



SPONSORSHIP PROSPECTUS · EX STRATEGIST MASTERCLASS

Meet the leaders who decide how Egypt's employees experience work

Two days with Ben Whitter and the HR, culture and people-strategy leaders who choose the platforms, benefits and partners behind the employee experience.

Partner places are limited to eight organizations. One Gold place only.

22–23 November 2026

With Ben Whitter

Le Méridien Cairo Airport



THE OPPORTUNITY

The people who buy for the employee experience are hard to reach. For two days, they share one room.

HR leaders sit behind procurement, gatekeepers and full calendars. At this masterclass they are present, focused on the employee experience, and open to conversations about how to improve it.

01 They hold the budget

CHROs and HR directors decide spend on engagement, wellbeing, benefits, learning and HR technology.

02 They are actively looking

Participants come to build an EX strategy and a business case, and they leave with priorities that need partners.

03 They have time to talk

Two lunches, four coffee breaks and a private VIP boardroom lunch, not a 20-minute keynote slot.

WHO YOU WILL MEET

Senior people leaders, each with something to decide

	ROLE	WHY IT MATTERS TO A PARTNER
01	CHROs and HR directors	Set annual people budgets and approve new partners.
02	Employee experience leaders	Choose listening, survey and employee-journey platforms.
03	Culture and engagement leaders	Buy wellbeing, recognition and internal-communication programs.
04	HR transformation leaders	Select HRIS, people analytics and AI tools.
05	Senior HR business partners	Influence benefits, learning and recruitment providers across the business.

WHY PARTNER

What your partnership buys you

01 Decision-maker access

Face-to-face time with the leaders who sign off people-strategy spend.

02 Borrowed authority

Your brand next to Ben Whitter, the name most associated with employee experience.

03 Hours, not minutes

Two full days of breaks, lunches and networking to build real relationships.

04 A relevant stage

Your message reaches people who came to solve the exact problem you solve.

05 Reach beyond the room

Visibility in the campaign that fills the room: email, social and the event website.

06 Measurable follow-up

Opt-in leads and a partner report after the event, so you can show the return.

WHO IT FITS

Built for partners who sell to HR

If HR leaders are your buyers, this room is your shortlist.

HR technology and people analytics

HRIS, engagement surveys, listening tools and AI, in front of leaders choosing their next platform.

Benefits, insurance and healthcare

Medical, life and wellbeing providers, in front of the people who design the employee offer.

Banks and payroll

Payroll banking, salary products and employee financial wellbeing, at decision-maker level.

Learning, recruitment and consulting

Training, talent and advisory firms, positioned as partners for the EX roadmap participants build.

WHO YOU STAND BESIDE

Ben Whitter

CEO, HEX Organization · Founder, World Employee Experience Institute

Thinkers50 calls him ‘Mr Employee Experience’. He created the Holistic Employee Experience (HEX) model and wrote three books on the subject.

- 01 Recognized by Thinkers50 among the world's top management thinkers
- 02 Named one of HR's Most Influential Thinkers by HR Magazine
- 03 Voted onto Global Gurus' top 30 speakers on organizational culture
- 04 Presented his ideas to audiences in more than 40 countries



CHOOSE YOUR LEVEL

Four ways to partner

Gold

USD 10,000

1 PLACE ONLY

Name the event and share the stage with Ben

- Event “presented by” your brand
- Welcome address opening Day 1
- Fireside chat with Ben on Day 2
- Only brand at the VIP lunch
- Category exclusivity
- Co-branded certificate
- 6 VIP passes (worth USD 4,500)
- Premium booth · lead logo

Silver

USD 6,000

1 PLACE

Open the 2nd day and stay visible

- 5-minute opening address, Day 2
- 4 VIP passes (worth USD 3,000)
- Booth, both days
- 60-second film on screen
- Logo on stage, badges, website, emails

Bronze

USD 3,500

2 PLACES

Brand presence and direct access

- 2 VIP passes (worth USD 1,500)
- Booth, both days
- Logo: backdrop, website, emails
- MC recognition
- 1 social post

Exhibitor

USD 2,000

4 PLACES

Meet the room from your booth

- Booth, both days
- 1 Standard pass (worth USD 400)
- Logo on website and emails
- Opt-in lead capture

Every VIP pass includes the private boardroom lunch with Ben Whitter. Every package includes opt-in leads, a thank-you email to all delegates and a partner report.

Need something different? We build custom packages around your goals and budget.

SIDE BY SIDE

Before and after the event

BENEFIT AND WHAT YOU GET	Gold	Silver	Bronze	Exhibitor
BEFORE THE EVENT				
Partnership announcement when you sign Co-branded LinkedIn post and press note announcing your partnership.	Post + press note	Post	Group post	Group post
Logo on website and email campaign Your logo in front of every HR leader we invite, for weeks before.	Lead	✓	✓	✓
Email mentions / social posts Your brand named in our invitation emails and posts to HR leaders.	2 / 3	1 / 2	— / 1	—
Dedicated email about your offer One email from NEXUS to our database about your product or service.	✓	—	—	—
AFTER THE EVENT				
Thank-you email to all delegates Your name reaches every participant again the week after the event.	✓	✓	✓	✓
Featured in the recap video Your brand in the highlights film; the Gold partner also gets an interview.	Interview	Logo	Logo	—
Opt-in leads, photos and partner report Contacts who chose to engage, tagged event photos, attendance by role.	✓	✓	✓	✓
PASSES AND INVESTMENT				
Passes VIP passes include the private boardroom lunch with Ben Whitter.	6 VIP	4 VIP	2 VIP	1 Standard
Investment (USD)	10,000	6,000	3,500	2,000

SIDE BY SIDE

At the masterclass

BENEFIT AND WHAT YOU GET	Gold	Silver	Bronze	Exhibitor
Event named after your brand “...presented by your brand” on stage, badges, website and every email.	✓	—	—	—
Welcome address opening Day 1 Five minutes to welcome the room before Ben Whitter takes the stage.	✓	—	—	—
Fireside chat with Ben Whitter, closing Day 2 Your leader on stage with Ben in the session everyone remembers.	✓	—	—	—
Opening address, Day 2 Five minutes to open the second day and frame your message.	—	✓	—	—
Category exclusivity No competitor from your category can sponsor at any level.	✓	—	—	—
Only brand at the private VIP lunch Your branding alone where VIP guests have lunch with Ben.	✓	—	—	—
Film shown on screen Your brand film played to the full room during the programme.	2 minutes	60 seconds	—	—
Booth, both days Your stand where participants spend every coffee break and lunch.	Premium	✓	✓	✓
Logo on stage, backdrop and badges In every session photo and on every delegate's badge.	Lead	✓	Backdrop	—
Co-branded certificate Your logo on the certificate every delegate keeps.	✓	—	—	—

WHERE YOUR BRAND APPEARS

Real placements from recent NEXUS events

Brands shown are past NEXUS partners.



Photo wall and backdrop

ALL BUT EXHIBITOR

Strategic Innovation+ 2023



Fireside chat on stage

GOLD

Abdallah Sallam, Madinet Masr, with Alex Osterwalder



Opening address

GOLD, SILVER

Abdallah Sallam, Madinet Masr, Innovation+



Your booth, both days

ALL PARTNERS

Marketing+ 2022



Private VIP lunch

GOLD BRAND ONLY

John Gray at She Thrives 2025



Media wall and interviews

GOLD LEAD POSITION

She Thrives 2025

OUR TRACK RECORD

Brands that have already partnered with NEXUS

NEXUS has run executive education and business events in Cairo since 2006. Recent programs include:

Marketing+

Innovation+

She Thrives with John Gray

PAST PARTNERS AND SPONSORS

EgyptAir

Allianz

Madinet Masr

Al Nahar TV

Akhdar

Diwan Bookstore

TERMS THAT PROTECT YOUR INVESTMENT

A partnership worth more because the room stays credible

01 Category exclusivity

The Gold partner is the only sponsor from its category, and the only brand at the private VIP lunch with Ben. Both are defined in your agreement.

02 Leads by consent

We never sell or share participant contact data. You receive the contacts of people who choose to engage with you, under Egypt's data-protection law.

03 Content stays independent

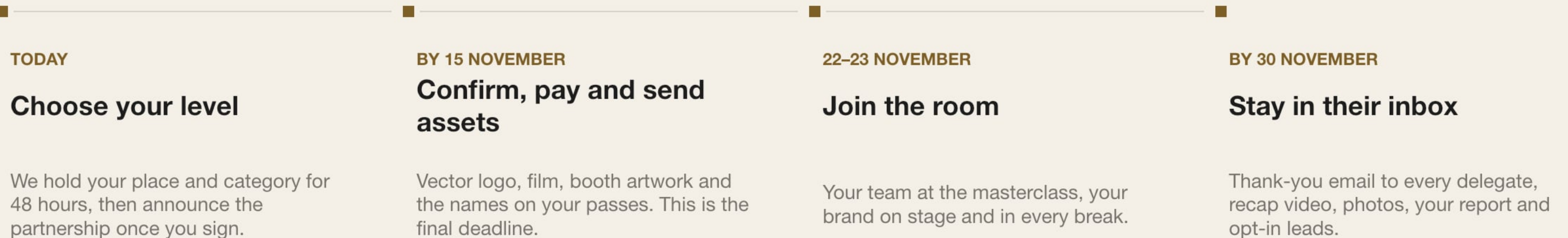
Ben Whitter leads the program. Partner time on stage is introduced as a partner slot, which keeps the room's trust and your message credible.

04 A report you can use

Within seven days you receive tagged photos, participant numbers by role, your opt-in leads and the recap video.

WHAT HAPPENS NEXT

Four steps from yes to the room



Partner places go in the order agreements are signed. The Gold partner closes its category to competitors.

Reserve your partner place

Tell us who you want to reach and we will recommend the package that gets you there.

Employee Experience Strategist Masterclass · 22–23 November 2026 · Le Méridien Cairo Airport

BOOK A 15-MINUTE PARTNER CALL

CALL OR WHATSAPP

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EMAIL

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Sponsorship closes 15 November 2026