



unimarket
now2026

Sponsorship Prospectus

Join us in the heart of Texas for three days of meaningful connection, high-impact learning, and direct access to procurement decision-makers.

Unimarket NOW is where procurement professionals, finance leaders, and suppliers come together to share ideas, shape the future, and ignite action. This year, we're taking over San Antonio's Riverwalk — and even the Alamo — and you're invited.

unimarket.com/now

APRIL 20–22, 2026

SAN ANTONIO RIVERWALK

Hotel Contessa
306 W. Market St.
San Antonio, TX 78205



I'm thrilled to invite you to be part of **Unimarket NOW 2026** — our most ambitious event yet, set in the heart of San Antonio. This year, we're bringing the entire Unimarket community together in one of the most vibrant and historic cities in the country — and we're doing it in style.

More than just a beautiful setting, **NOW 2026 is built to create genuine connection between sponsors and the decision-makers who matter most** — the procurement and finance leaders driving strategy in higher education, healthcare, and government. From networking receptions to curated small-group conversations and peer-led sessions, **Unimarket NOW 2026** is designed to help you start meaningful conversations and build lasting partnerships.

Unimarket NOW 2026 is where the future of procurement in higher education takes shape. Decision-makers aren't just thinking about what's next — they're shaping how procurement, finance, and supplier engagement evolve across our industry. **As a sponsor, you'll have a front-row seat to those conversations — and the opportunity to engage with leaders who control billions in institutional spend.**

We're delivering deeper educational tracks, more hands-on learning, and more focused engagement than ever before. Whether you're joining product sessions, meeting institutions ready to innovate, or strengthening existing relationships, this is a high-value opportunity to create real momentum for your business.

We know sponsorship is an investment. And we're committed to delivering not just visibility, but impact — through smart exposure, curated networking, and an unforgettable experience your team will be proud to be part of.

We can't wait to see you in San Antonio and make Unimarket NOW 2026 a resounding success — together.



Phil Kenney
Chief Executive Officer

unimarket.com/now

Why Sponsor Unimarket Now 2026?

There's no better place to connect with the Unimarket community than **NOW 2026** — and no better time to put your brand in front of the people who are actively deciding the future of procurement.

Set in the heart of San Antonio during the unforgettable Fiesta week, **NOW 2026** is more than an event. It's an experience — and a powerful platform for your business. Over three packed days, you'll engage directly with procurement and finance leaders from higher education, healthcare, and public sector organizations who are ready to collaborate, learn, and make purchasing decisions.

As a sponsor, you won't just be seen — you'll be part of the conversation. You'll align your brand with Unimarket's trusted reputation in source-to-pay, showcase your solutions in a setting designed for meaningful connection, and build relationships that drive long-term value.

Whether you're joining us in person on the Riverwalk, engaging virtually, or both, this is your chance to deepen visibility, support your customers, and spark new business in a high-energy, high-impact environment.



Important Deadlines

Nov. 14, 2025

Customer Scholarship Sponsorships

Jan. 30, 2026

In-Person Attendance Sponsorships

Feb. 28, 2026

Non-Attendance Sponsorships

Sponsorship Opportunities

In-Person Sponsorships

Join us live in San Antonio for an immersive, face-to-face experience with Unimarket customers and prospects. Packages include full event access, branding visibility, and exclusive opportunities to speak, host, or co-create memorable moments with attendees.

Non-Attendance Sponsorships

Stay involved and visible — even if you can't attend in person. Support your customers through scholarships, sponsor virtual content, or build brand awareness through digital and on-site promotions that extend your reach and impact.

Let's Make It Happen

Ready to discuss the right opportunity for your organization?

Josh Balogh

Supplier Relations Manager

joshua.balogh@unimarket.com

unimarket.com/now



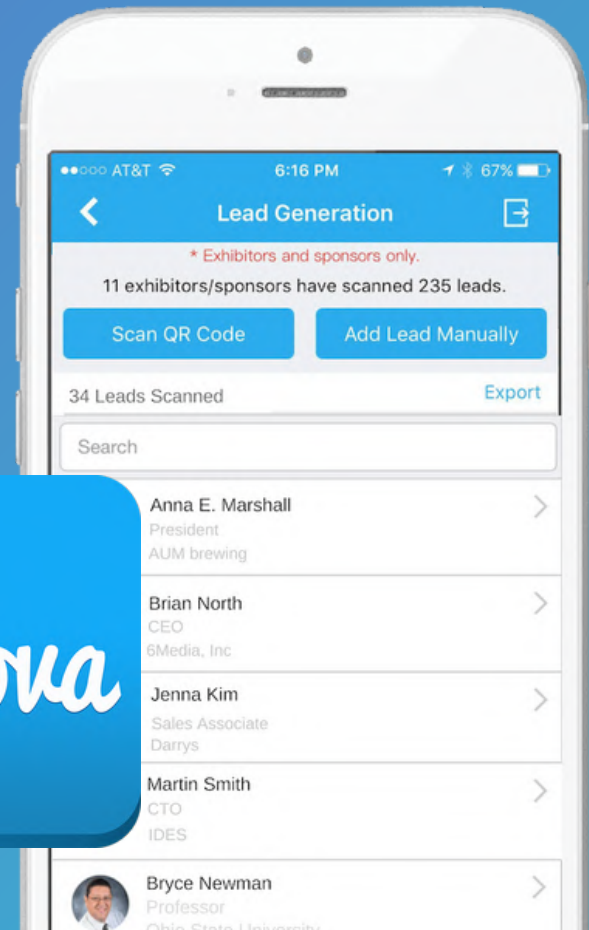
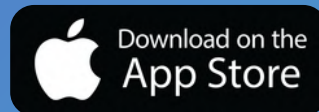
Engage Attendees Through the *Whova* App

All **Unimarket NOW** attendees and sponsors will connect through our official event app, powered by Whova — a digital hub designed to make networking and engagement easy.

Through the app, sponsors can:

- **Expand visibility** with a dedicated company profile seen by every attendee.
- **Connect directly** with procurement and finance leaders before, during, and after the event.
- **Capture leads** using in-app tools like QR code scanning and digital business cards.
- **Stay top-of-mind** with ongoing post-event access and engagement opportunities.

The app is your link to the entire **NOW 2026** community — helping you build relationships, generate leads, and get more value from your sponsorship experience.



Why Sponsor Onsite?

Onsite sponsorships offer a unique opportunity to be fully immersed in the **NOW 2026** experience—connecting directly with Unimarket customers and prospects throughout three days of programming, collaboration, and celebration.

Unlike traditional conferences, **NOW** replaces expo booths with high-touch engagement. Sponsors have full access to every session, activity, and meal, creating natural opportunities to build meaningful relationships with key procurement decision makers.

Your sponsorship also includes attendee passes, brand exposure across multiple channels, and the chance to explore San Antonio during its iconic Fiesta week.

Note: All onsite sponsorships include access passes (1–3 depending on level) valued at \$600 each.

The Alamo

\$8,000 – 1 Available

An evening of food, drinks, music, and history at the Alamo

Benefits Include:

- 15-minute company presentation
- LinkedIn promotion
- Priority signage
- Agenda advertisement
- Swag/marketing materials in welcome bag
- In-person event attendance
- 3 attendee passes

The Parade

\$7,000 – 1 Available

Kick off the conference by hosting the Welcome Reception, where attendees will enjoy a front-row view of San Antonio's iconic Riverboat Parade from the hotel terrace

Benefits Include:

- 10-minute company presentation
- LinkedIn promotion
- Priority signage
- Agenda advertisement
- Swag/marketing materials in welcome bag
- In-person event attendance
- 2 attendee passes

The Ranch

\$7,000 – 1 Available

Exclusive prospect evening on Tuesday for attendees learning more about Unimarket

Benefits Include:

- Exclusive invite to Tuesday evening event
- Signage in event space
- Agenda advertisement
- Swag/Marketing materials in welcome bag
- In-Person event attendance
- 2 attendee passes

The Grub

\$7,000 – 2 Available

Help power the conversations and connections happening each day with sponsored breakfast and lunch on Days 2 and 3

Benefits Include:

- 10-minute company presentation
- LinkedIn promotion
- Priority signage
- Agenda advertisement
- Swag/marketing materials in welcome bag
- In-person event attendance
- 2 attendee passes

The Saddlebag

\$6,000 – 1 Available

Put your brand directly in attendees' hands by sponsoring co-branded welcome bags filled with event essentials, curated swag, and thoughtful giveaways

Benefits Include:

- Swag co-branding
- LinkedIn promotion
- Event space signage
- Agenda advertisement
- Swag/marketing materials in welcome bag
- In-person event attendance
- 2 attendee passes

The Rodeo

\$5,000 – 4 Available

Bring energy and excitement to the agenda by sponsoring a fast-paced, interactive gameshow that engages attendees through competition, learning, and prizes

Benefits Include:

- 5-minute company presentation
- LinkedIn promotion
- Event space signage
- Agenda advertisement
- Swag/marketing materials in welcome bag
- In-person event attendance
- 1 attendee pass

The Showdown

\$5,000 – 1 Available

Take center stage as the exclusive sponsor of our headline keynote address

Benefits Include:

- 5-minute company presentation
- LinkedIn promotion
- Event space signage
- Agenda advertisement
- Swag/marketing materials in welcome bag
- In-person event attendance
- 1 attendee pass

The Exchange

\$4,000 – 4 Available

Sponsor a general session where industry experts lead focused conversations that drive collaboration, share practical insights, and equip attendees with actionable strategies

Benefits Include:

- LinkedIn promotion
- Event space signage
- Agenda advertisement
- Swag/marketing materials in welcome bag
- In-person event attendance
- 1 attendee pass

The Fuel Stop

\$3,000 – 1 Available

Power the in-between moments with branded snack stations that give attendees the fuel they need

Benefits Include:

- Event space signage
- Agenda advertisement
- Swag/marketing materials in welcome bag
- In-person event attendance
- 1 attendee pass

The Post

\$3,000 – 1 Available

Be the name behind the materials that shape the attendee journey—from directional signage to session guides and event programs

Benefits Include:

- Event space signage
- Agenda advertisement
- Swag/marketing materials in welcome bag
- In-person event attendance
- 1 attendee pass

Why Sponsor Virtually?

Virtual sponsorships offer a high-impact way to promote your brand, support your customers, and stay engaged with the Unimarket community—without the need for in-person attendance. These opportunities allow you to showcase your unique value through live or on-demand content, while also helping key customers attend **NOW 2026** through scholarship support.

With Unimarket's help in crafting and promoting your message, you'll gain visibility with procurement decision makers and create lasting assets you can continue to use long after the event.

Among the four virtual sponsorship options, two include the opportunity to partner directly with a customer to highlight shared success and real-world impact. These sponsorships also include a scholarship to help your customer attend NOW 2026.

Please note: Virtual sponsorships do not include attendee passes to the **NOW 2026** conference.

Voices of Impact

\$4,000

***Partner with one of your customers** to share real-world results and highlight the value of your collaboration. Plus, help them attend NOW 2026 with a \$2,400 scholarship and two complimentary registrations*

Benefits Include:

- 30-minute webinar with your customer (live or pre-recorded)
- On-demand format featured on Unimarket's customer platform
- Promoted via LinkedIn + internal channels
- Includes \$2,400 scholarship for your customer to attend NOW 2026

*Webinars are scheduled on a first come, first served basis, one per month.

*Does not include conference pass

Catalogs that Click

\$2,000

***Team up with your customer** to highlight the value of your Unimarket catalog and how it supports other organizations. Plus, help them attend NOW 2026 with a \$1,200 scholarship and one complimentary registration*

Benefits Include:

- One-page brochure featuring catalog benefits and customer insights
- Shared via LinkedIn and Unimarket customer channels
- Hosted on the Unimarket platform for ongoing access
- Includes \$1,200 scholarship for your customer to attend NOW 2026

*Does not include conference pass

Innovate to Elevate

\$3,000

Share something innovative or valuable that your company offers in a live or pre-recorded webinar

Benefits Include:

- 30-minute webinar (live or pre-recorded)
- On-demand format featured on Unimarket's customer platform
- Promotion via LinkedIn and internal channels

*Webinars are scheduled on a first come, first served basis, one per month.

*Does not include conference pass

The Power of Premium

\$1,000

Showcase your catalog's key offerings and highlight how it supports smarter procurement and greater value for Unimarket customers

Benefits Include:

- One-page brochure featuring catalog benefits and customer insights
- Shared via LinkedIn and Unimarket customer channels
- Hosted on the Unimarket platform for ongoing access

*Does not include conference pass

Hotel Contessa

San Antonio Riverwalk
306 W Market St.
San Antonio, TX 78205

Located in the heart of San Antonio's famous Riverwalk, Hotel Contessa offers the perfect home base for your **NOW 2026** experience. Just steps from the city's Fiesta celebrations, this all-suite hotel puts you close to the action, with easy access to scenic pathways, local restaurants, and everything the Riverwalk has to offer.

Book Hotel

Ready to discuss the right opportunity for your organization?

Josh Balogh
Supplier Relations Manager
joshua.balogh@unimarket.com



Clarity. Control. Impact.



About Unimarket

Unimarket is a leading global provider of easy-to-use source-to-pay and spend management software for higher education, K-12, government, healthcare, and nonprofit organizations.

Our cloud-based solution suite empowers procurement teams with greater clarity, control, and impact across the entire purchasing lifecycle, from sourcing and contract management to purchasing, invoicing, and supplier engagement. Designed for simplicity and efficiency, Unimarket streamlines the procure-to-pay process to drive compliance, maximize savings, and deliver stronger financial and operational results.

Trusted by institutions around the world, Unimarket offers a unified platform that supports smarter sourcing, centralized contract visibility, faster supplier onboarding, and full purchasing transparency. Every part of the source-to-pay cycle—from competitive bidding to payment processing—works seamlessly together to reduce manual effort, lower risk, and promote more sustainable procurement practices.

At the core of Unimarket's platform is a commitment to making procurement a strategic asset—simplifying complexity, strengthening supplier relationships, and providing real-time insights for confident, data-driven decisions.



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now2026

Get In Touch

All the source-to-pay solutions you need to gain clarity and control over spend—and drive greater impact through cost savings, business performance, and sustainability.

US Sales: (888) 969.6898

NZ Sales: 0800 457 017

AU Sales: 1800 119 926

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