

2023 CTLF CEO Forum Platinum Partner Invitation and Guest Information

Partner Role to Invite Guests

For 23 years, CTLF CEO Forum partners have co-created the audience at this unique event by bringing their CEO-level colleagues, clients, and prospects together for a powerful morning of connection and content. We look forward to your collaboration to gather the most influential, diverse, and elevated group of CEOs yet.

Platinum Partner Tickets

- Included with your partnership:
 - 24 guest tickets
 - 3 team member tickets
- Additional guest tickets available for purchase: \$600 each

Criteria for guests

- The CEO Forum is for CEOs, Presidents, Executive Directors, Managing Partners, Owners, and comparable roles ONLY!
- Preferred company size:
 - Primary audience
 - \$10M and up
 - Secondary audience
 - \$3M - \$10M (or \$5M pre-revenue funding)
 - 15+ employees
- We know you have relationships with leaders who are not CEOs, but this is not the place to invite them. Why?
 - CEOs share a specific burden and mindset because of the responsibility they have for their company, and this mantle of leadership is unique.
 - Being in the room with true peers is what brings CEOs back to this event year after year.

How should you invite CEOs?

- CTLF will provide:
 - Sample messages for you to use to invite CEOs. Our recommendation is:
 - Send a peer-to-peer message endorsing the power of being with other CEOs and the necessity that we stop, learn from one another, and gain insights that help us move our companies forward. The key message: Don't miss it!
 - Ask your non-CEO preferred contacts to invite their CEO and encourage them to do everything they can to get their CEOs there. The key message: They won't regret it!
 - Send at least four invitations as follows, but you're welcome to follow whatever strategy works for you:
 - You are invited - from your company
 - You are invited - from you personally
 - Don't miss out
 - Last chance
 - Link to private registration page for partner guests and team members
 - Updated list of registrations every two weeks in August and weekly in September