



The SPROCKIT
Startup Suite
January 9-10, 2018
Las Vegas

SPROCKIT will help quiet the show noise and introduce you to the hottest market-ready media, entertainment and technology startups that matter.

With a proven record connecting large companies with nimble, vetted startups to efficiently cut through the noise and drive business results, SPROCKIT will be in Las Vegas this January.

The new 'SPROCKIT Startup Suite' will connect brand decision makers with curated startups to foster collaboration and make deals happen!

Join SPROCKIT and our corporate partners today.

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SPROCKIT corporate members as of 11/2017

To the media, entertainment and technology decision makers across Fortune 500 brands – the CDOs, CMOs, CXOs, CIOs, and the CTOs as well as the Strategy/Corp. Dev., Ventures and M&A teams:

SPROCKIT helps you make sense of the innovations in digital technology to influence consumer behavior by showcasing and curating the hottest market-ready startups globally that can immediately impact your bottom line.

Leveraging SPROCKIT, filter the must-know insights, take-aways and connections so you can take action faster and smarter.

CONNECTING, CURATING AND FOSTERING
COLLABORATION IN THE MEDIA, ENTERTAINMENT
AND TECHNOLOGY INDUSTRIES



Join us at the invite-only SPROCKIT Startup Suite at The Cosmopolitan.

- January 9 – reception
- January 10 – full day of programming, followed by a “C-suite and Startup Founder Connections” reception

Featuring hot tech topics facing media, entertainment and technology companies via:

- Keynotes with leading industry thought-leaders
- Curated executive roundtables with startup companies and Fortune 500 brand executives
- Panels with top startups
- Networking receptions
- Book signing



Preliminary Agenda

Tuesday, January 9

5:30 p.m. - 7:30 p.m. **Libations and Lively Conversation**
Keep it casual and come a grab booze and a bite.

Wednesday, January 10

9:00 a.m. - 9:30 a.m. **Breakfast and Bytes**

[Dave Knox](#) on Innovation

9:30 a.m. - 10:00 a.m. *Hear from the former managing director of [WPP Ventures](#), co-founder of [The Brandery](#) and author of [Predicting the Turn](#) on how corporates and startups collaborate.*

10:00 a.m. - 10:30 a.m. **Innovation Panel #1: Startups & Corporate**

10:30 a.m. - 11:00 a.m. **Book signing with Dave Knox, Coffee and Conversation**

Innovation Panel #2: Understanding Your Audience

11:00 a.m. - 11:45 a.m. *How to reach, market and engage better (Placeholder)*

Mix & Mingle in the SPROCKIT Suite

11:45 a.m. - 3:30 p.m. *Want to meet with someone?*

Michael Tchong on the UberTrends Savvy Executives Need to Know

3:30 p.m. - 4:00 p.m. *Catch the next wave before it catches you! Leading trend forecaster and founder of [Ubercool](#) Michael Tchong will discuss media, entertainment and technology trends that matter.*

4:00 p.m. - 4:45 p.m. **Innovation Panel #3: Startups & Corporates**

Startup Showcase

4:45 p.m. - 5:00 p.m. *Meet the startups that are disrupting the media, entertainment and technology industry*

5:00 p.m. - 6:30 p.m. **C-Suite and Startup Founder Connections Reception**