

Sponsorship Opportunities

January 20–22, 2026



cantaloupe
university

2026 | SCOTTSDALE, AZ

What is **Cantaloupe University?**

Cantaloupe University is our premier annual event for self-service retail professionals—designed to inspire, educate, and connect. Join us for immersive, expert-led training and workshops that go beyond the basics, giving you practical skills you can apply right away.

Attendees will unlock exclusive first looks at the latest innovations in micro markets, smart coolers, software, payments, and more. It's your opportunity to gain insider knowledge, discover new strategies, and connect with peers—empowering you to stay ahead of industry trends and accelerate your business growth.



Our **Vision & Mission**

VISION

Help the world buy it
and go.

MISSION

We aim to be the global technology
leader powering self-service commerce.





Attendee Profile

250+ Attendees



Audience

Enterprise or mid-market operators



Key Decision Makers and Influencers

C-levels and Executives, to operations and field managers



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Cantaloupe

Cantaloupe represents over 1.2M global connections, with 99% of these in North America, and 3,500+ micro markets in the United States.

Venue Location

Talking Stick Resort Hotel

9800 E Talking Stick Wy
Scottsdale, AZ, 85256



Preliminary **Agenda**

Day 1

- Innovation Lounge Opens in the morning
- 9:00am - 12:00pm:
 - Summit (invite only)
- 12:00pm - 6:00pm
 - General Session Kick-off
 - Breakout Sessions
- 7:00pm – 9:00pm
 - Welcome Reception on property

Day 2

- Innovation Lounge Open all day
- 8:00am – 9:00am
 - Breakfast
- 9:00am – 5:00pm
 - Breakout Sessions
 - Lunch
- Panel Discussions
- 7:00pm – 10:00pm
 - Social Off-site Event





What is the **Innovation Lounge**?

At the heart of **Cantaloupe University**, the Innovation Lounge brings the industry's brightest ideas to life. This dynamic space gives sponsors the stage to showcase breakthrough products, services, and technologies while fostering real connections with attendees.

More than just an exhibit area, it's a hub for discovery, collaboration, and influence—designed to spark conversations that shape the future of self-service retail.

**Two days. Double the exposure.
Maximum impact.**

- **Prime Exhibition Space** – Showcase your offerings in the foyer of all Ballrooms, the center of attendee activity.
- **High Visibility** – Maximum exposure in between sessions, breaks, and networking opportunities.
- **Networking Hub** – Direct access to decision-makers to share insights and build relationships.
- **Interactive Demos** – Engage attendees with live demonstrations and hands-on product experiences.



Why Sponsor Cantaloupe University?



Enhanced Access

Connect with 100+ leading operating companies across micro markets, vending, coffee services, smart stores, and more.

Gain direct one-on-one access to key decision-makers, including C-Suite executives, presidents, operations managers, purchasers, and supervisors.



Brand Awareness

Elevate your visibility at one of the year's largest operator user conferences.

Position your brand front and center with industry leaders and decision-makers.



Lead Generation

Showcase your solutions in the high-visibility Innovation Lounge.

Engage directly with prospects through multiple networking opportunities designed to spark conversations and drive connections.



Thought Leadership

Gain exclusive speaking opportunities across core content pillars, positioning you and your company as pioneers at the forefront of industry trends.

Platinum - 2 available | \$15,000



Sponsor Recognition: during General Session Kick off and Closing Session Panel

Keynote Speaking Opportunity: during General Session Kick off (10 minutes)

Sponsor: of Welcome Reception or Off-site Social Event

- 3-minute speaking opportunity
- Mentions during event
- Signage throughout event
- Opportunity to offer branded giveaways
- Logo featured in event communications and materials

Exhibition Space: 10x10 booth in the Innovation Lounge (2-days of exposure)

Exclusive Branding Rights: opportunity to display a branded retractable banner in Registration Area

Brand Visibility:

- Logo featured throughout event space, registration area, general event signage and event website
- Inclusion on pre-event marketing (emails, social, etc.)
- Opportunity to include branded swag and promotional materials in welcome bag

Event Content Integration: mention in post-event communications and social media

Lead Generation:

- Dedicated space in Cantaloupe post show email blast to all attendees
- Full attendee opt-in list
- 6 Guest Passes (additional guests passes available for \$750 each)



Gold - 4 available | \$10,000

Co-Sponsor: of a Breakfast or Lunch

- 3-minute speaking opportunity
- Mentions
- Signage at food stations
- Opportunity to offer branded giveaways
- Logo featured in event communications and materials

Brand Visibility:

- Logo featured on various TV Loops throughout event space and event website
- Inclusion on pre-event marketing (emails, social, etc.)

Lead Generation: 3 Guest Passes (additional guests passes available for \$750 each)

Exhibition Space: 5x5 booth in the Innovation Lounge (2-days of exposure)





Silver - 8 available | \$7,000

Co-Sponsor: of off-site Social event Shuttle

- Signage by shuttle
- Opportunity to provide branded gifts or promotional materials on board (ex: showcase your beverage brand w/ samples on shuttle)
- Logo featured in event communications and materials

Exhibition Space: 6ft Table in the Innovation Lounge (2-days of exposure)

Brand Visibility:

- Logo featured on event website
- Inclusion on pre-event marketing (emails, social, etc.)

Lead Generation: 2 Guest Pass (additional guests passes available for \$750 each)

Product Brokers are allowed to split a Silver package with up to 2 brands





Bronze - 10 available | \$3,500

Brand Visibility:

- Branded retractable banner in Innovation Lounge
- Logo featured on event website
- Inclusion on pre-event marketing (emails, social, etc.)

Inclusion in Swag Bag: Opportunity to include promotional materials in welcome bag

Lead Generation: 1 Guest Pass (additional guests passes available for \$750 each)





Sponsorship **FAQs**

What is Cantaloupe University?

Our premier annual user conference, designed to deliver expert-led training, high-value networking, and hands-on product showcases—all tailored to professionals in the self-service retail industry.

What is the Innovation Lounge?

A dynamic, high-traffic space where sponsors connect directly with 250+ industry leaders and decision-makers while showcasing their latest products and services.

Is it worth sponsoring Cantaloupe University?

Absolutely. Previous sponsors consistently report strong ROI, citing the quality of attendees, valuable conversations, and meaningful brand exposure. Many sponsors renew year after year as the conference continues to grow and elevate the experience.

How do I secure a sponsorship?

Contact **Carolina Martinez** at **cmartinez@cantaloupe.com** to reserve your sponsorship package and get answers to any questions.

Does my sponsorship include hotel accommodation?

No, hotel stays are not included. However, we've secured a special group rate to make booking your rooms easy and affordable.

Can I ship promotional materials to the hotel?

Yes. Shipping details and deadlines will be provided to help you prepare and ensure your materials are onsite and ready.

Will I receive a lead list after the event?

Yes. Attendee opt-in lists are provided exclusively to **Platinum Sponsors** as part of their package.