Clarity Media Partners

Quick Reference Guide · For Sponsors

The Sponsor Experience

Navigate the Clarity platform, manage your sponsorships, and fulfill your deliverables – everything you need to know.

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app.claritymediapartners.com

IN THIS GUIDE

Contents

01

SECTION 01 · OVERVIEW

Clarity Overview

Learn more about how Clarity can help you manage your sponsorships, and see how to navigate the app.

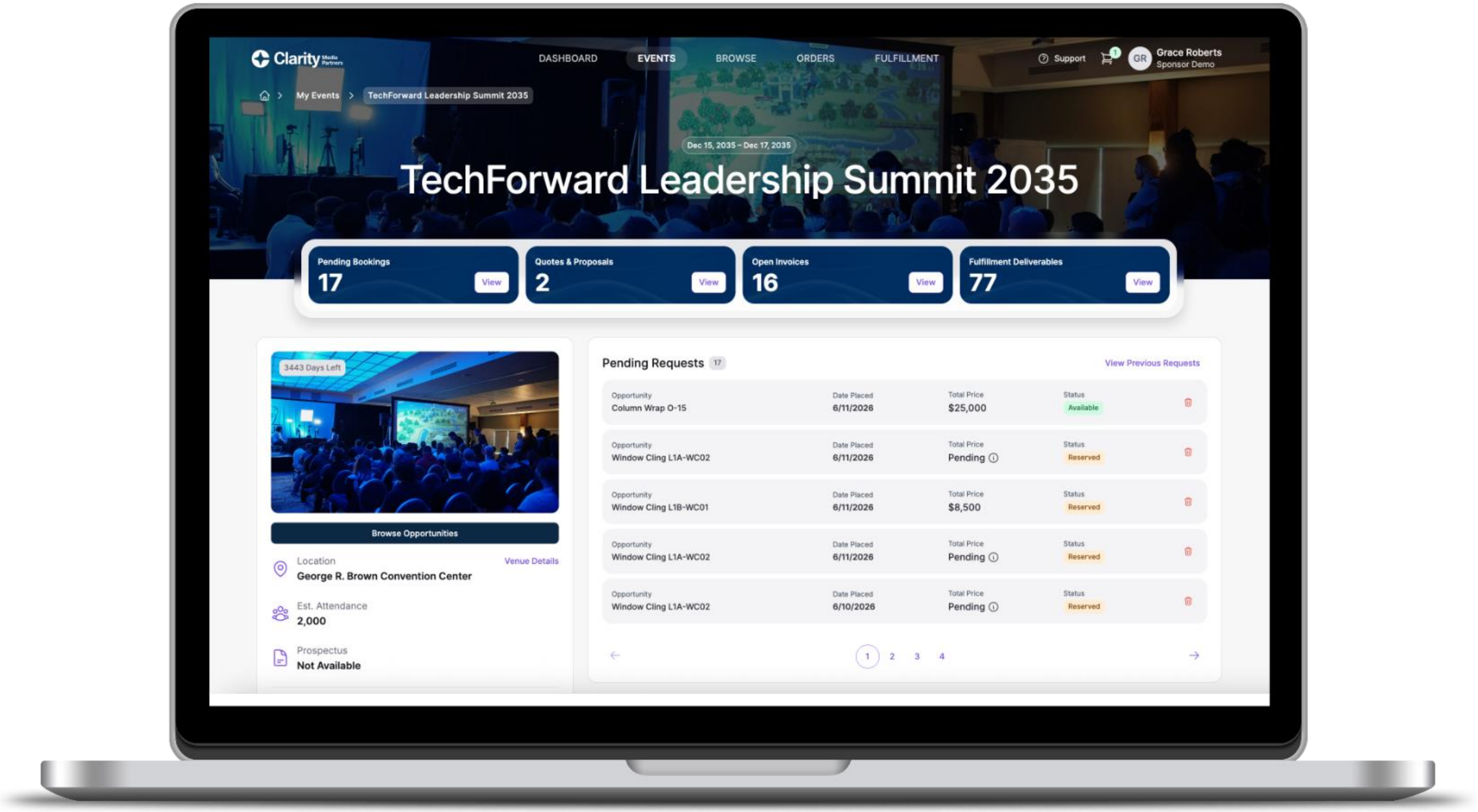
GETTING STARTED

What is Clarity?

Clarity Media Partners is a platform that lets you manage your sponsorship fulfillment – all in one place. From here you can:

- **Browse and request to purchase** sponsorships
- Manage sponsorship **quotes, contracts, orders, and invoices**
- View task **descriptions, deadlines, and requirements**
- **Upload assets** for each deliverable
- **Communicate and collaborate** across teams

Create an account or log in at
app.claritymediapartners.com



GETTING STARTED

Navigating Clarity

1 DASHBOARD

View a snapshot of all of your sponsorship activity across events and orders.

2 EVENTS

View your upcoming events to manage orders and/or browse additional opportunities.

3 BROWSE

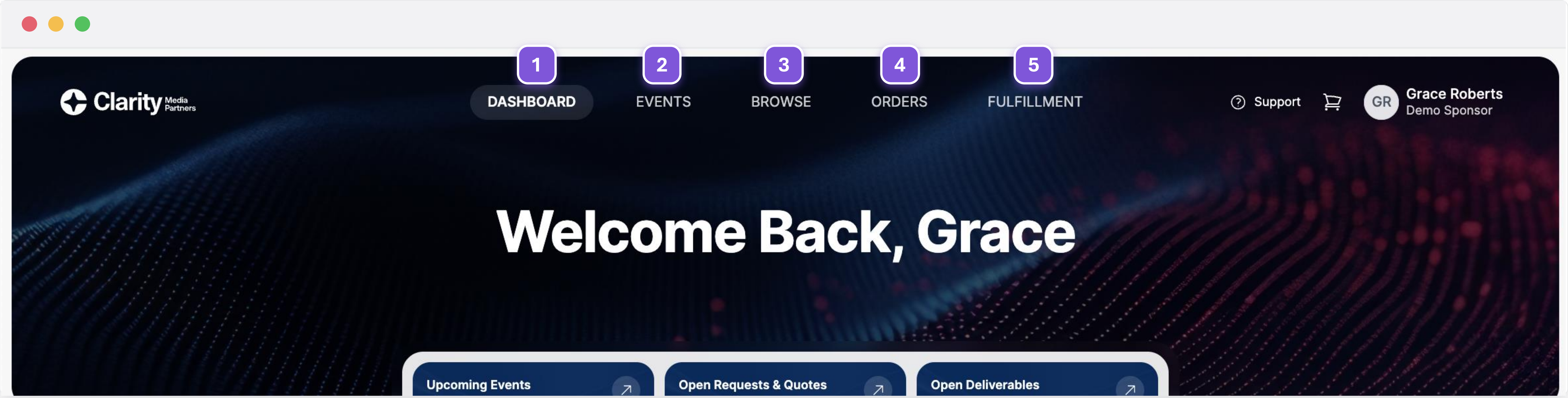
Discover opportunities to request across your events and organizers.

4 ORDERS

Manage all requests, quotes, and orders across events in one place.

5 FULFILLMENT

Track and complete all deliverables for purchased sponsorships items.

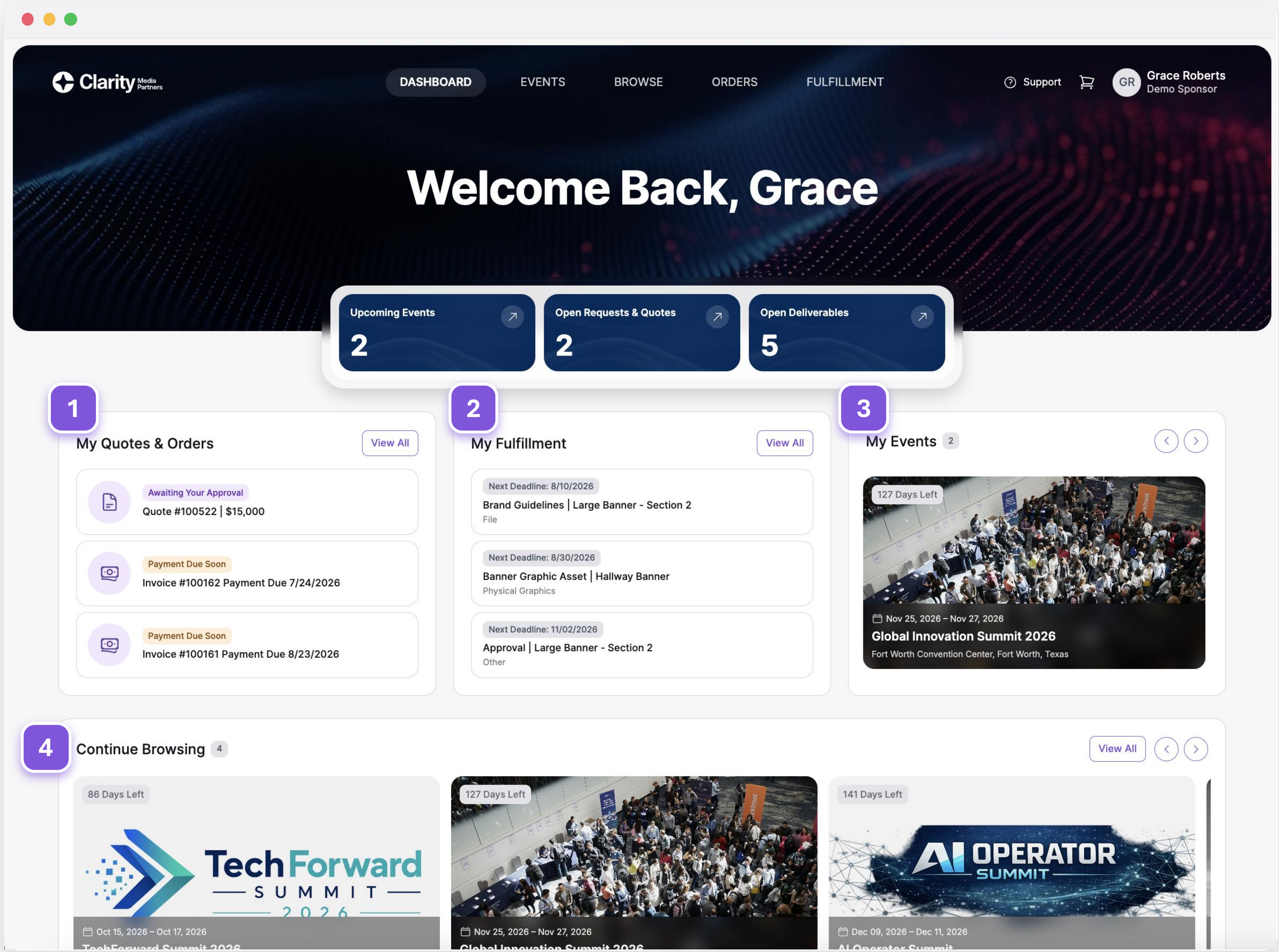


Dashboard Overview

Dashboard Overview

The dashboard is your home base in Clarity, where you can see a roll-up of key information a glance: pending quotes and orders, open deliverables, and your events.

1. **View Open Quotes & Orders**
   See all pending quotes and confirmed orders at a glance.
2. **View Open Fulfillment Deliverables**
   Track deliverables and deadlines across all your sponsorships.
3. **View Upcoming Events**
   Access event details, pending requests, and team information.
4. **Browse Additional Opportunities**
   Discover new sponsorship packages and add to your portfolio.



02

SECTION 02 · NAVIGATION

View & Manage Events

Navigate your events and manage orders and fulfillment for each.

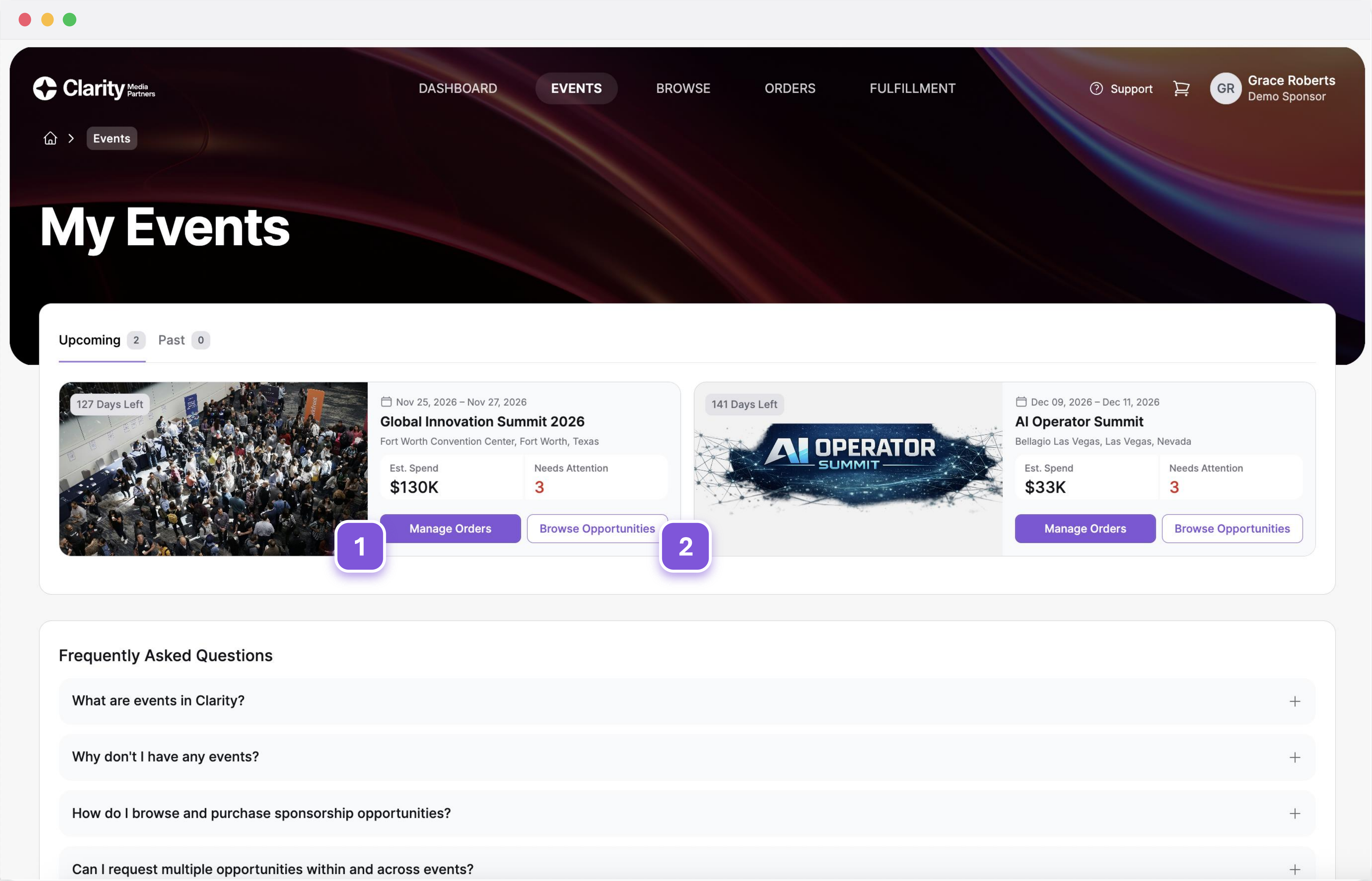
My Events

View all your upcoming and past events in one place. From here you can manage requests, quotes, orders, and fulfillment for the event, and/or browse additional sponsorship opportunities on the event landing page.

1. **Manage Orders**
   Click the "Manage Orders" button to see all of your activity related to this event – pending requests, quotes needing review, orders, invoices, and fulfillment deliverables.

2. **Browse Opportunities**
   Explore additional sponsorship packages available for this event.

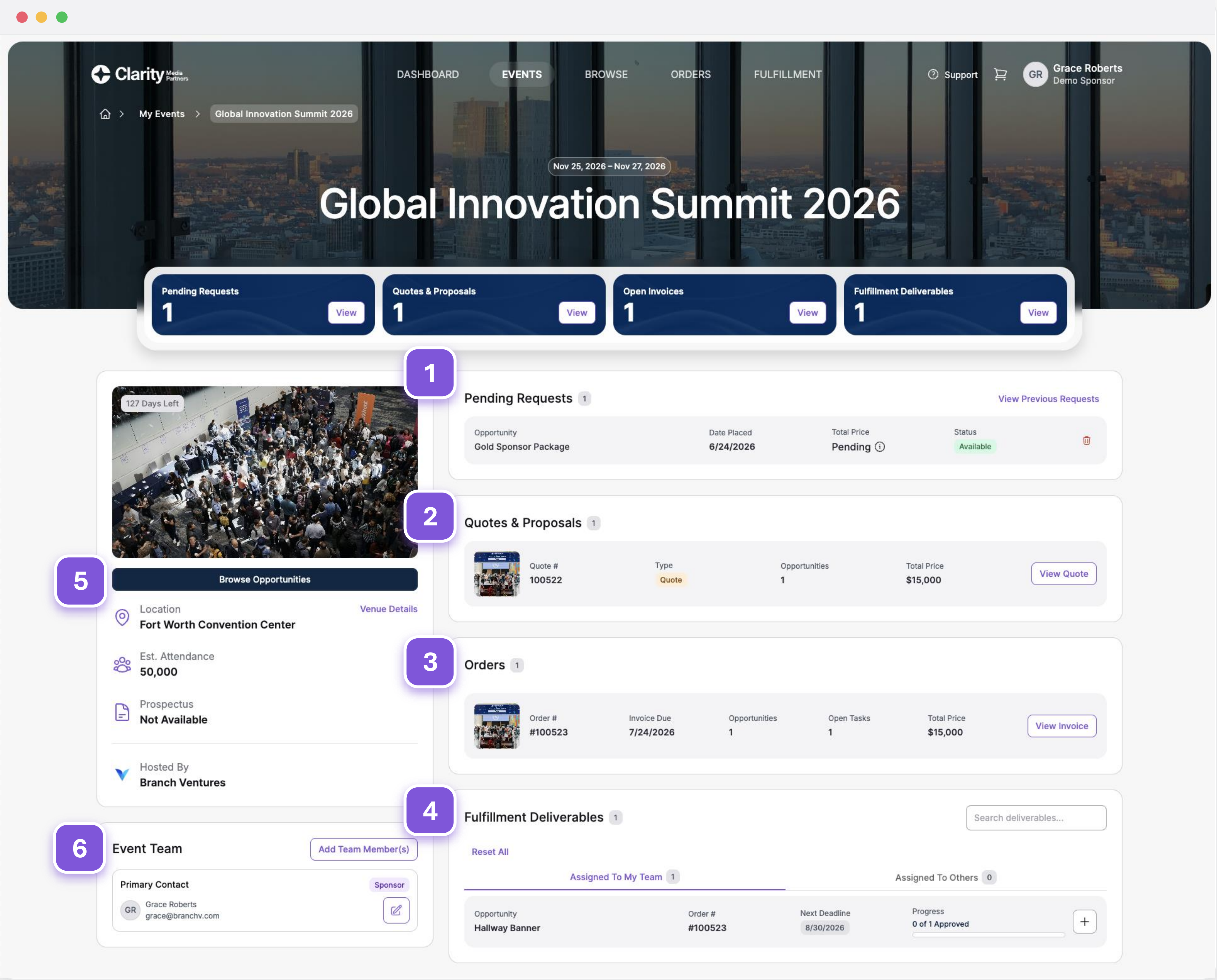
> If you don't see a "Browse Opportunities" button on one of your events, it is because the event is only using Clarity's fulfillment functionality (i.e., handling sales/purchasing in a separate tool)



Manage My Event

View and manage requests, quotes, orders, and fulfillment for the event, and/or browse additional sponsorship opportunities.

1. **View Pending Requests**
   See all pending sponsorship requests awaiting your decision.
2. **View Quotes & Proposals**
   Review pricing and terms for requested sponsorships.
3. **Manage Orders**
   Track confirmed orders and view invoicing details.
4. **Manage Fulfillment Deliverables**
   Upload assets, update status, and track all deliverable deadlines.
5. **Browse Additional Opportunities**
   Discover and add new sponsorship packages for this event.
6. **Manage Your Event Team**
   Add team members to your event team who will be collaborating with you on event execution.



03

SECTION 03 · DISCOVERY

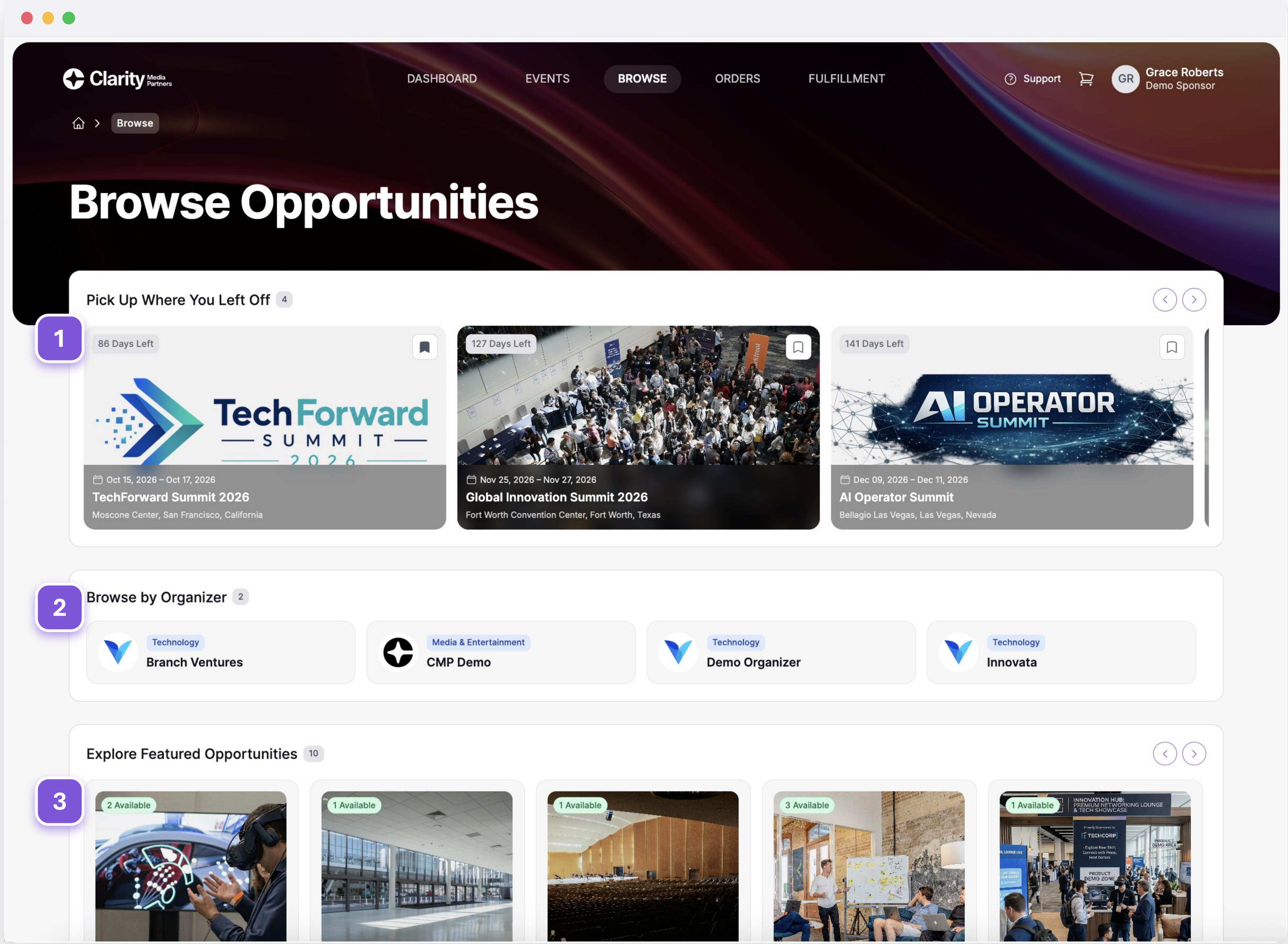
Browse & Request Opportunities

Discover sponsorship opportunities across events and organizers.

Browse Opportunities Across Events

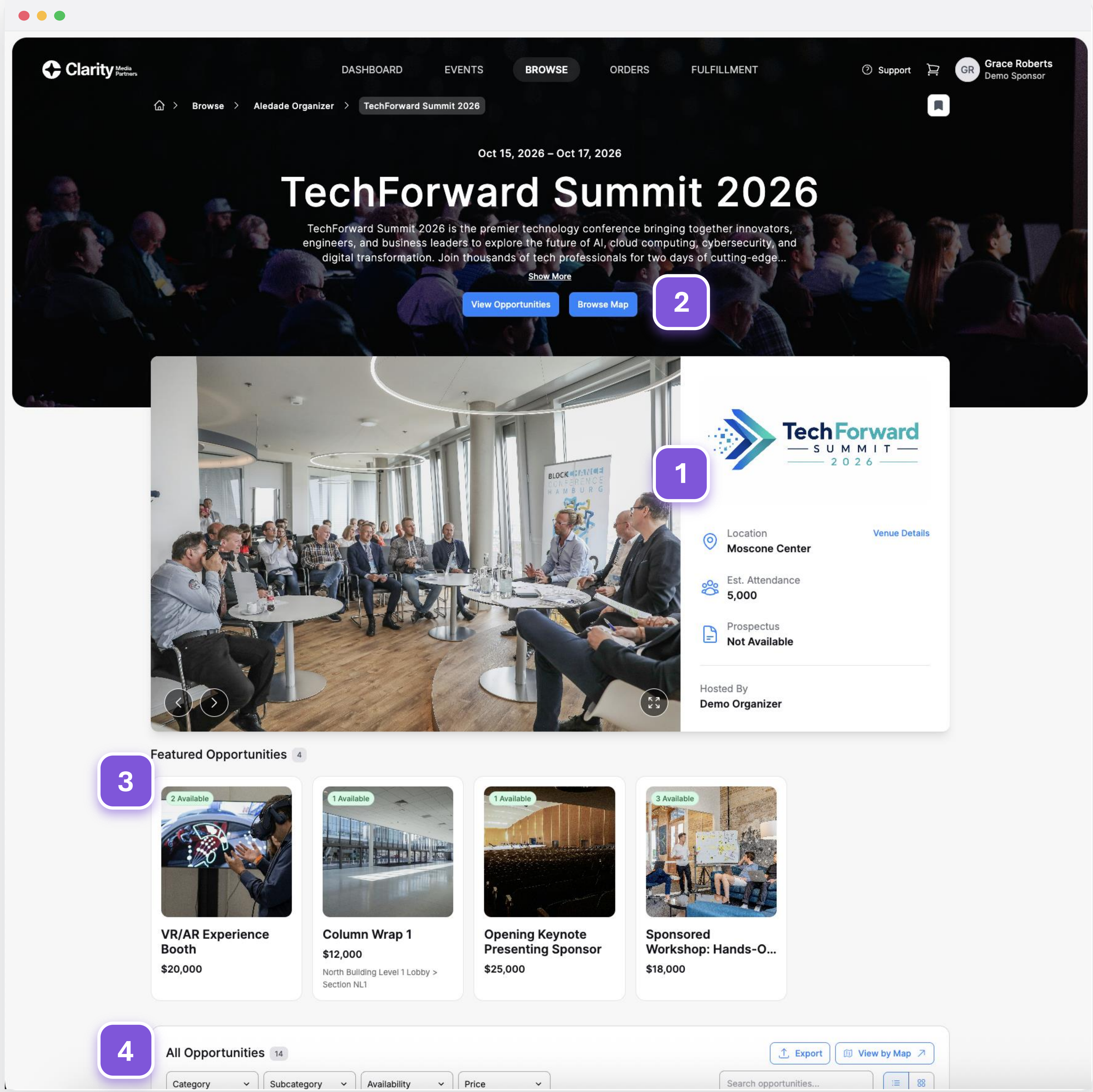
Discover opportunities across events and/or event organizers. Here you can see events and opportunities that you have interacted with or that have been shared with you.

1. **Browse by Event**
   View sponsorship opportunities available for your events that you've saved, viewed, or purchased at.
2. **Browse by Event Organizer**
   Find opportunities by the event organizers you work with.
3. **Browse Featured Opportunities**
   Discover a curated selection of top sponsorship and exhibit opportunities across events and organizers.



View Event & Opportunities

Once you click into an event, you'll be able to event details and all opportunities related to the event. Here you can browse and request to purchase opportunities.



1. **View Event Details**
   See event information including dates, location, and organizer details.

2. **Browse by Map**
   Explore booths (as applicable) & sponsorship opportunities using an interactive map view.

3. **View Featured Opportunities**
   See our highlighted opportunities for this event.

4. **View All Opportunities**
   Browse the complete list of available sponsorship packages.

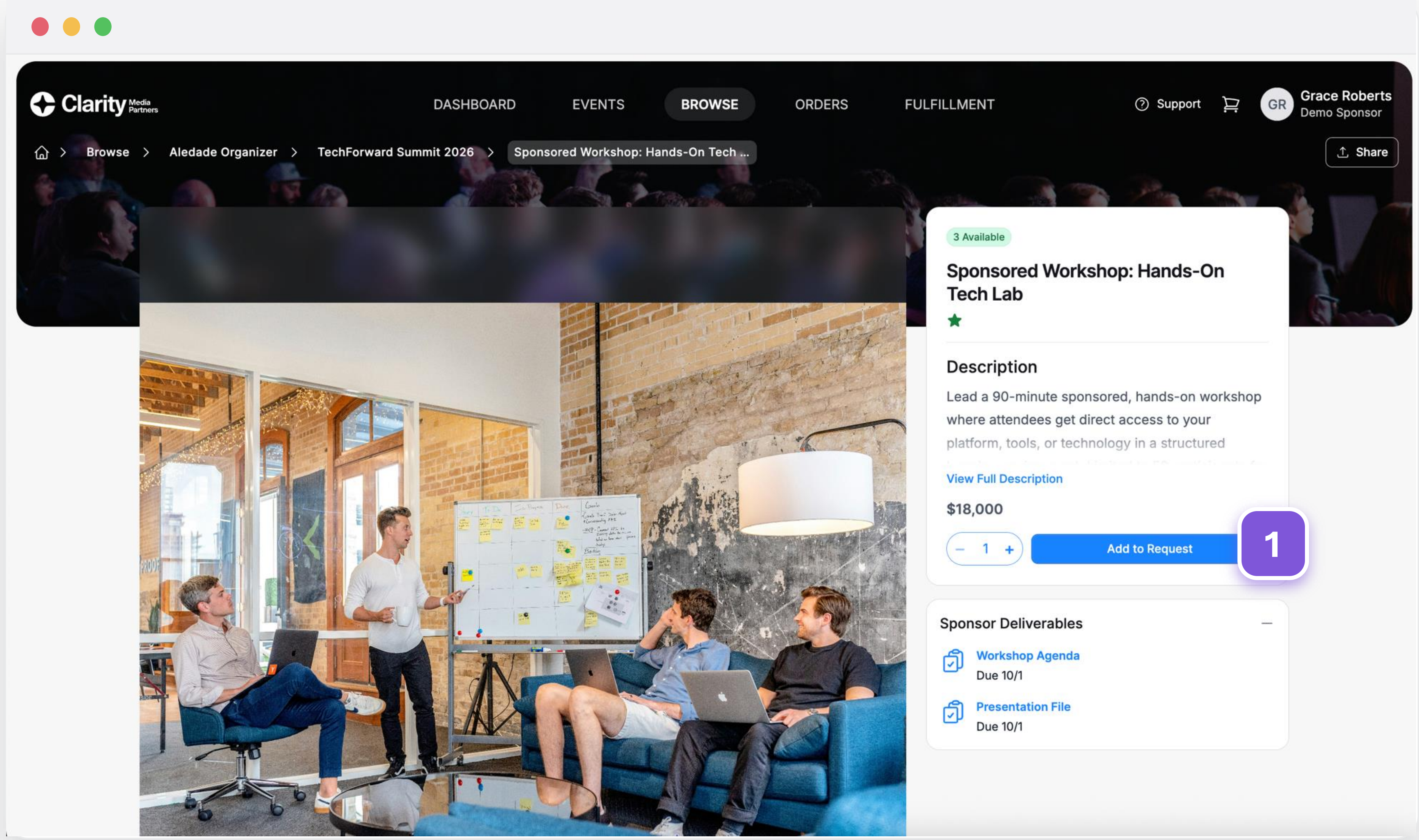
Submitting a request sends a notification to the relevant Event Organizer. If your request is approved, the Organizer will send you a “Quote” to review and confirm your purchase.

Request Opportunities

Once you find an opportunity that you’d like to purchase, you can click “Add to Request” to begin building your request (i.e. , your “cart”). You may add opportunities across events into Your Request to submit all at once if desired. When ready, click the Cart icon in the top nav to review an d submit your request.

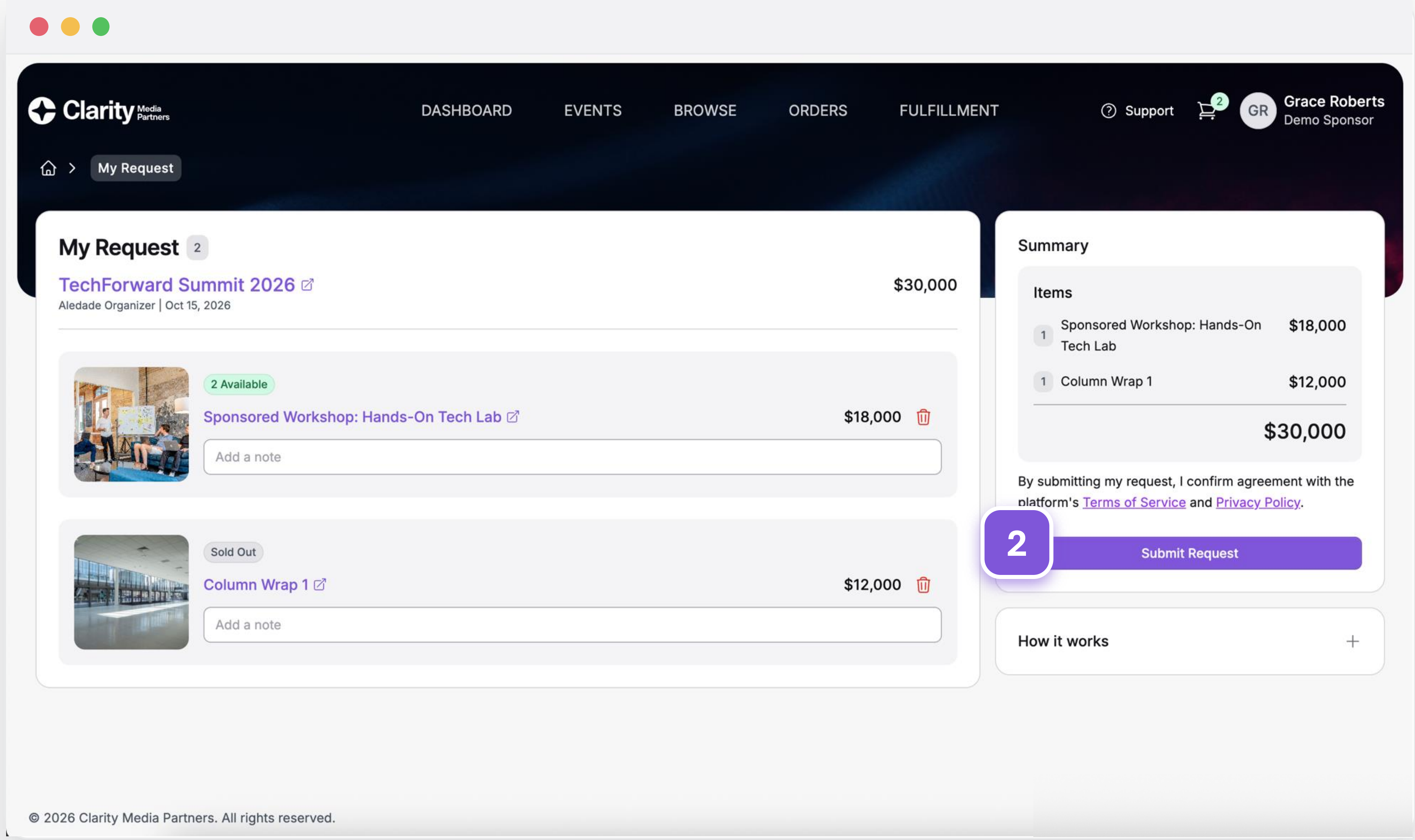
1 Add Opportunities to Your Request

Select opportunities and add them to your request, then specify quantities.



2 Review & Submit Request

Review your total request, add notes if needed, then submit for approval.



04

SECTION 04 · TRACKING

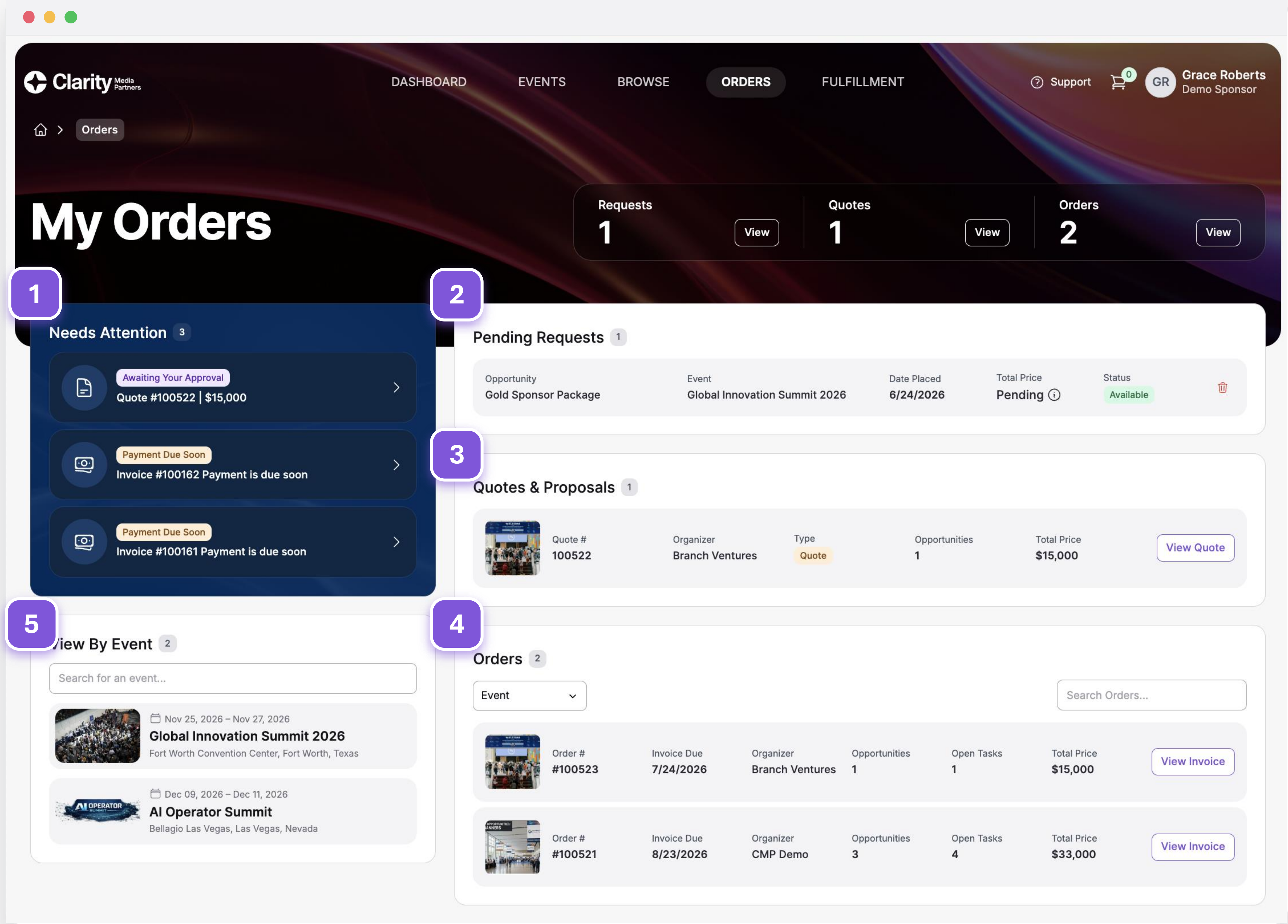
Manage Requests, Quotes & Orders

Track sponsorship requests, review quotes and proposals, and manage confirmed orders.

View Requests, Quotes & Orders

Navigate to the “Orders” navigation item to view and manage your requests, quotes, and orders across all events and organizers.

1. **View Priority Action Items**
   See pending items that require your attention, including quotes to review, contracts to sign, and invoices to pay.
2. **View & Manage Requests**
   Track all your pending requests and their status. Cancel a request if needed using the red trash can icon.
3. **View Quotes**
   Review quotes and proposals from your Event Organizers and confirm purchase or request changes.
4. **View Orders**
   Access your confirmed orders and track invoices and payments.
5. **Manage by Event**
   Click on a given event to manage all requests, quotes, orders, and fulfillment related to that event in one place.



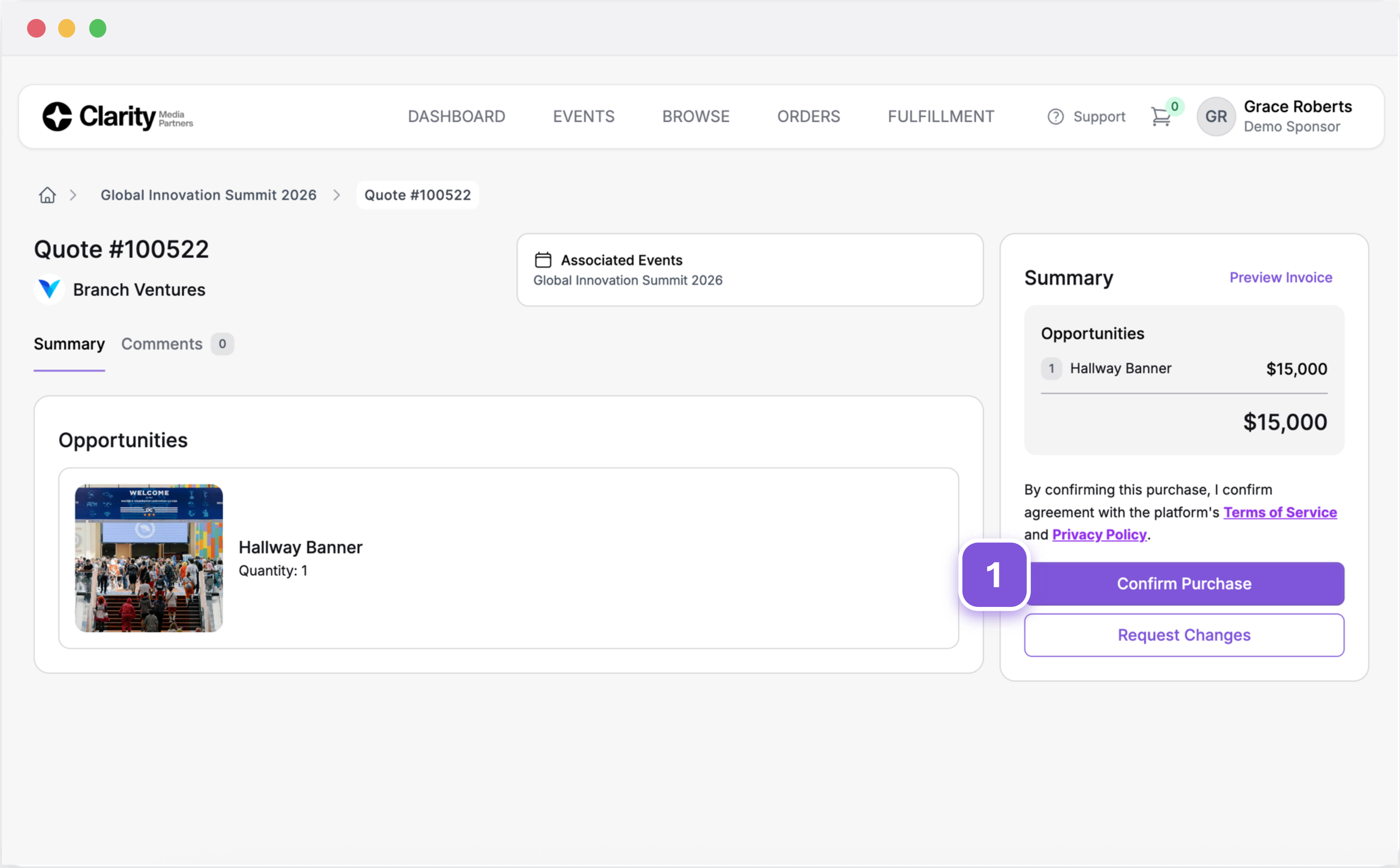
Manage Quotes & Orders

Your show organizer may require you to sign a contract to confirm purchase, which can be done right through the platform after clicking “Confirm Purchase” on the Quote page.

Clicking into a quote or an order will allow you to see more details. Quotes are pending bookings that require confirmation from you to finalize the transaction. Orders are confirmed bookings where you can track and manage payment and fulfillment deliverables.

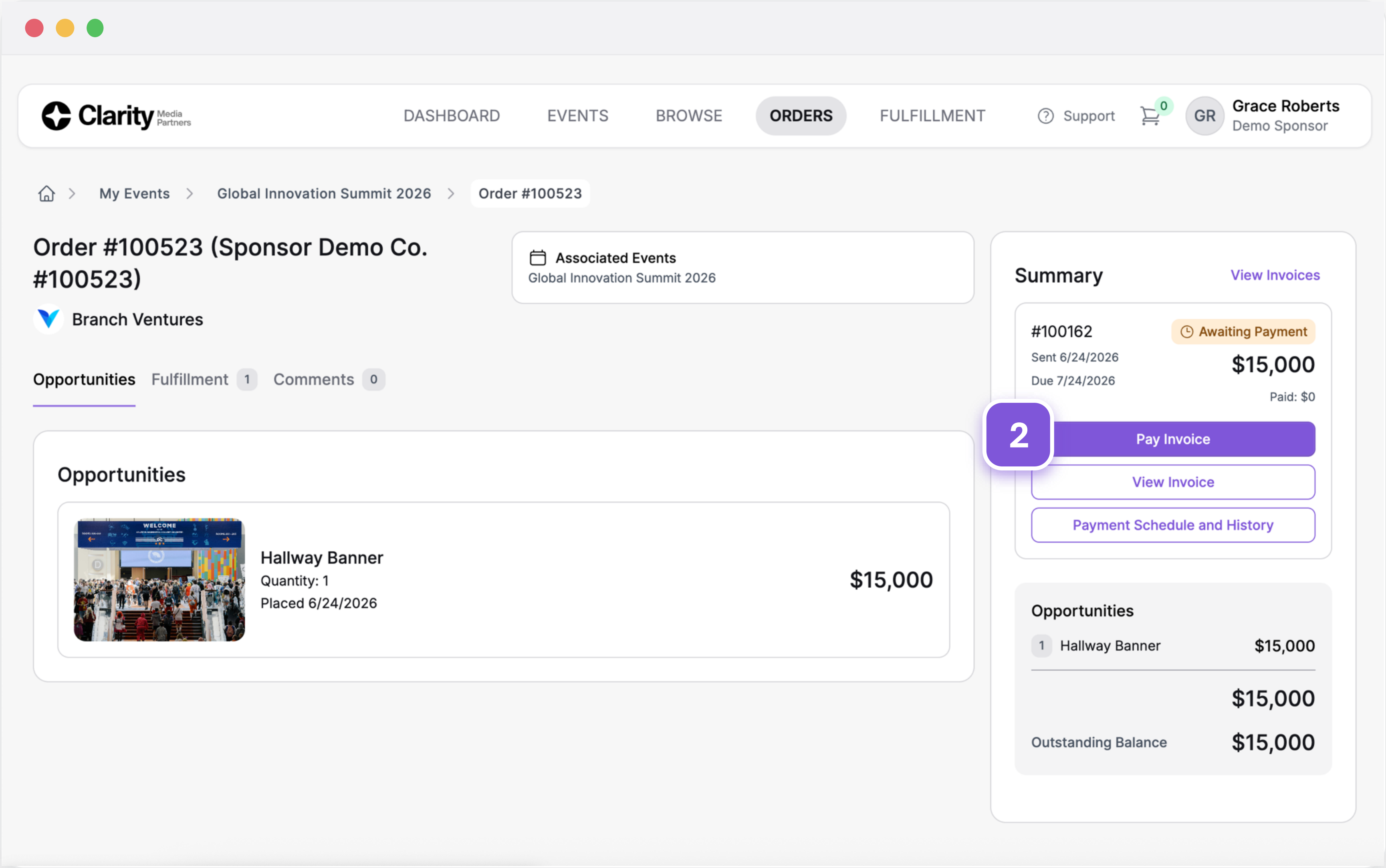
1 View Quote & Confirm Purchase

Review quote information, then confirm purchase or request changes.



2 View Order Details & Pay Invoice (as applicable)

Track orders, view invoices, manage payments, and monitor fulfillment progress.



05

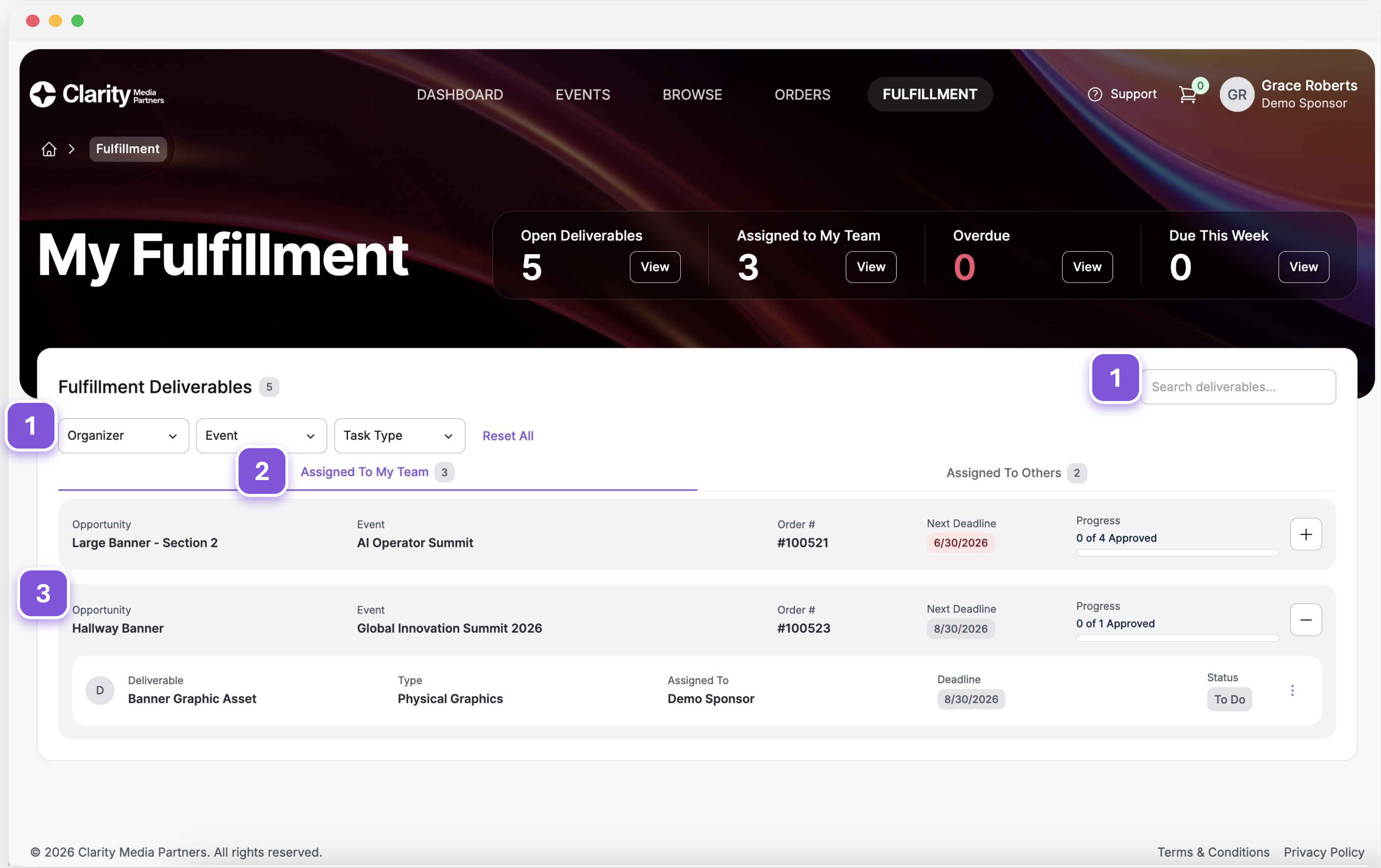
SECTION 05 · EXECUTION

Manage Fulfillment Deliverables

Track and manage all deliverables due across your sponsorships.

View All Deliverables

Navigate to the "Fulfillment" navigation item to view and manage your open fulfillment deliverables across events and organizers.



1. **Filter & Search Deliverables**
   Filter by organizer, event, or task type, and/or use the search bar to find exactly what you need.

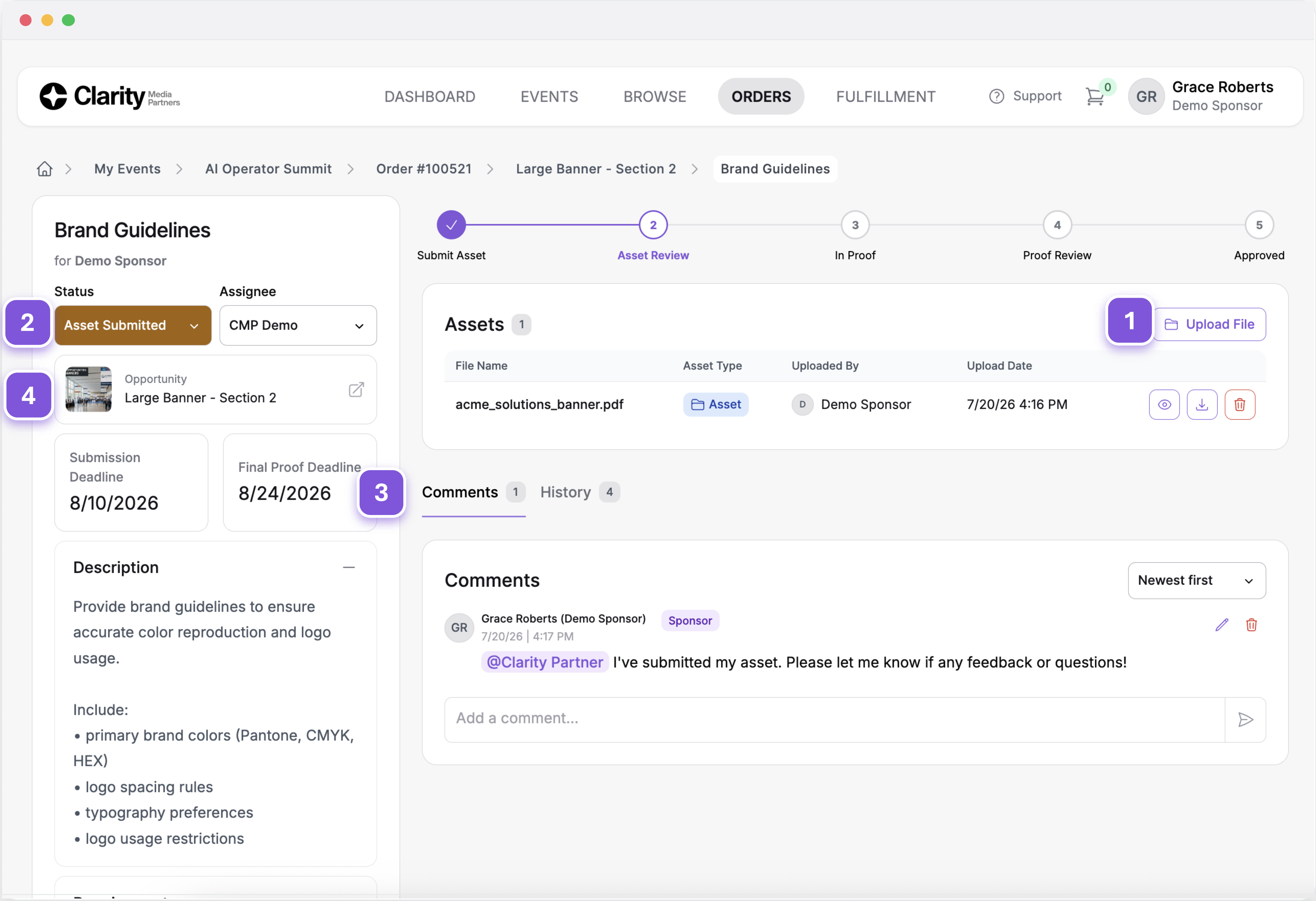
2. **View Deliverables by Assignee**
   Deliverables are pre-categorized into tabs by assigned team – your company or "Others" (i.e., the Organizer)

3. **View Deliverables by Opportunity/Tactic**
   Deliverables are grouped by Opportunity/Tactic. Expand each row to view all deliverables related to that item.

Manage Deliverables

Click into any fulfillment deliverable to view details about the task and complete actions (e.g., upload asset, add comment, etc.).

1. **Upload Assets**
   Submit files and materials required for your booth & sponsorship deliverables.
2. **Manage Status & Assignments**
   Update task status and reassign deliverables across teams as needed.
3. **Add Comments**
   Communicate with the organizer about deliverables and get feedback.
4. **View Opportunity Roll-Up**
   View details for the item that this deliverable relates to, and see a roll-up of all deliverables required.



06

SECTION 05 · ACCOUNT MANAGEMENT

Manage Your Team

Invite teammates to your account, control what each person can do, and set the notifications your team receives.

Invite Team Members

You can easily invite other team members at your company or agency to collaborate with you in Clarity within your account.

1 Open Manage Your Account

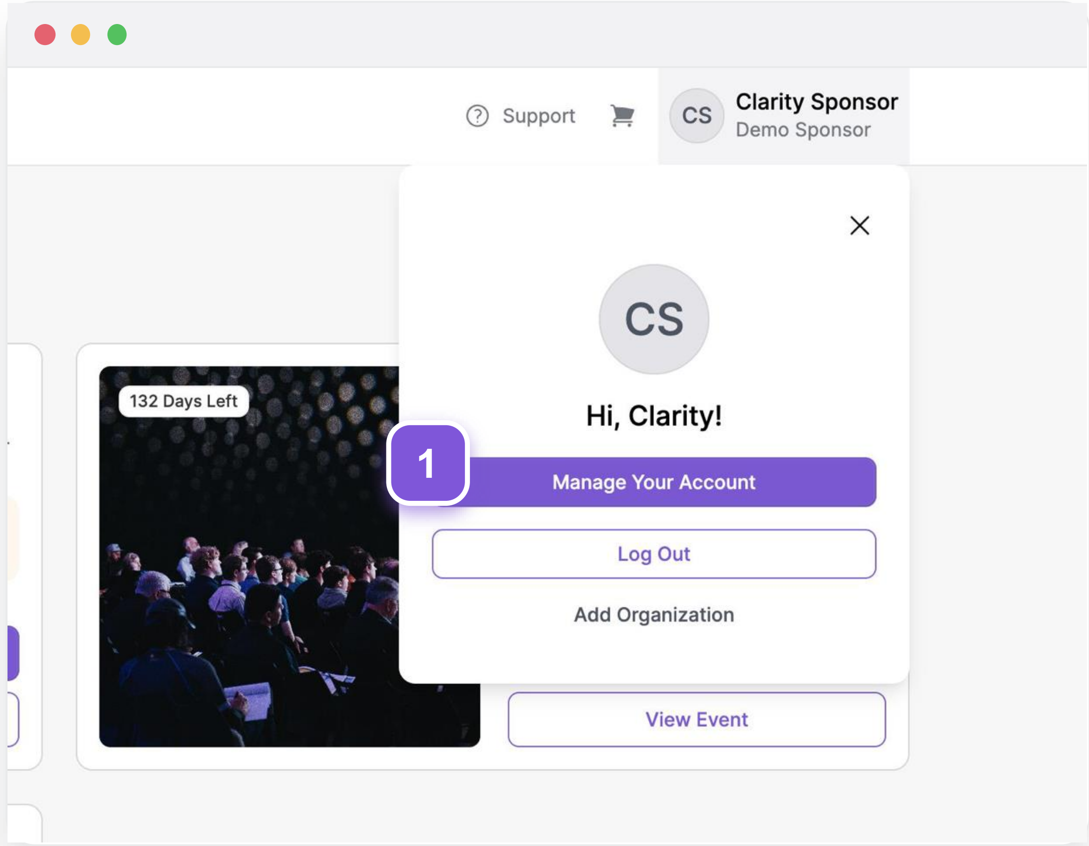
Click your name in the top-right corner, then select **Manage Your Account**.

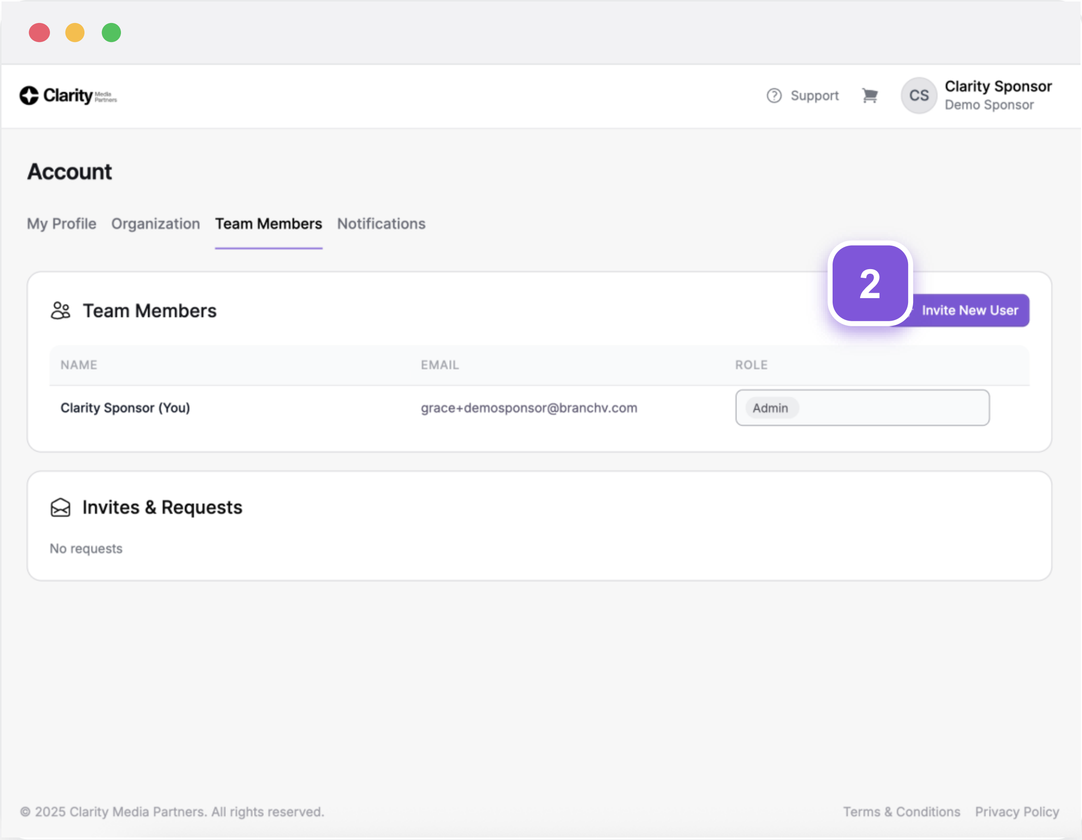
2 Invite a new user

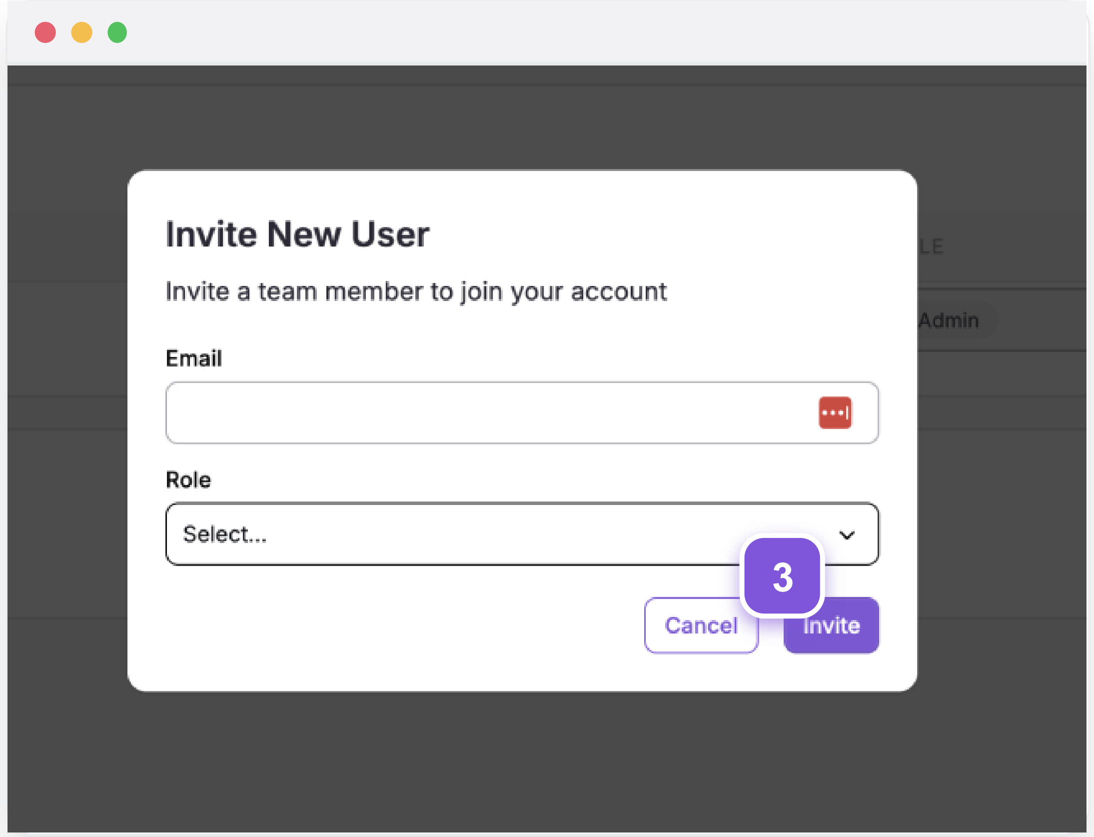
On the **Team Members** tab, click **Invite New User**. If you do not see this tab, you may not have the appropriate permission to take this action. Contact your company's admin or support@claritymediapartners.com to help.

3 Enter email & role

Add the teammate's email and select their role (see role/permission descriptions on next slide), then click **Invite** to send an email invitation.







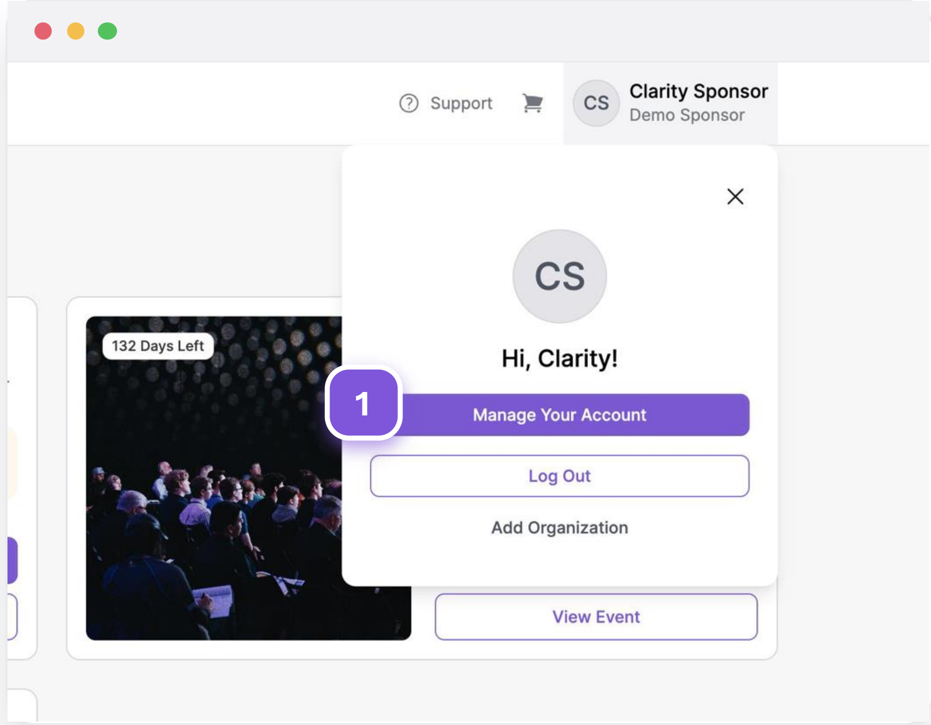
Update Team Member Permissions

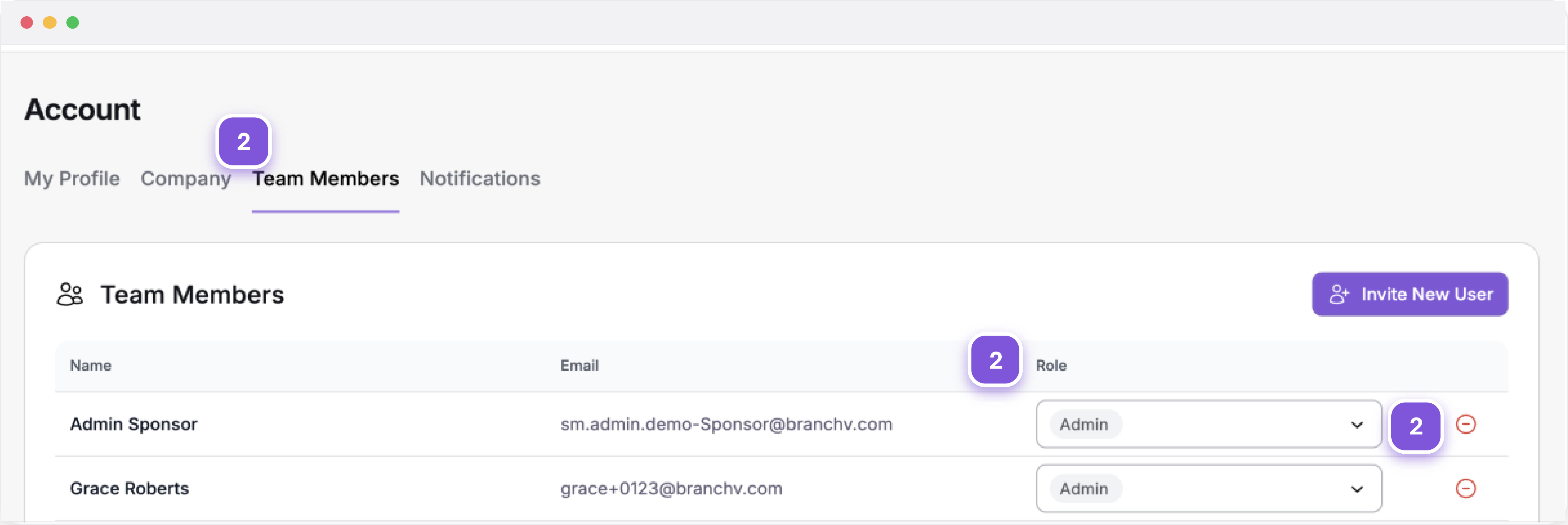
1 Open Manage Your Account

Click your name in the top-right corner, then select **Manage Your Account** .

2 Change a role or remove a user

On the **Team Members** tab, use the **Role** dropdown to change a role, or the red icon to remove a user.





ROLE PERMISSIONS

Admin

Full permissions to manage the team account, sponsorships, purchases, and fulfillment.

Editor

Everything an Admin can do, **except** managing the team account.

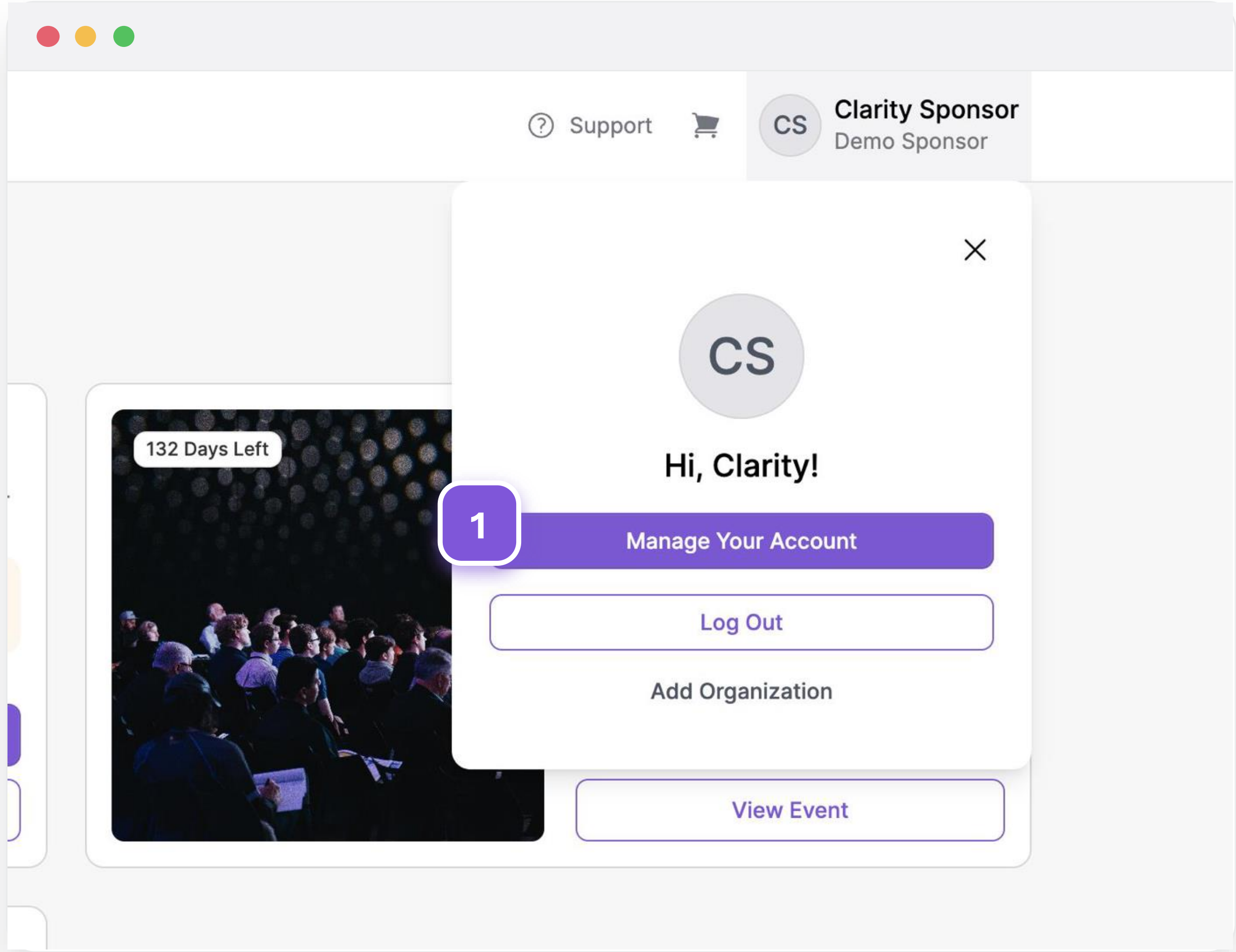
View Only

Can view all aspects of the account but cannot make changes.

Manage Notification Preferences

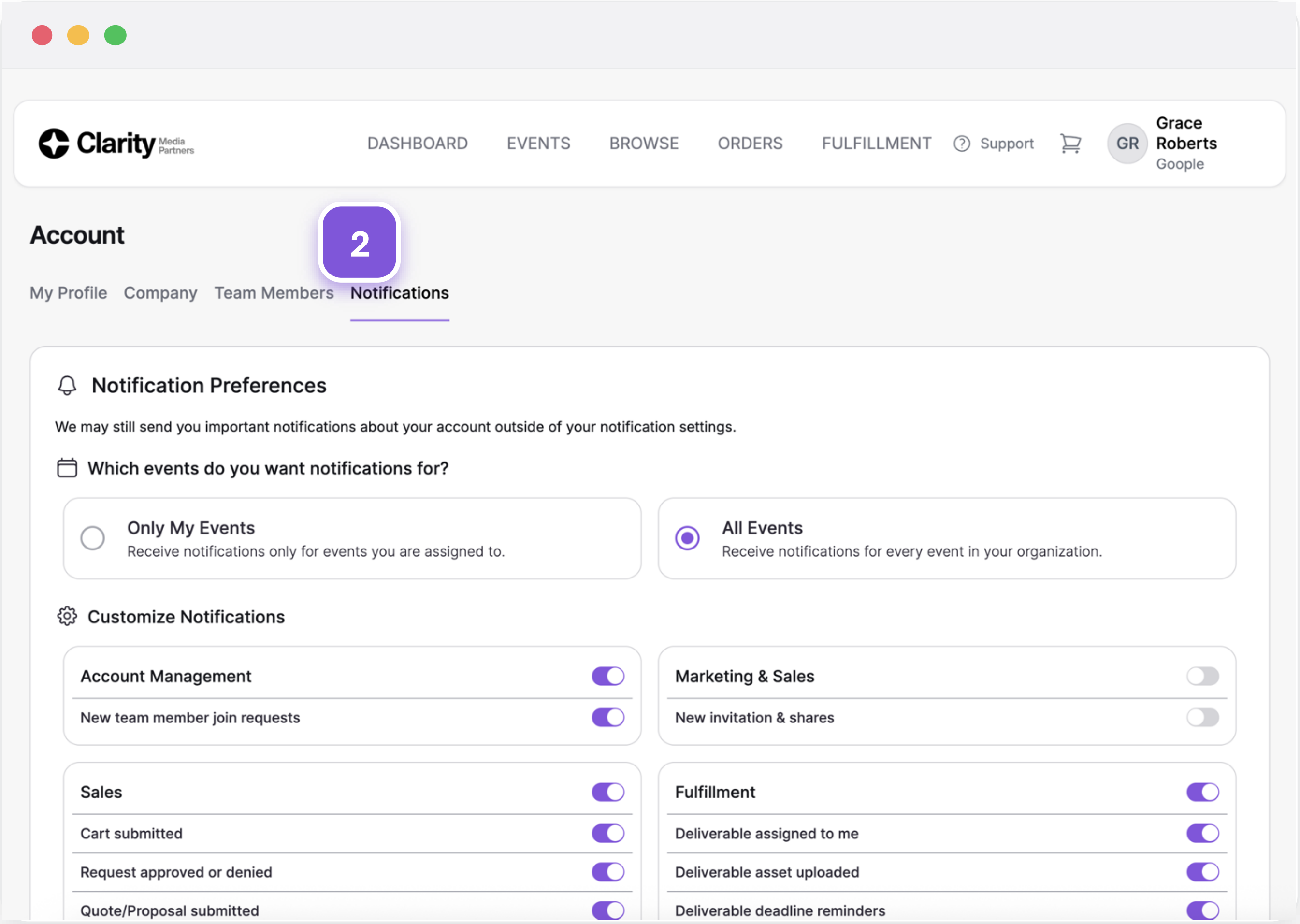
1 Open Manage Your Account

Click your name in the top-right corner, then select **Manage Your Account**.



2 Set your preferences

On the **Notifications** tab, choose which events and notification types you want to receive.



Changes **update automatically** — there's no save button. By default, all users are opted into all account notifications.

Need a hand?

Reach our team anytime, or explore training and tutorial videos in the Clarity community hub.

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community.claritymediapartners.com