

Help Event Organizers Turn Secure Charging Into Sponsor Revenue

A field guide for conference center sales representatives offering Phonebooth charging station rentals to event organizers.

Daily rental cost: \$_____ per station per day

For the venue

A repeatable event-services add-on that can make the venue more useful to organizers.

For the organizer

A sponsorable amenity designed to exceed the rental cost with a healthy sponsor margin.

For the sponsor

A branded service moment attendees actively seek out when their phone battery is low.

HOW REPS SHOULD USE IT

Use this document in three moments

- 1 During venue sales conversations:** introduce Phonebooth as sponsor-ready event inventory, not just a utility rental.
- 2 During proposal follow-up:** copy the proposal insert language and sponsorship package options.
- 3 During organizer handoff:** give the organizer a companion sponsor-facing guide so they can resell the sponsorship confidently.

The one-minute venue sales pitch

Phonebooth is a secure charging station that venues can offer to event organizers as a sponsor-ready attendee amenity. It solves a real event-day problem, creates a visible branded activation, and gives organizers a new item they can sell to sponsors.

Sample sales script:

"Many organizers are looking for sponsor assets beyond banners and booths. Secure charging gives you a useful attendee service that can be sold as an Official Phone Charging Sponsor, Attendee Connectivity Sponsor, or branded charging lounge. Your team can use sponsorship revenue to exceed the rental cost with a healthy margin while improving the attendee experience."

Position it as

- Sponsor-ready amenity
- Attendee experience upgrade
- Revenue opportunity
- Premium placement inventory

Do not position it only as

- A phone charger
- A nice-to-have utility
- An added event cost
- A generic equipment rental

WHY ORGANIZERS WILL LISTEN

What makes the offer credible

- Attendees depend on phones for event apps, maps, QR codes, networking, schedules, photos, rideshare, and payments.
- Charging is a practical need that creates positive sponsor association at the exact moment attendees want help.
- The sponsor value comes from usefulness, placement, visibility, repeated exposure, and optional category exclusivity.
- The venue can simplify the sale by providing package language and a companion organizer-to-sponsor guide.

Discovery questions for the venue rep

The sales rep should not ask, "Do you want to rent a charger?" The better question is whether the organizer has a sponsor opportunity that charging can unlock.

Ask the organizer

- Do you have sponsors or exhibitors looking for more visibility?
- Do attendees rely on a mobile app, QR codes, maps, or networking tools?
- Where do attendees naturally gather or dwell?
- Are you building new sponsorship packages this year?
- Would a sponsor-funded amenity help create new event revenue?
- Would category exclusivity make the charging sponsor more valuable?

Listen for these buying signals

- Long event hours or multi-day attendance
- High attendee phone dependence
- Registration, lounge, expo, or networking zones
- Existing sponsor tiers that need fresh benefits
- Complaints about dead phones or outlet crowding
- Need for a visible sponsor activation

Recommended placement language

Place stations where the sponsor receives meaningful visibility and attendees already move: registration, exhibit hall entrances, networking lounges, session corridors, VIP areas, food and beverage zones, fundraiser auction areas, or sponsor villages.

Best fit

Conferences, expos, fundraisers, galas, association meetings, corporate events, sporting events, and festivals.

Easy first sale

One station placed near registration or a high-traffic lounge with sponsor signage.

Expansion path

Plan roughly one station for every 200-400 attendees. For example, an 800-person event should usually have at least two and often three stations. Sponsor pricing should increase as the sponsor gains multiple attendee touchpoints.

Pricing and sponsorship guidance

Refer to the daily rental cost from page 1, but keep the organizer-facing conversation focused on sponsor value. The organizer is not buying electricity; they are buying a sellable attendee activation.

Daily rental cost	Refer to the daily rental cost from page 1.	Use this as your internal input cost, then lead the organizer conversation with sponsor value.
Suggested sponsor starting point	2x-3x rental cost	Use for smaller events, single-station placements, or first-time organizer testing.
Premium sponsor target	3x-5x rental cost	Use when placement is high-traffic, sponsor recognition is bundled, or category exclusivity is offered.
High-value upside	Above 5x rental cost where justified	Use for large audiences, strong sponsor categories, lounges, multi-station packages, or exclusive branding.

How to explain the math

- Refer to the daily rental cost from page 1 as the organizer's input cost.
- The sponsor price should reflect placement, audience value, sponsor visibility, event duration, and exclusivity.
- For smaller events, a 2x-3x rental-cost sponsor package may be a practical starting point.
- For stronger placements or premium events, 3x-5x rental cost can be a reasonable target.
- Large audiences, category exclusivity, charging lounges, or multi-station packages may justify higher pricing.

**Rep
note:**

Do not promise a fixed sponsorship outcome. Present the ranges as packaging guidance and encourage the organizer to price based on their sponsor relationships, audience quality, and event footprint.

Sponsor package options organizers can resell

Sponsored Charging Station	One secure charging station with sponsor recognition on or near the unit.	Most events; easiest first package.
Premium Placement	Station placed near registration, exhibit hall, networking lounge, session corridor, or VIP area.	Sponsors paying for traffic and visibility.
Official Charging Sponsor	Category-exclusive recognition across the event's charging amenity.	Higher-tier sponsors and larger events.
Charging Lounge	One or more stations plus seating, sponsor signage, and a designated attendee area.	Conferences, trade shows, galas, and long dwell-time events.

Copy-paste proposal insert

Sponsored Secure Charging Station

Add a secure Phonebooth charging station to your event as a sponsor-ready attendee amenity. The station gives guests a convenient way to charge their phones while creating a visible branded activation for an event sponsor. Organizers may package the station as an Official Phone Charging Sponsor, Attendee Connectivity Sponsor, or branded charging lounge.

Phonebooth gives guests a secure-by-design charging experience, keeping phones locked and protected while eliminating the clutter and risk of open USB ports or unattended tabletop chargers.

Optional sponsor benefits may include branded signage on or near the station, sponsor recognition in event materials, placement on maps or mobile app listings, high-traffic station placement, sponsor and event logos embedded in the Phonebooth mobile web app used by attendees, and category-exclusive charging sponsorship.

Sponsor names the organizer can use

Official Phone Charging Sponsor	Stay Connected Sponsor
Attendee Connectivity Sponsor	Charging Lounge Sponsor
Powered-Up Attendee Sponsor	Official Mobile Power Sponsor
Event Connectivity Partner	Secure Charging Partner

Objection handling

We already have sponsors.	This gives you another sellable sponsor asset, especially for brands that want useful attendee engagement instead of another passive logo placement.
We do not know if anyone will sponsor it.	Offer it as an optional sponsor package first. If a sponsor takes it, the amenity is funded. If not, you can still decide whether the attendee value justifies the rental.
We do not want more operational work.	The venue can make this simple: choose placement, reserve the station, and use the provided sponsor language. The organizer does not need to invent a custom activation.
Is charging meaningful enough?	Attendees use phones for event apps, maps, QR codes, networking, photos, rideshare, payments, and communication. Charging protects the event experience.
This sounds like a cost.	It is better framed as a mechanism to drive additional sponsorship revenue. The organizer should compare it to sponsor value and margin, not just to rental cost.
We do not need to offer cell phone charging.	This is not only about offering charging. It is about increasing sponsorship revenue with a useful branded touchpoint attendees actually use.

Close with this question

"Would it be useful if we gave you the sponsor-facing language so you can offer this as an optional package before deciding whether to add it to the event?"

Why this close works

It reduces risk. The organizer does not have to commit to the rental cost until they have secured a sponsor. If they do not secure a sponsor, they should not be obligated to rent the stations.

Rep checklist and handoff

Before the organizer call

- Review the daily rental cost from page 1.
- Know available station inventory and event dates.
- Identify likely placement zones in the venue.
- Prepare sponsor package names and pricing guidance.
- Have the proof sheet link ready.

After the organizer shows interest

- Send the proposal insert language.
- Offer the companion organizer-to-sponsor guide.
- Ask which sponsors may fit the charging category.
- Confirm placement, dates, signage needs, and quantity.
- Reserve station inventory once the organizer is ready.

Companion document note

This venue sales guide should be paired with a second PDF for event organizers: a sponsor-facing guide that helps them sell the charging sponsorship to brands. The venue rep can give that guide to the organizer as part of the sales process, making Phonebooth easier for the organizer to resell.

Proof sheet:

<https://thephonebooth.co/assets/phonebooth-third-party-charging-sponsorship-proof-sheet.pdf>