



SCOPE MIAMI BEACH 2021 | NOV 30 - DEC 05 | SPONSOR OPPORTUNITIES

SCOPE

MIAMI BEACH 2021

NOVEMBER 30 - DECEMBER 05

SHOW SCHEDULE

PLATINUM FIRST VIEW

TUESDAY | NOV 30 | 12PM - 4PM

Platinum Cardholders Only

VIP + PRESS PREVIEW

TUESDAY | NOV 30 | 4PM - 8PM

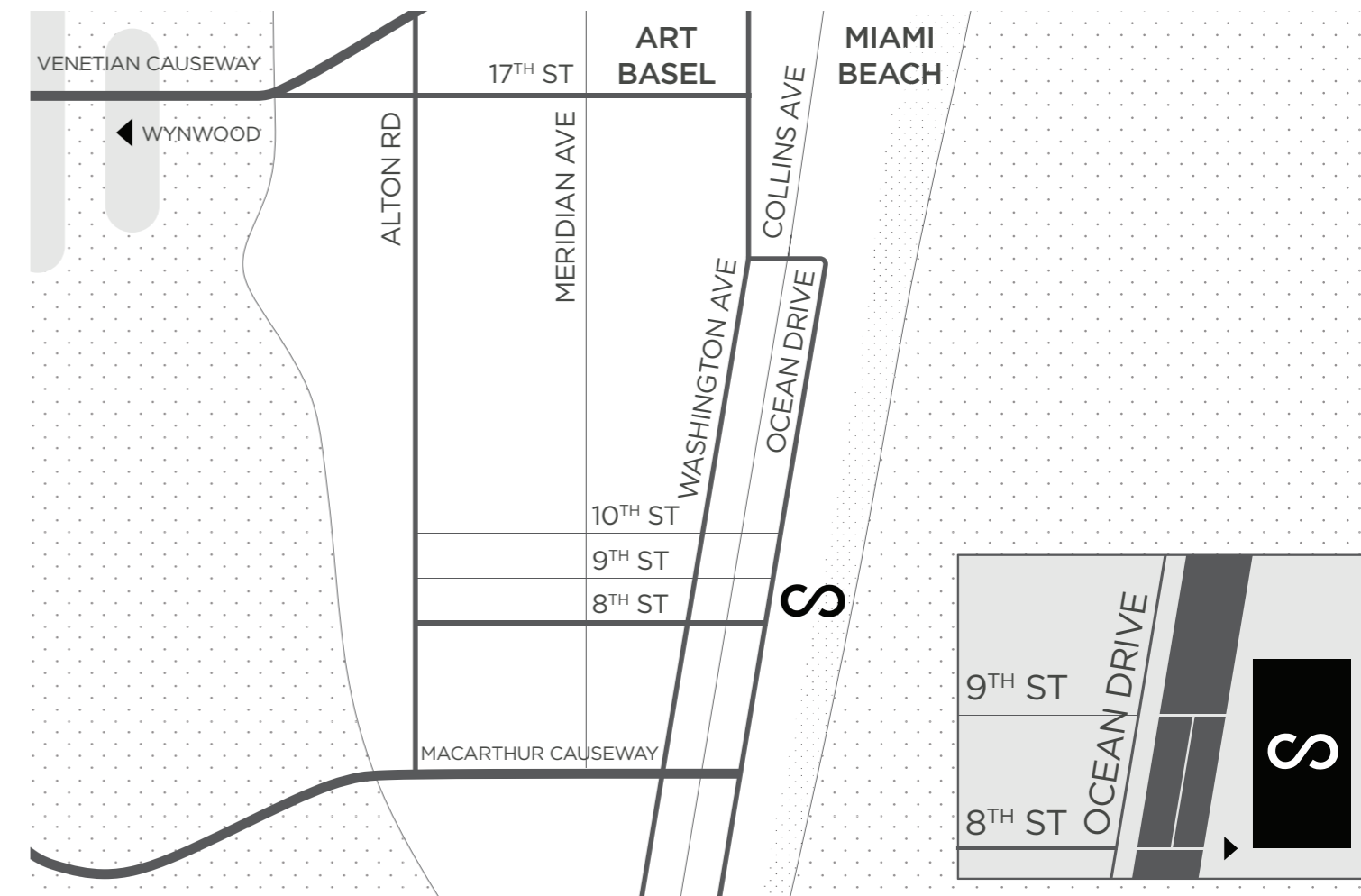
VIP Cardholders and Accredited Press

SHOW HOURS

WEDNESDAY	DEC 01	11AM - 8PM
THURSDAY	DEC 02	11AM - 8PM
FRIDAY	DEC 03	11AM - 8PM
SATURDAY	DEC 04	11AM - 8PM
SUNDAY	DEC 05	11AM - 8PM

LOCATION

SCOPE MIAMI BEACH PAVILION
801 OCEAN DRIVE
MIAMI BEACH, FL 33139, USA



SCOPE ART SHOW MIAMI BEACH 2021

Celebrating its 20th year in Miami, it is with tremendous excitement that SCOPE returns to its location on the sands of Miami Beach, nestled amongst the iconic architecture of Ocean Drive at 8th Street. With stunning views of the ocean and an outdoor beach lounge, visitors to SCOPE will experience an extraordinary presentation of contemporary art.

SCOPE is the largest and most global art fair in the world, celebrated as the premier showcase for emerging contemporary art. Renowned for its ability to forecast new visual trends that are embraced globally, SCOPE Art Shows have garnered extensive critical acclaim, with sales of over One Billion and attendance of over 1.5 Million.

DRAW

Multi-disciplinary events attracting a large diverse audience

ESTIMATED ATTENDANCE

74,000

SOCIAL MEDIA

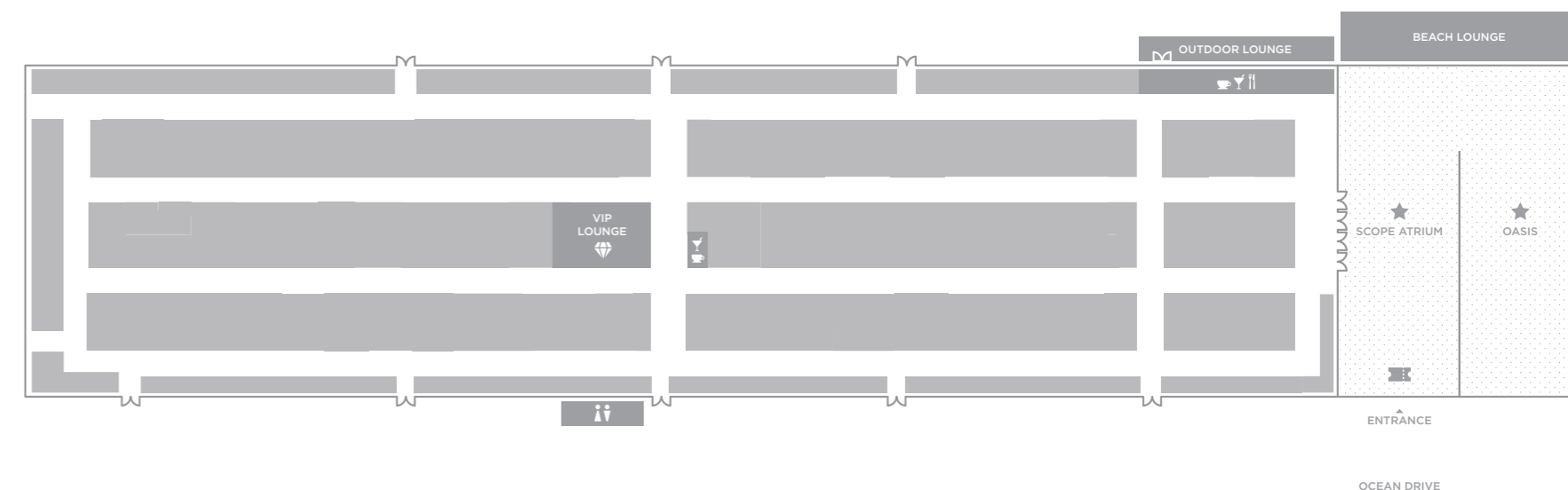
+450,000,000 IMPRESSIONS

DATES

NOV 30 - DEC 05 (TUES - SUN), 11AM - 12AM

LOCATION

Entire SCOPE Art Show during Art Basel, South Beach Miami, Florida



THE NEW CONTEMPORARY

SCOPE is pleased to present its experiential flagship program, The New Contemporary. The New Contemporary exemplifies our long-standing commitment to making art and technology accessible while standing as a critical contribution to both global politics and local engagement through monumental art activations. Our centrally located 150,000 square foot pavilion, at the nexus of the Olympics of the Art World, is the leading platform to host: NFT art drops and large scale installations, morning wellness programming, NFT talk series, and world class music performances.

DRAW

Multi-disciplinary events attracting a large diverse audience

ESTIMATED ATTENDANCE

74,000

SOCIAL MEDIA

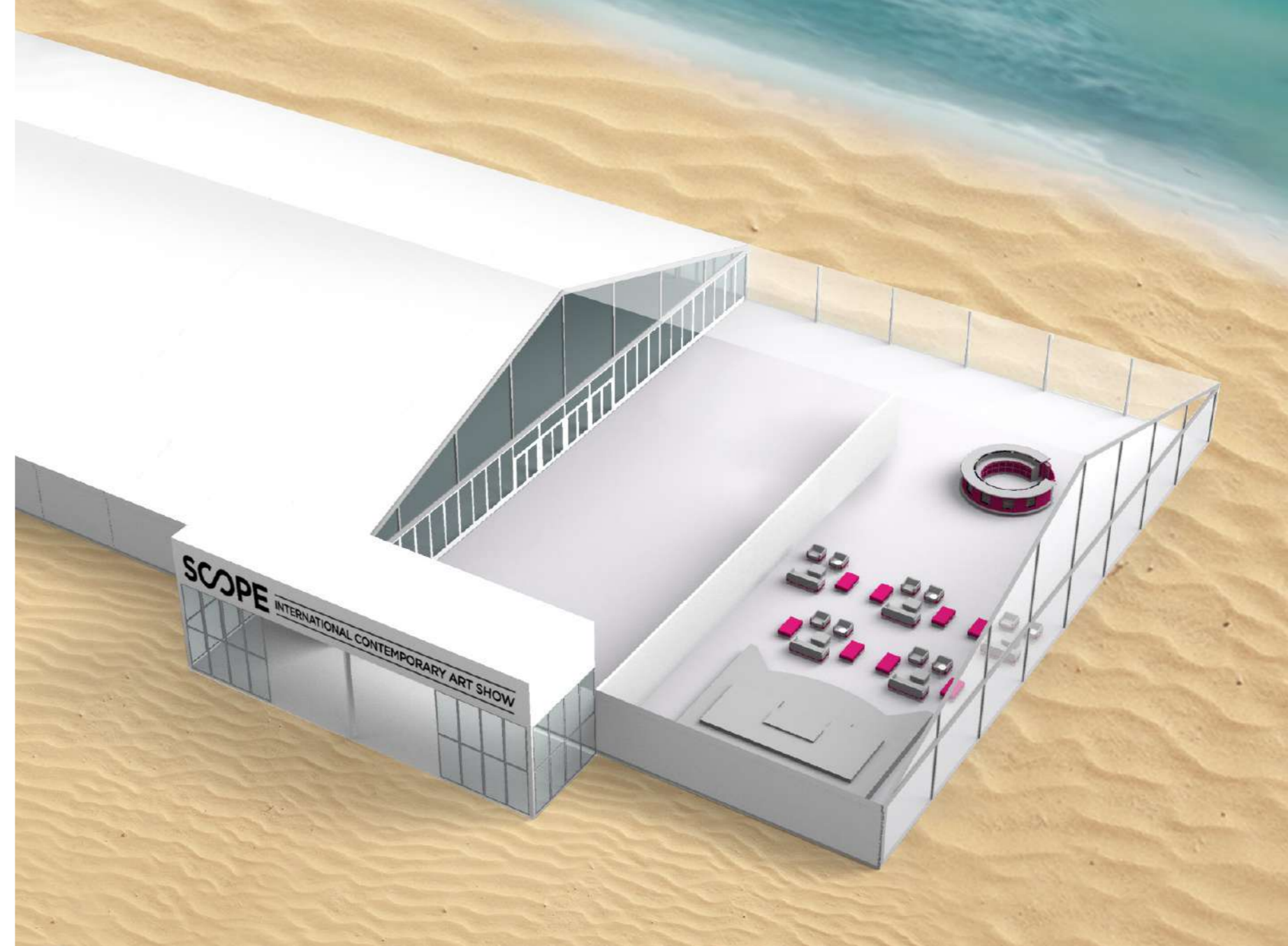
+450,000,000 IMPRESSIONS

DATES

NOV 30 - DEC 05 (TUES - SUN), 11AM - 12AM

LOCATION

Entrance atrium in the SCOPE Art Show Pavilion during Art Basel, South Beach Miami, Florida



MORNING ACTIVATION

CONCEPT

SCOPE + Sponsor will present daily health and wellness programming. Guests are encouraged to attend morning healing programming, yoga, guided meditation, and CBD spa treatments, against the backdrop of beautiful South Beach.

OPPORTUNITIES

Program Sponsor
Beverage Partner
Luxury Lifestyle Partner
Design Partner
Fashion Partner
Music Partner
Art Partner

ESTIMATED ATTENDANCE

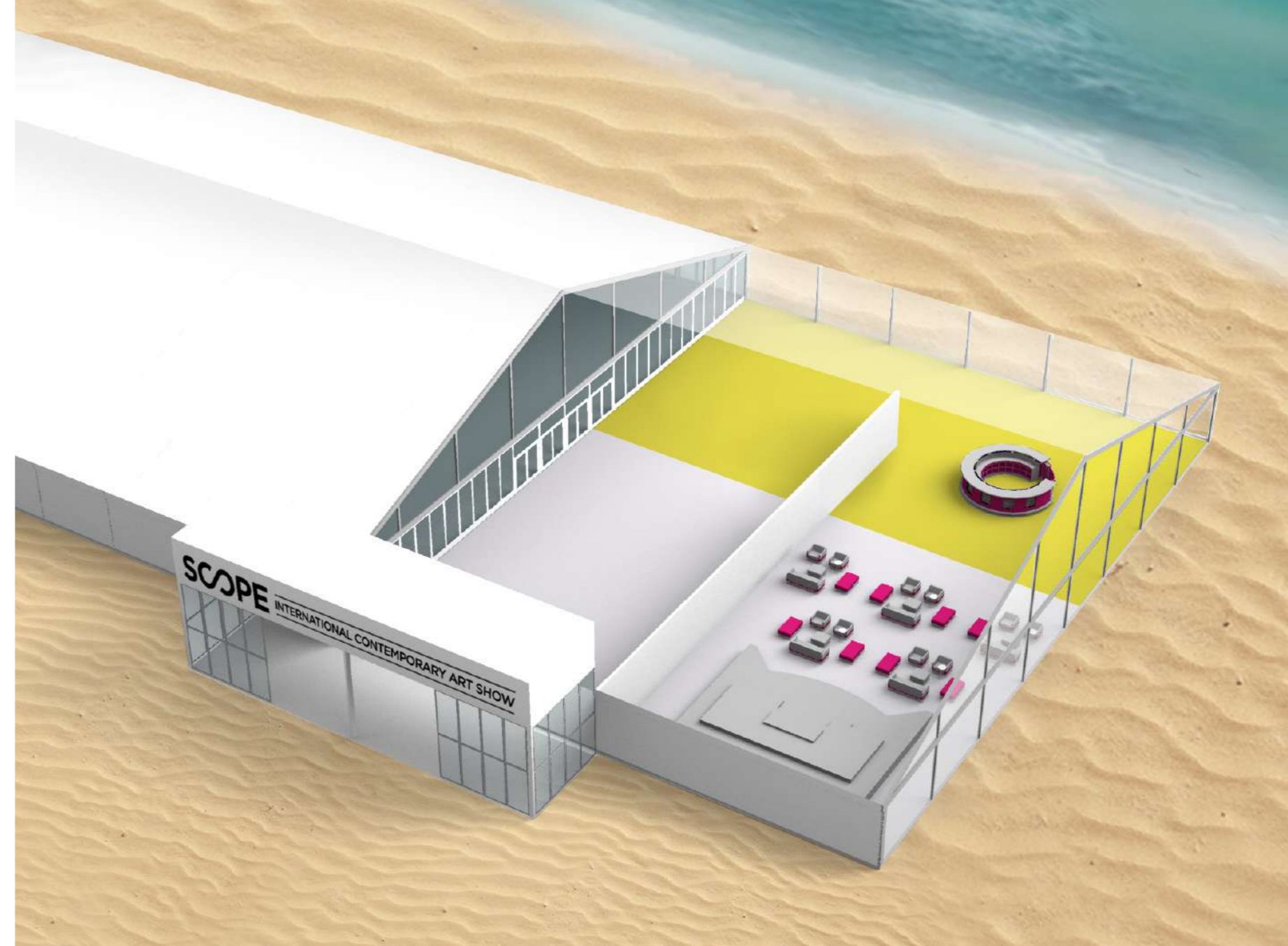
1,000 per morning; 6,000+ during show dates

DATES

NOV 30 - DEC 05 (TUES - SUN), 10AM - 12PM

LOCATION

SCOPE Miami Beach Atrium



AFTERNOON ACTIVATION

CONCEPT

SCOPE + Sponsor will present daily talk series and performance programming alongside large scale installations, music and VIP tours.

OPPORTUNITIES

Program Sponsor
Beverage Partner
Luxury Lifestyle Partner
Design Partner
Fashion Partner
Music Partner
Art Partner

ESTIMATED ATTENDANCE

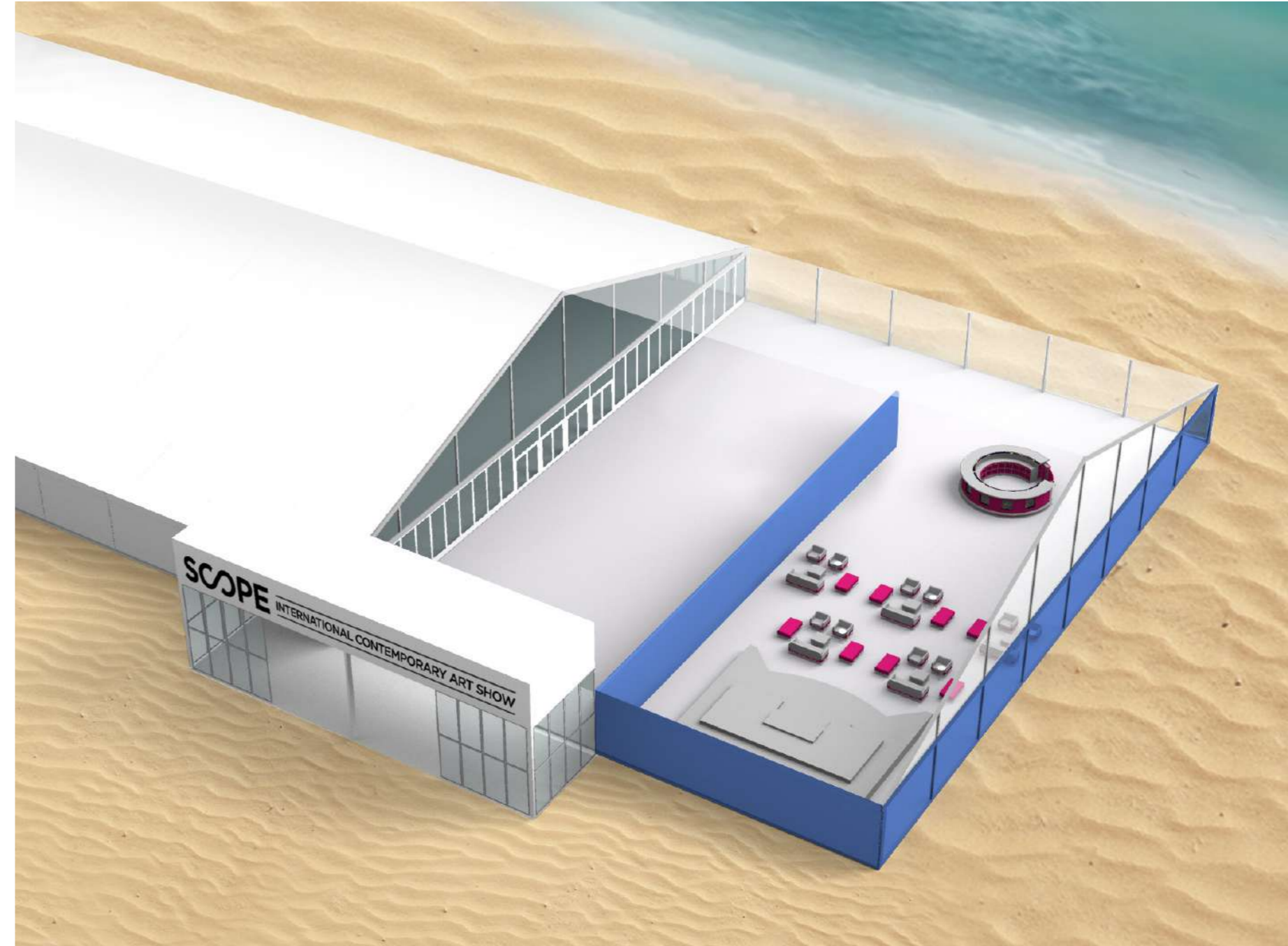
2,500 per afternoon; 15,000+ during show dates

DATES

NOV 30 - DEC 05 (TUES - SUN), 12PM - 6PM

LOCATION

SCOPE Miami Beach Atrium



NIGHT ACTIVATION

CONCEPT

As the sun sets in Miami, the energy heats up to a feverish pitch. Attendees will begin to loosen up and blow off some steam with a list of talent that is respected worldwide.

Bottle service offerings and table service will be available for the premium guests and GA tickets will fill the room. Go-go dancers, performance art, fashion shows all done with an artistic flair will entertain until midnight.

OPPORTUNITIES Program Sponsor
Beverage Partner
Luxury Lifestyle Partner
Design Partner
Fashion Partner
Music Partner
Art Partner

DRAW

World class DJs, dynamic audio/video presentations, bottle service, and a high volume bar offering

ESTIMATED ATTENDANCE

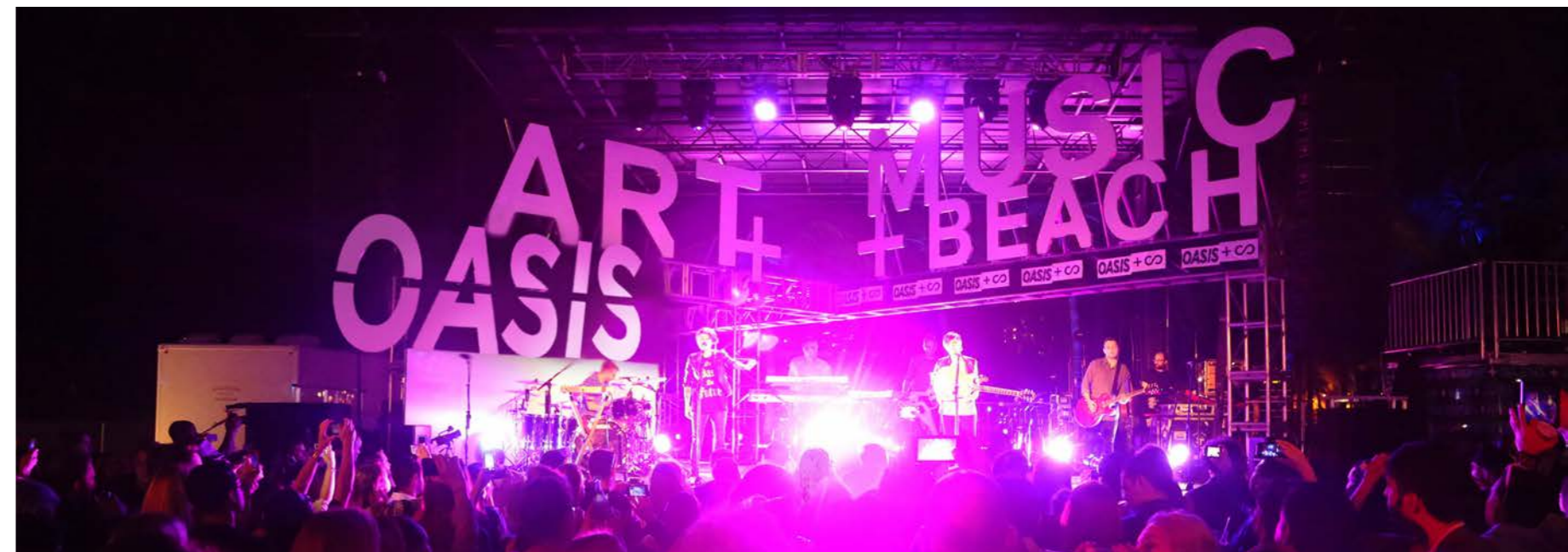
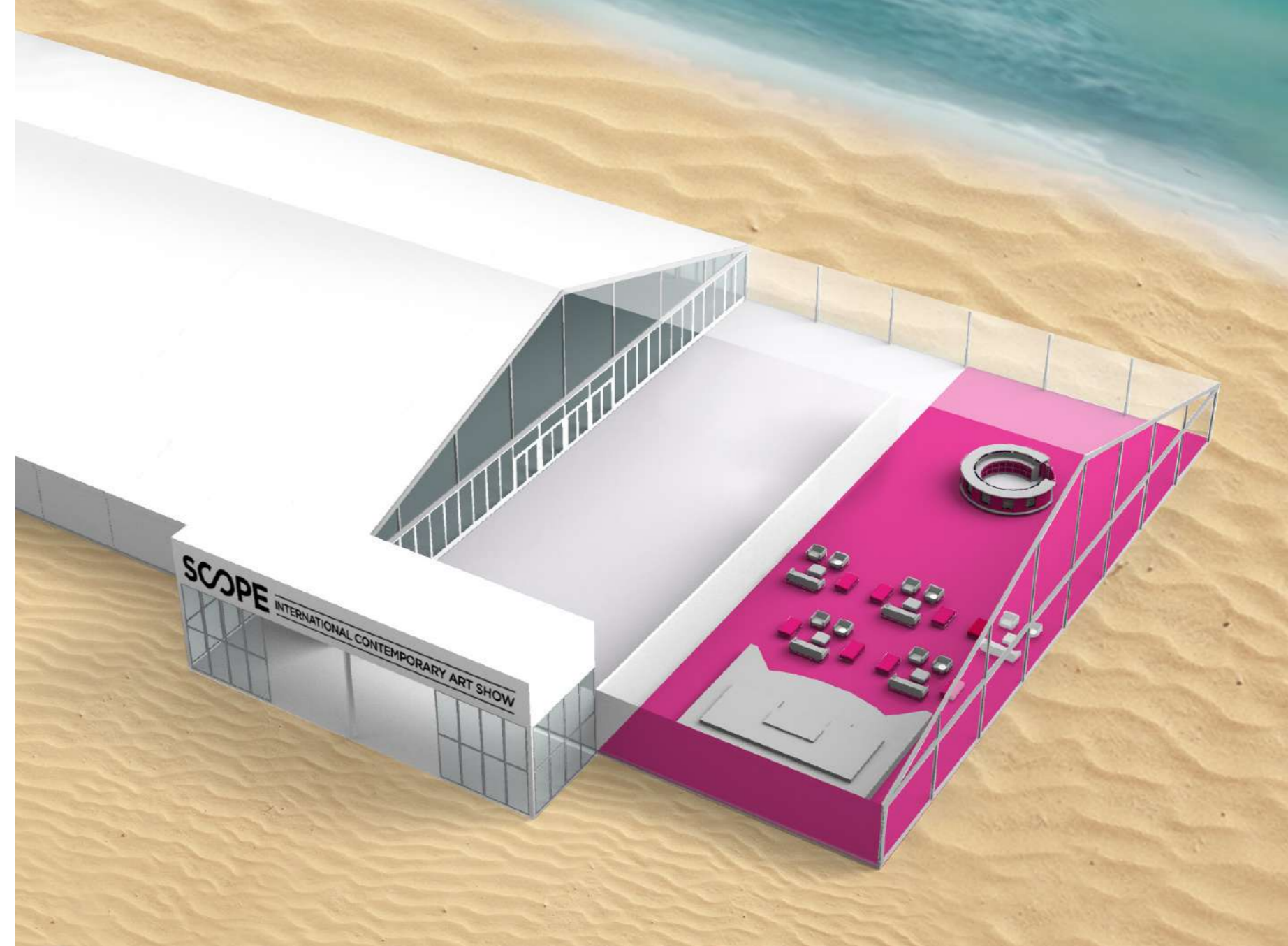
2,500 per evening; 15,000+ during show dates

DATES

NOV 30 - DEC 05 (TUES - SUN), 8PM - 12AM

LOCATION

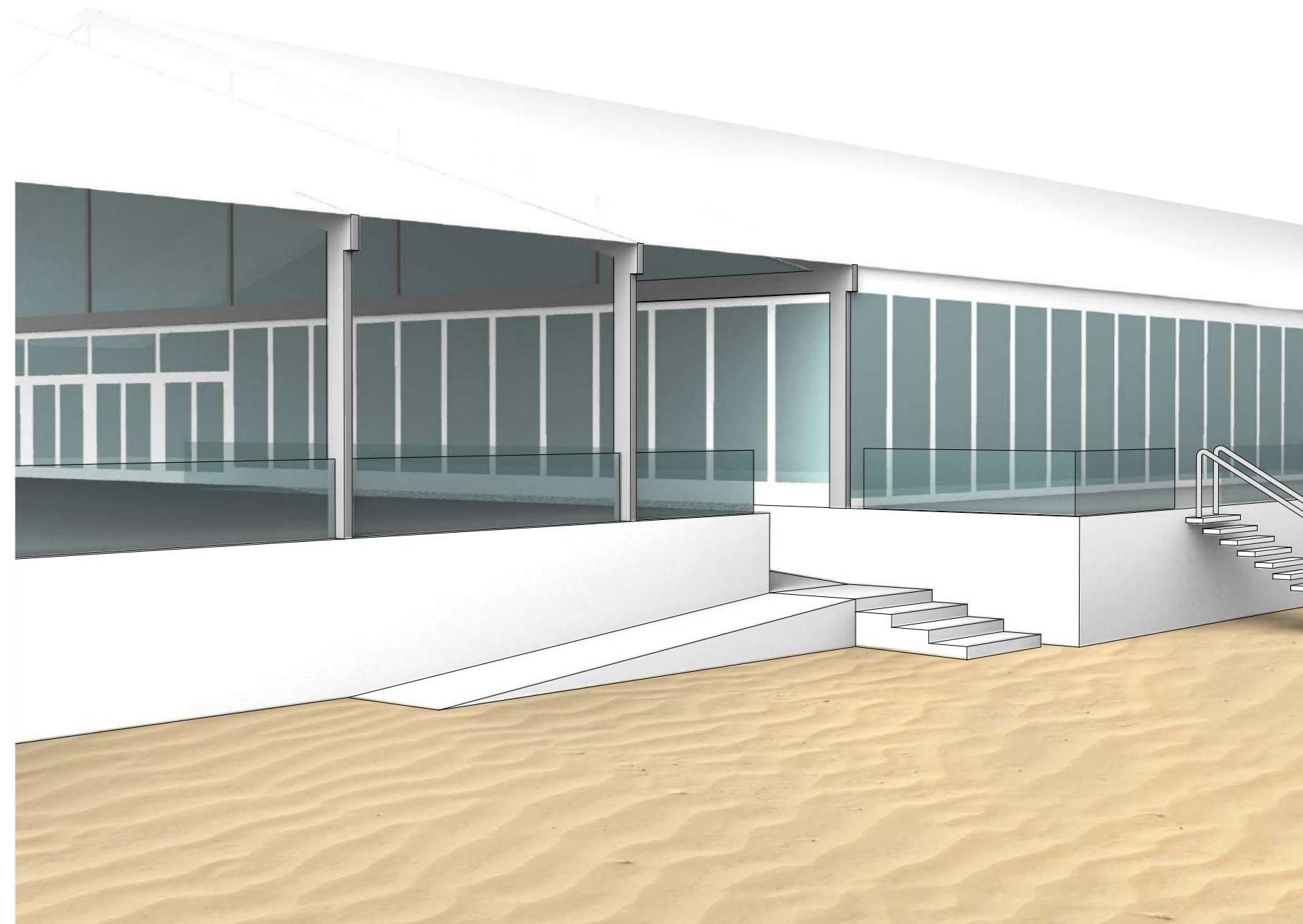
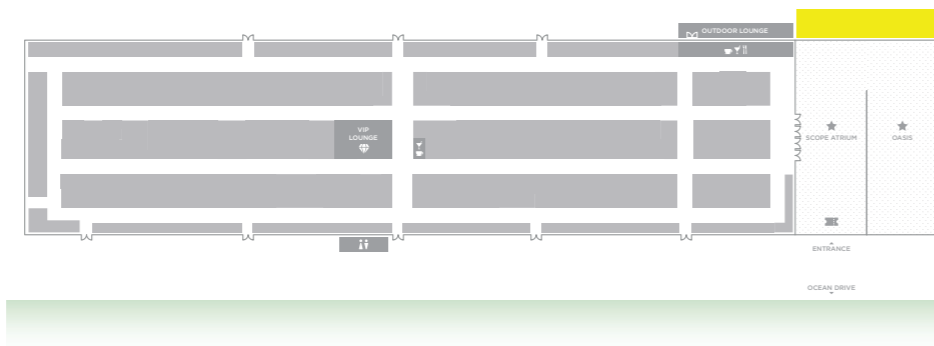
SCOPE Miami Beach Atrium



EXTERIOR BEACH LOUNGE

Located at the southeast side of the SCOPE atrium, this high-profile location offers maximum exposure for Sponsor to create an inviting lounge space with views of the ocean; access would be directly from the atrium. Sponsor to be responsible for all production, furniture costs, and labor. SCOPE to secure all necessary permits.

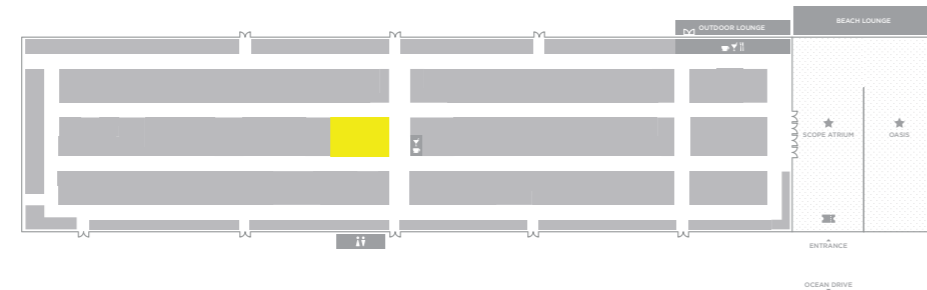
LOUNGE LOCATION



INTERIOR VIP LOUNGE

This centrally located lounge located at the heart of the fair puts Sponsors on the creative pulse of SCOPE Miami Beach. SCOPE would provide basic walls and 25 lights. All furniture and labor to be provided by the sponsor. SCOPE to secure all necessary permits.

LOUNGE LOCATION



SPONSOR OPPORTUNITIES

MARKETING + EXPOSURE

ON-SITE

ACTIVATION(S)

Various options for prime activation space that integrates a sponsor product(s), branded lounge, as well as the ability to incorporate artwork & onsite promotion aligned with SCOPE

PRIVATE COCKTAIL EVENT

Welcoming sponsor's guests for a private cocktail event after hours at the SCOPE Art Show Pavilion. Date and Time TBD

DIGITAL WELCOME DISPLAY

Logo/Presenting Sponsor activation details featured in slide rotation at visitor resource wall at SCOPE entrance

DIRECTIONAL SIGNAGE

Overhead + information signs guide visitors to your activation space. 6-12 instances in SCOPE Pavilion

PRINTED

OFFICIAL VIP INVITATIONS

Sponsor Logo on printed & mailed invites to SCOPE Platinum + SCOPE VIP clients, x 25,000

OFFICIAL SHOW GUIDE

Logo featured as Official Sponsor in Show Guide. 10,000 x distributed to VIP's, Press + General Admission throughout the week

VIP TOTE BAG

Sponsor Product + Materials included in 1,000 fabric totes to be distributed to VIPs



SPONSOR OPPORTUNITIES

MARKETING + EXPOSURE

DIGITAL

NEWSLETTERS

6-8 x e-blasts with Sponsor activation details included in copy + prominent logo linked to Sponsor website. Each blast reaches 80,000 x subscribers

DEDICATED E-BLAST

1 x Sponsor provided content in dedicated e-blast to entire SCOPE subscribership of x 80,000. Additional dedicated e-blast to SCOPE's exhibitors

SCOPE VIP PASSES

50 Platinum + 50 VIP Passes for Sponsor to use at their discretion

WEBSITE

Sponsor activation details included in copy + image on Programming Tab of SCOPE's website. Additionally, sponsor logo featured in Miami Beach 2021 Sponsors section

POST FAIR E-BLAST

SCOPE Post Press Release features linked Sponsor logo + any notable press surrounding the activation

SOCIAL MEDIA

Facebook, Twitter, and Instagram posts, plus potential product giveaways



PRESS + PUBLICATION COVERAGE

SCOPE Miami Beach's 19th edition gained nearly **800,000,000+** impressions leading up to, during, and post show. Reported by **Meltwater**.

Additionally, SCOPE received **260,000+** hits through Google Searches, **170,000** of those directly interacting with our business posting or website. Reported by **Google Analytics**.

PUBLICATION COVERAGE

SCOPE Miami Beach 2019 received acclaimed in: New York Times, Vogue.com, Ocean Drive Magazine, Conde Nast Traveler, Hyperallergic, Billboard Magazine, Forbes Travel Guide, MIAMI Magazine, Time Out Magazine, Harper's Bazaar, China Daily, Marie Claire, OK! Weekly, South Florida Luxury Guide, NBC, The Miami Herald, Yahoo, Boston Globe Whitewall, Miami New Times, Artnet, and more.



