



MARKETING AND ADVERTISING PACK

ENGAGE, INSPIRE & SOLIDIFY YOUR BRAND THROUGH OUR DIVERSE RANGE OF PARTNERSHIP OPPORTUNITIES

We offer a range of dynamic partnership opportunities to connect With our highly engaged community. We have a dedicated audience eager for insightful content and meaningful interaction. By partnering with us, you will gain exposure to 14,000+ procurement and supply chain sourcing practitioners.

Elevating **Procurement**
Connecting a **community**

KonnectHouse is a boutique events and media company built to connect procurement leaders with the technology shaping their future.

- Founded by Sophie Serhan and Claire Barnes, the former events team behind Procurement Foundry.
- We design flagship summits, specialist forums, and digital programs that cut through the noise and focus on real practitioner priorities.
- Our events are intimate, content-rich, and outcomes-focused — giving sponsors meaningful access to senior decision-makers.
- In the last 12 months, we've delivered:
 - 4 summits in the US & Europe and over 20 webinars and virtual events
 - 500+ senior practitioners engaged as speakers across in person and virtual events
 - A growing digital community with 12,000+ engagements on LinkedIn alone
- Trusted by senior leaders from Netflix, Roche, BP, Invesco, Disney, Visa, Walgreens, AirBnB, Douglas Elliman, Lattice and many more.



Sophie Serhan and Claire Barnes



— **INTIMATE**

— **CONTENT-RICH**

— **OUTCOMES-FOCUSED**

— **ACTIONABLE CONVERSATIONS**

— **MEASURABLE RESULTS**

LINKEDIN MARKET MOMENTUM

+90%

Follower Growth

Fastest among
procurement communities
(Jan–Aug 2025)

30

Engagements/Post

Top tier, ahead of most peers,
with consistent posting activity








12,500+

Total Engagements

More than Procurement Leaders
(150k followers)








Total post metrics ⓘ

Last 244 days

1	 KonnectHouse - Procurement insights Your Page	427
2	 SIG ORG	385
3	 Procurement Magazine	358
4	 Procurement Leaders A World 50 Group Community	305
5	 Art of Procurement	294
6	 DPW	138
7	 Procurement Foundry	73

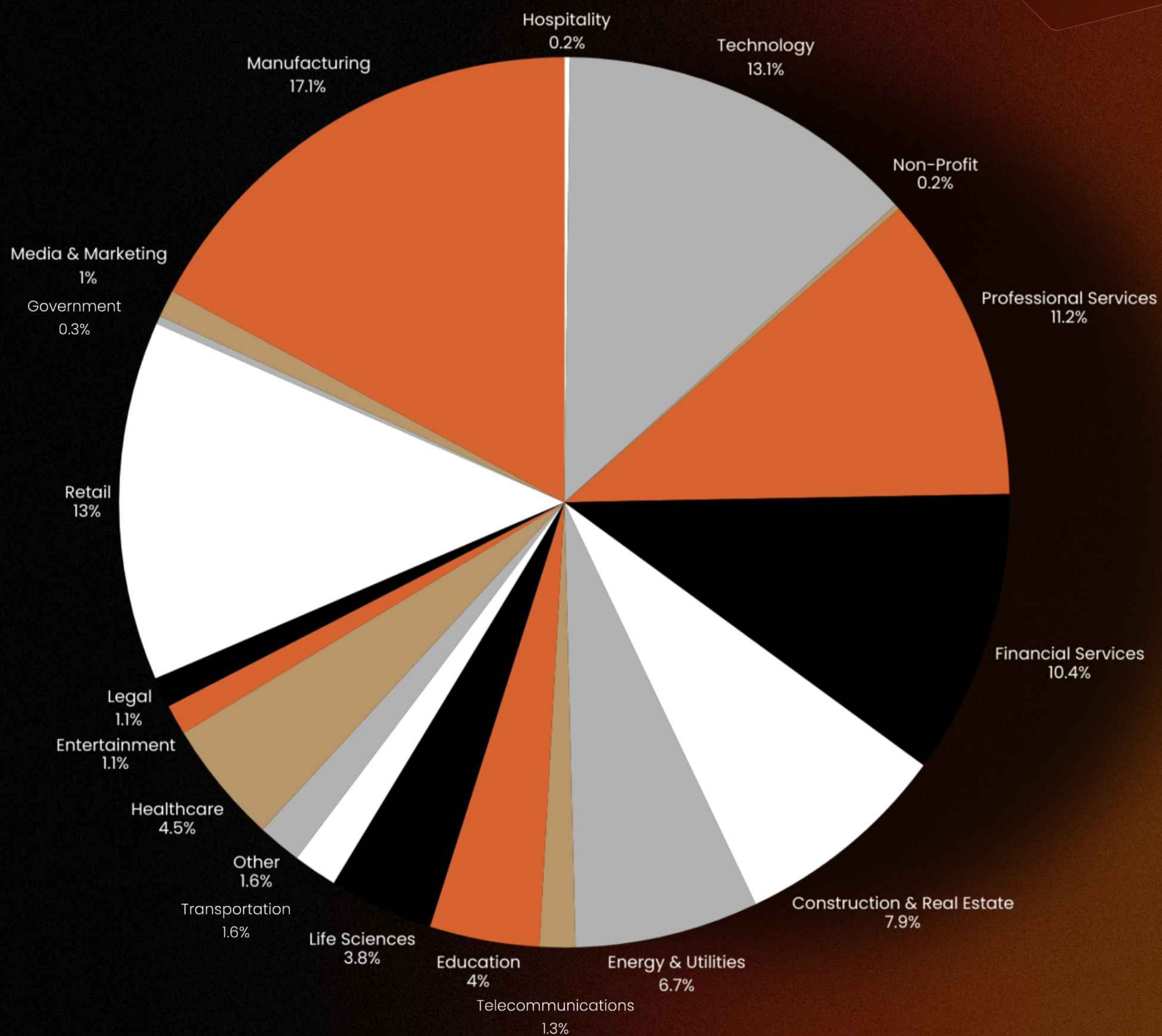
Total engagement metrics ⓘ

Last 244 days

1	 KonnectHouse - Procurement insights Your Page	12,651
2	 Procurement Magazine	11,817
3	 Procurement Leaders A World 50 Group Community	9,754
4	 DPW	6,273
5	 SIG ORG	4,689
6	 Art of Procurement	3,241
7	 Procurement Foundry	945

Our audience is curated and senior, representing decision-makers who are actively investing in next-gen procurement technology.

- **52% of our community** are in decision making and influencing roles
- **60% Enterprise & 40% Mid-Market Mix:** From Fortune 500 companies to high-growth start-ups.
- **Top Industries:** Manufacturing, Technology, Retail, FS, Construction & Real Estate, Professional Services, Energy & Utilities



Webinars

Our live webinars are built to deliver thought leadership, practical insights, and meaningful engagement. They're a powerful way to showcase your expertise, share content, and connect with a targeted procurement audience in a dynamic virtual format.

Partner Benefits

- **Curated Content:** Topics and speakers shaped in collaboration with the KonnectHouse production team.
- **Wide Reach:** Average 150–200 registrants, with 35–40% joining live.
- **Engaged Audience:** Interactive polls, live Q&A, and open discussion.
- **Actionable Insights:** Full post-event analytics and chat transcript, including registrant/attendee name, company, title, and email.
- **Content Ownership:** Recording provided for your own distribution and reuse.
- **Extended Promotion:** Inclusion in KonnectHouse's fortnightly newsletter, with click-through data and lead-gen opportunities.



KH Launchpad

Launchpad, hosted by KonnectHouse with Liberis Consulting, is a 30-min live forum where founders showcase their journey and product, amplified by on-demand access, social posts & lead gen.

Partner Benefits

- **Founder-Led Storytelling:**
Humanize your brand by sharing the journey behind your solution.
- **Product Demonstration:**
Guided 15-minute demo highlighting customer problem → solution → outcomes.
- **Engaged Audience:**
Closed door buy-side registrants only with live Q&A and interactive discussion.
- **Lead Generation:**
Full registrant and attendee list, including name, company, title, and email.
- **Content Ownership:** Recording provided for on-demand use and repurposing.
- **Extended Promotion:** Pre- and post-event social media campaigns, including video snippets, plus newsletter inclusion for added visibility



Insight Report (Up to 30 pages)

Our industry reports are designed to showcase critical data, trends, and forward-looking insights, positioning your brand at the center of procurement and supply chain conversations. These comprehensive resources are trusted and valued by senior practitioners, offering lasting visibility and credibility.

Partner Benefits

- **Thought Leadership:** Establish your brand as a knowledge leader on a broad, strategic topic.
- **Turnkey Delivery:** KonnectHouse manages all research, content creation, and design.
- **Lead Generation:** Access a targeted stream of high-quality prospects.
- **Brand Visibility:** Prominent co-branding opportunities throughout the report.
- **Evergreen Asset:** Long-lasting content for ongoing marketing, engagement, and sales enablement.

Price dependent on project scope.



Mini Articles & White Papers

Articles and white papers provide a platform for in-depth analysis and authoritative perspectives on complex industry challenges. Partner with KonnectHouse to create and distribute content that aligns with your expertise while delivering real value to our procurement audience.

Partner Benefits

- **Demonstrate Expertise:** Showcase deep industry knowledge on a focused subject of your choice.
- **Turnkey Delivery:** KonnectHouse handles research, content creation, and design.
- **Lead Generation:** Capture targeted, high-quality leads.
- **Evergreen Content:** Create assets that support ongoing engagement and sales enablement.
- **Brand Visibility:** Benefit from prominent co-branding opportunities.

Price dependent on project scope.



Newsletter Promotion Sponsorship

Put your brand directly in front of a highly engaged audience of procurement and sourcing leaders. Our fortnightly newsletter reaches 12,000+ subscribers with an average 30% open rate (well above the industry benchmark), making it a powerful channel for brand visibility and lead generation.

Partner Benefits

- **High-Impact Placement:** Feature your logo, messaging, and CTA in our editorial- style newsletter.
- **Direct Traffic:** Link to your chosen landing page, content asset, or campaign.
- **Performance Insights:** Receive detailed reporting on opens and clicks.
- **Strategic Timing:** Align with procurement themes, seasonal trends, or key events.
- **Integrated Exposure:** Option to pair with webinars or reports for added visibility.
- **Extended Reach:** Dedicated social media spotlight to amplify your message.

By the Numbers

12,000+ subscribers

30% average open rate (vs. 20% industry benchmark)

2x per month distribution

Let your message stand out where your buyers already go for insights

Digital Asset Promotion

Leverage the KonnectHouse network to maximize the reach and impact of your own content. Whether it's a white paper, case study, eBook, or video, we'll position your asset in front of

12,000+ procurement and sourcing professionals, driving brand visibility and high-quality lead generation.

Partner Benefits

- Amplify Your Content: Distribute your digital asset through KonnectHouse channels.
- Lead Generation: Capture targeted buyer data, including name, company, title, and email.
- Flexible Formats: Promote white papers, reports, case studies, videos, or infographics.
- Extended Reach: Feature in our newsletter, on-demand library, and social channels.
- Performance Reporting: Access full campaign analytics to track ROI.

Turn your content into a lead-generating engine with KonnectHouse distribution.



WHAT OUR PARTNERS SAY



KonnectHouse's Launchpad has been one of our highest-ROI activities as a ProcureTech startup. In just 20 minutes, we were able to present to the right audience in a structured, low-pressure setting.

The KonnectHouse team understands how to create value for both startups and procurement professionals. Our first demo led to multiple follow-up meetings and even brought in a new investor

Erwann Couesbot, CEO of FlipThrough



The calibre of senior, engaged decision-makers in procurement meant we weren't just gaining exposure, we were having meaningful conversations that directly led to commercial opportunities for our business.

Rose Punkunus, CEO, Sudozi

We'd love to explore how a partnership can align with your 2026 go to market strategy



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GET IN TOUCH TODAY