVICES.

SENIORITY

55% DIRECTOR OR ABOVE

- 25% C-level, Owner or President
- 19% Director
- 13% SVP / VP

EXPERIENCE

81% bring 10+ years of professional experience

95% have 5+ years

COMPANY SIZE



- 40% under 250 employees
- 17% 250 – 999
- 22% 1,000 – 9,999
- 21% 10,000+

TOP INDUSTRIES

22% TECHNOLOGY 19% PROFESSIONAL SERVICES 9% EDUCATION 9% NON-PROFIT 7% HEALTH CARE 6% MANUFACTURING

COMMON TITLES

- Founder / CEO
- Chief Culture Officer
- CHRO
- SVP / VP
- VP of People & Culture
- Director of Human Resources
- Director of People & Culture
- Director of Culture & Engagement
- Director of Employee Experience
- HR Business Partner
- HR Manager
- HR Generalist

TOP DEPARTMENTS

- HR / People / Culture 25%
- Executive Leadership 18%
- Operations 6%
- Learning & Development 6%
- DEI 3%

SPONSORSHIP LEVELS

WORKPOSSIBLE 2027 & WORKPOSSIBLE WEST 2027

BENEFIT	PLATINUM	GOLD	SILVER	BRONZE	SUPPORTING
INVESTMENT	\$34,900	\$25,900	\$15,500	\$11,500	\$5,000
Conference tickets	5	4	3	3	3
Keynote speaker	✓	—	—	—	—
60-minute breakout session	—	✓	✓	—	—
30-min breakout or Innovation Showcase	—	—	—	✓	—
Experiential pick (Own a Moment)	2	1	—	—	—
Exhibitor booth	PREMIUM	PREMIUM	PREMIUM	STANDARD	STANDARD
VIP After Party tickets	5	4	3	3	3
Featured blog post	✓	✓	✓	✓	—
Pre/post-event attendee lists	✓	✓	—	—	—
Program ad	FULL PAGE	½ PAGE	½ PAGE	¼ PAGE	—
Logo on website + emails	✓	✓	✓	✓	✓
Logo on event signage	✓	✓	✓	✓	✓
Program listing	✓	✓	✓	✓	✓
Talk to us to build a custom, a-la-carte package.					

WHO'S AT AI SUMMIT

THE LEADERS DECIDING HOW AI SHOWS UP IN THEIR WORKPLACES.

MAY 18-20 • MADISON, WI

200+ Attendees

15 Speakers

DECISION ROLE

80%
DECIDE ON OR
RECOMMEND
PURCHASES

SENIORITY 51% director or above

22% C-LEVEL, OWNER
OR PRESIDENT

19% DIRECTOR

10% SVP / VP

COMPANY SIZE



51% 29% 20%

UNDER 250 250-4,999 5,000+

TOP INDUSTRIES

23% Technology

20% Professional Services

19% Education

5% Non-Profit

Sponsorship Levels

AI Summit 2027

Benefit	Platinum	Gold	Silver	Bronze	Supporting
	\$34,500	\$18,000	\$12,000	\$6,500	\$4,000
Investment					
Conference tickets	7	6	5	4	2
Keynote speaker	✓	—	—	—	—
Innovation Showcase	—	✓	—	—	—
Experiential pick (Own a Moment)	2	1	—	—	—
Exhibitor booth	Premium	Premium	Premium	Standard	Standard
VIP tickets	7	6	5	4	2
Featured blog post	✓	✓	✓	✓	—
Pre/post-event attendee lists	✓	✓	—	—	—
Program ad	Full page	½ page	½ page	¼ page	—
Logo on website + emails	✓	✓	✓	✓	✓
Logo on event signage	✓	✓	✓	✓	✓
Program listing	✓	✓	✓	✓	✓
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SPEAKING OPPORTUNITIES

WAYS TO TAKE THE STAGE.

\$

**WEBINAR, PODCAST
INTERVIEW, OR A PANEL SEAT**

\$\$

**INNOVATION SHOWCASE (10 MIN) OR
A BREAKOUT SESSION (30 OR 60 MIN)**

\$\$\$

**WORKSHOP FACILITATOR
(75 MIN) OR A KEYNOTE**



EXIBITOR HALL

ONLY 20–25 EXHIBITOR SPACES PER EVENT

TABLES INCLUDED ACROSS ALL SPONSORSHIP LEVELS.



6' TABLE

TWO CHAIRS

WI-FI

LEAD-CAPTURE TECHNOLOGY

PREMIUM EXHIBITORS ARE PLACED IN HIGH FOOT-TRAFFIC AREAS WITH ADDITIONAL INCENTIVES FOR ATTENDEES TO VISIT YOUR TABLE. EXHIBITING IS PACKAGED WITH SPONSORSHIP — TABLES AREN'T SOLD ALONE.

Watch the exhibit hall video →

OWN A MOMENT

EXPERIENTIAL SPONSORSHIPS.

Name the moment, not the logo. One sponsor per moment, first come first serve.

SIGNATURE [\$12,500–\$17,500]

SOLD SEPARATELY



LONGER TABLE

1 PER EVENT

An invite-only dinner. Naming, table branding, seats for your team.



MYSTERY TRIP

1 PER EVENT

An off-site experience revealed on the day. Naming, option to speak, your host on the trip.



LIVE PODCAST STUDIO SPONSOR

1 PER EVENT

A branded studio recording on the floor all event. Set naming, a guest seat on one episode.

[\$8,000–\$15,000]

PREMIUM

PLATINUM PICK

VIP After Party Sponsor • 1 per event

Naming on party communications, cobranded drink ticket, a branded specialty cocktail.

Opening Keynote Session Sponsor • 1 per event

Naming on the highest-attendance session of the event and keynote Intro

Meal Sponsor • 1 per day

Naming, shout out on stage, 1 minute welcome remarks from the lunch stage, seat-drop option.

Preconference Happy Hour & Innovation Showcase Sponsor • 1 per

Logo in deck, stage shout-out, collateral/swag placement at bar, seat drop at each attendee seat

Room Drop Sponsor • 3 per event

Branded item In hotel welcome bags for attendee, logo on welcome card

[\$2,500–\$5,000]

CLASSIC

GOLD PICK

Welcome Video Sponsor (60 seconds, main stage) 1 per event

Coffee Sponsor (Starbucks Upgrade Available) 1 per day

Snack Break Sponsor 2 per day

Wellness / Mocktail Bar 1 per event

Dessert Drop 1 per day

Branded Water Station 1 per event

Happy Hour Sponsor 1 per event

Attendee Notebook or Badge Lanyard 1 per event

Targeted Seat Drop limited per day

Webinar or Podcast Episode by request

Book Drop at Registration 1 per event

Attendees spend more time at meals and breaks than in any session. Own that time.

YEAR ROUND AMPLIFICATION

STAY IN FRONT OF THIS AUDIENCE ALL 12 MONTHS.



The WorkPossible Podcast

50+

EPISODES PUBLISHED, AND A TOP-25% SHOW.



Webinars

150+

REGISTRATIONS TYPICAL, THEN RECORDED TO THE LEARNING CENTER.



E-Newsletter

12K+

SUBSCRIBERS AT ~41.7% OPEN — ROUGHLY DOUBLE THE INDUSTRY AVERAGE.

Available inside bundles or as an experiential pick.

BUNDLES

THE YEAR-ROUND PARTNER PROGRAM

INCLUDED	STRATEGIC PARTNER	AMPLIFIER	CONNECTOR
MONTHLY INVESTMENT	\$4,500	\$3,000	\$2,000
Featured Webinar	✓	✓	—
Podcast Interviews	3	2	1
Custom Podcast Ads	4	2	1
Newsletter Features	3	2	1
Social Mentions	6	4	1
Sponsored Blog Post	3	2	1
Add a package to any event sponsorship, or build your own.		6-month minimum	

NEXT STEPS

SCHEDULE A DISCOVERY CALL

BOOK TIME WITH US →

zach@workpossible.org

Work, made possible by the people who do it.



ZACH
Co-founder



NICK
Co-founder

THANK YOU

**BETTER WORK IS POSSIBLE —
FOR OURSELVES, OUR ORGANIZATIONS,
AND OUR COMMUNITIES.**

**zach@workpossible.org
workpossible.org/partnerships**