

Data Driven Business Week™

Empower Your Business With Analytics



2012 SPONSORSHIP OPPORTUNITIES

MAR 4-10, 2012
MARRIOTT MARQUIS
SAN FRANCISCO, CA

APR 23-26, 2012
METRO TORONTO
CONVENTION CENTRE
TORONTO, CANADA

JUN 24-27, 2012
HYATT REGENCY
MCCORMICK PLACE
CHICAGO, IL

OCT 21-26, 2012
HILTON, NEW YORK
NEW YORK, NY

PRODUCED BY





Conversion Conference Launched in May 2010

San Francisco – March 5-7, 2012
Chicago – June 25-26, 2012
New York – October 22-23, 2012

Attendee Profile

Individuals responsible for increasing the conversion rate of a B2B or B2C website, improving ROI of marketing efforts, and maximizing online revenues.

Conversion Conference brings together a diverse group that includes anyone responsible for increasing the effectiveness of their organizations website, improving ROI of their online marketing efforts and maximizing online revenues. Our broad range of qualified attendees provides sponsors with the most qualified and diversified group of interested prospects.



eMetrics Marketing Optimization Summit Launched in 2002

San Francisco – March 4-8, 2012
Toronto – April 23-26, 2012
Chicago – June 24-27, 2012
New York – October 21-26, 2012

Attendee Profile

Corporate Website Owners, Web Analysts, Online Marketing Managers/Directors/VP's, CMO's; Social Marketing Managers/Directors; CIO's; CTO's; Business Intelligence practitioners.

For over 10 years marketing managers, web analysts and business intelligence experts have gathered at eMetrics looking for new ways to increase the return online investment. Attendees of eMetrics range from new users to seasoned veterans who are serious about making the most out of their online efforts, including seeking out new services and tools that can place them ahead of the competition.



GAUGE Launched in March 2011

San Francisco – March 8-9, 2012
New York – October 25-26, 2012

Attendee Profile

Marketing Managers, Directors, VP's; Web Analysts, Developers, Designers; Information Technology and Services Manager, Director; Business Analyst; Business Owners and Entrepreneurs.

Attendees of GAUGE share a common passion, their love for all things Google Analytics. GAUGE unites a wide spectrum of industry pioneers and influencers along with those new looking for advice and to meet with the key players in the space, including our sponsors.



Internet Marketing Conference Launched in 2000

New York – October 25-26, 2012

Attendee Profile

Online marketing professionals looking for solutions across their online marketing activity.

Be part of the most comprehensive internet marketing event running since 2000. The Internet Marketing Conference (IMC) is an international event that attracts marketers looking to enhance their online marketing strategy across a wide range of industries. Decision makers and influencers attend IMC looking for new services and solutions that will increase their online efforts.



Predictive Analytics World Launched in February 2009

San Francisco – March 4-10, 2012
Toronto – April 25-26, 2012
Chicago – June 25-27, 2012
New York – October 21-26, 2012

Attendee Profile

Business leaders and decision-makers employing - or planning to employ - predictive analytics to solve business challenges; Core practitioners tasked with deploying and operating predictive analytics tools.

Predictive Analytics World draws attendees from a variety of different industries. Meet face-to-face with top predictive analytics experts, practitioners, authors and business thought leaders. This business focused event provides attendees with the resources needed to turn their data into true business objectives.



Text Analytics World Launched in October 2011

San Francisco – March 7, 2012
New York – October 21-26, 2012

Audience Profile

Business leaders and decision-makers employing - or planning to employ - text analytics to solve business challenges; Core practitioners tasked with deploying and operating text analytics tools.

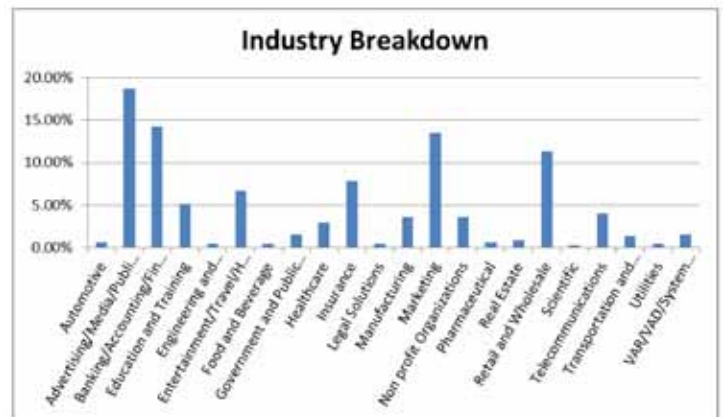
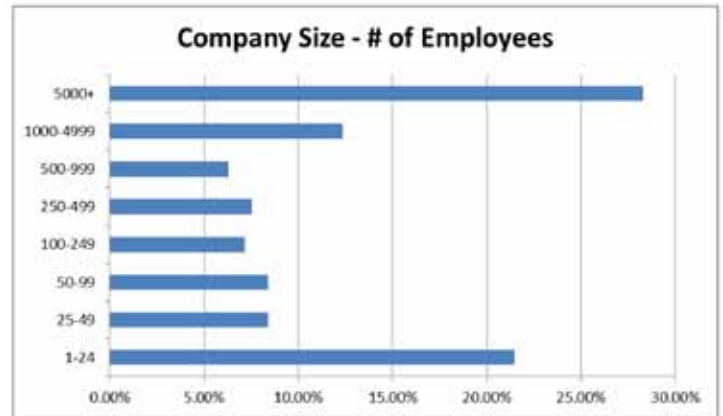
Decision makers and end users come together to attend Text Analytics World, an event that covers the full spectrum of text analytics business applications. Text analytics professionals new and old will gather under one roof to learn, network and find the tools that will put them ahead of the competition. Increase your visibility and network with new contacts interested in your products and services.

Data Driven Business Week 2012

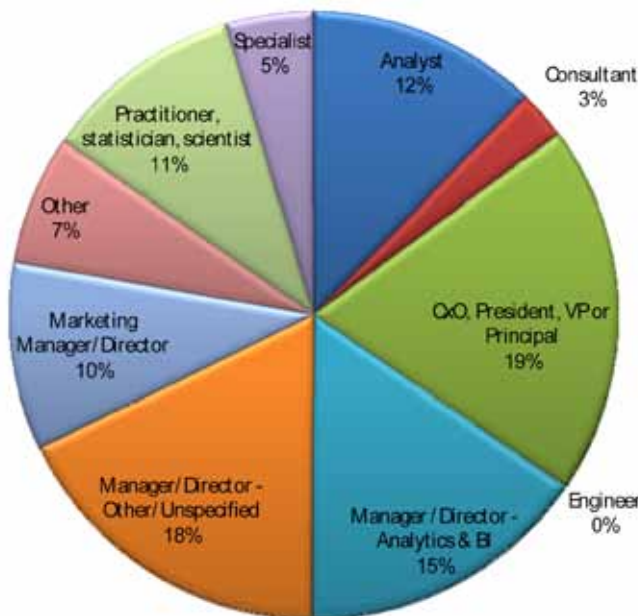
Meet buyers, influencers, decision makers and full teams as they come to Data Driven Business Week to learn about the latest techniques, tools, product and services for using their data to advance and grow their business.

Data Driven Business Week attracts attendees who come not only for an education through sessions, workshops and keynotes, but to meet with companies who can help solve their business issues and challenges.

- March 4-10, 2012 – Marriott Marquis, San Francisco, CA - 2,000 + Attendees
- April 23-26, 2012 – Metro Toronto Convention Centre, Toronto, Canada - 600+ Attendees
- June 24-27, 2012 – Hyatt Regency McCormick Place, Chicago, IL - 1,000+Attendees
- October 21-26, 2012 – Hilton New York, New York, NY - 2,000+ Attendees
- 2 Days of Exhibits Offering Access to Attendees from All Conferences

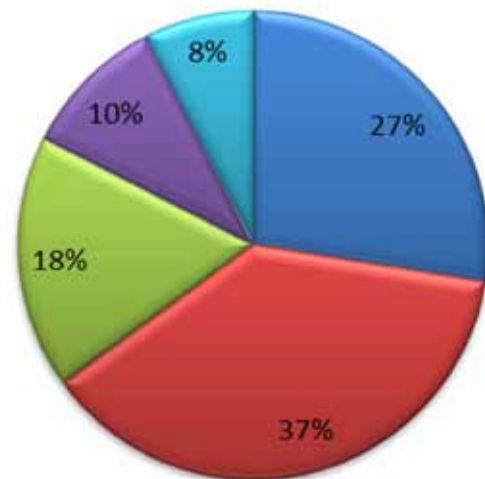


Job Titles



Data Driven Business Week Audience

■ eMos ■ PAW/TAW ■ Conversion ■ GAUGE ■ IMC



SPONSORSHIP OVERVIEW

Conference Sponsor	Diamond	Platinum	Gold	Silver	Bronze	Newcomers Pavilion	Premier* (TAW, IMC, GAUGE only)	Table Top* (TAW, IMC, GAUGE only)
Price	\$33,000	\$27,500	\$20,000	\$12,500	\$7,500	\$4,500	\$7,500	\$3,500
Exhibit Space	20' x 20'	10' x 20'	10' x 20'	10' x 10'	10' x 10'	Pod in Pavilion	6' Table	6' Table
Audience Address/Presentation <small>* Presentations are not included for Conversion Conference</small>	20 mins	10 mins	5 mins	2 mins 'Pitch'	2 mins 'Pitch'	--	10 mins	--
Complimentary Registrations:								
Full Access Passes	6	4	3	2	1	--	2	--
Social Networking Passes	3	3	3	3	2	2	3	2
Chair Drop (non-paper) SWAG	Yes	Yes	--	--	--	--	--	--
Logo Displayed on Literature and Online Promotions	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Client Prospect Full Conference Registration Pass Discount	20%	20%	20%	20%	20%	20%	20%	20%
One Company/Product Profile in the Conference Guide, Website and Mobile App	150 words	150 words	150 words	150 words	150 words	150 words	150 words	150 words
Ad in Downloadable Conference Preview <small>(published 4 months prior to the event)</small>	Full Page	Full Page	Half Page	Quarter Page	--	--	--	--
Ad in Conference Guide	Full Page 4-color	Full Page 4-color	Half Page 4-color	Quarter Page 4-color	--	--	--	--
Email or Postal Attendee List Access Through Bonded Mail House	Yes	Yes	Yes	Yes	--	--	--	--
Conversion Conference Bag	--	Yes	--	--	--	--	--	--
Conversion Conference Passport and Bag Insert	--	--	Yes	--	--	--	--	--
Conversion 'Call to Action' Party	Yes	--	--	--	--	--	--	--
Conversion 'Mobile App' Sponsor	Yes	--	--	--	--	--	--	--

*see Premier and Table Top Sponsorship Packages for a more detailed list of deliverables

Welcome



San Francisco – March 5-7, 2012

Attendee Profile

DemandCon is the first conference in the world that addresses the complete sales and marketing funnel from lead generation to closed won opportunity.

If you are a BtoB or BtoC company selling a “Considered Purchase” (product or service), you must adopt an Integrated Funnel Strategy to be successful in today’s market place.

DemandCon offers best practices advise from some of the world’s leading experts in various formats from panel discussions, single topic - single speaker breakout sessions to hands-on workshops designed to provide you with the tools to help you be successful once you return to the office.

DemandCon Topics are Broken down into the Three Stages of the Funnel:

Top of Funnel - Demand Generation / Lead Generation
Topics include; Social Media, Search Marketing, Video, Email, Content Strategies, Creative, Branding to persona development

Intra Funnel - Lead Management
Topics Include; CRM, Lead Tracking, Scoring and Nurturing (Marketing Automation)

Lower Funnel - Sales Enablement
Topics Include; Sales Operations, Sales and Marketing Alignment, Sales Tools & Training

People who should attend our events include;
C-Suite; (CEO, CMO, CSO, CFO, CRO, CCO) Vp of Marketing, Marketing Directors, Demand Generation Managers, Event Marketers, marketing operations, VP of Sales, Regional Sales Directors, Sales Directors and Sales Operations.

SPONSORSHIP OVERVIEW

Conference Sponsor	Diamond	Platinum	Gold	Silver	Bronze	Newcomers Pavilion
Price	\$33,000	\$25,000	\$18,000	\$12,500	\$7,500	\$4,500
Exhibit Space	20' x 20'	10' x 20'	10' x 10'	10' x 10'	6' Skirted Table	Pod in Pavilion
Audience Address Speaking Opportunities	45 Minute Keynote	45 Minute Breakout	45 Minute Breakout	45 Minute Breakout	Panel Spot if Available	--
All sponsored presentations much include a client unless approved by DemandCon						
Full Access Passes	6	5	4	2	1	--
Social Networking Passes (Keynote and exhibit hall pass only)	3	3	3	3	2	2
Ad in Conference Guide	Full Page	Full Page	1/2 Page	1/4 Page	--	--
Chair Drop	Two Keynotes	One Keynote	One Breakout	--	--	--
Attendee List	Full Attendee List	--	--	--	--	--
Post Conference email or Postal Send Through Bonded Mailhouse	Yes	Yes	Yes	--	--	--

SPONSORSHIP PACKAGES

DIAMOND LEVEL

(Limited to 2 Sponsors for each event: eMetrics, PAW, CC) \$33,000

- 20' x 20' exhibit space (includes four - 6' draped tables with eight chairs, if needed)
- One (1) 20 minute presentation to the entire conference specific audience: eMetrics, PAW (Conversion Conference does not include presentations)
- Six (6) complimentary Full Conference passes (workshops not included)
- Three (3) Social Networking passes (for booth staff not attending conference sessions)
- Chair drop (non-paper) SWAG (time and day of chair drop to be determined by Rising Media, Inc.)
- Logo displayed on literature and online promotions as a Diamond level sponsor
- Client prospect full conference registration passes at a 20% discount
- One (1) company/product profile in the conference guide, website and mobile app (maximum 150 words)
- Full page 4-color ad in downloadable conference preview (published 4 months prior to event)
- Full page 4-color ad in printed conference guide
- Wireless internet connection
- Access to one (1) pre-conference, one (1) post-conference email or postal attendee list through a bonded mail house (sponsor is responsible for any additional costs)
- Conversion Conference Diamond level sponsor will receive status as the 'Call To Action' Sponsor
- Conversion Conference Diamond level sponsor will receive status as the 'Mobile App' Sponsor
- Access to Post Event Attendee List in Complete Form with Names, Title, Company, Address, Phone, Email

PLATINUM LEVEL

(Limited to 3 Sponsors for each event: eMetrics, PAW, CC) \$27,500

- 10' x 20' exhibit space (includes two - 6' draped tables with four chairs, if needed)
- One (1) 10 minute presentation to the entire conference specific audience: eMetrics, PAW (Conversion Conference does not include presentations)
- Four (4) complimentary Full Conference passes (workshops not included)
- Three (3) Social Networking passes (for booth staff not attending conference sessions)
- Chair drop (non-paper) SWAG (time and day of chair drop to be determined by Rising Media, Inc.)
- Logo displayed on literature and online promotions as a Platinum level sponsor
- Client prospect full conference registration passes at a 20% discount
- One (1) company/product profile in the conference guide, website and mobile app (maximum 150 words)
- Full page 4-color ad in downloadable conference preview (published 4 months prior to event)
- Full page 4-color ad in printed conference guide
- Wireless internet connection
- Access to one (1) pre-conference, one (1) post-conference email or postal attendee list through a bonded mail house (sponsor is responsible for any additional costs)
- Conversion Conference Platinum level sponsor will receive status as conference bag sponsor

SPONSORSHIP PACKAGES (cont)

GOLD LEVEL

(Limited to 4 Sponsors for each event: eMetrics, PAW, CC) \$20,000

- 10' x 20' exhibit space (includes two - 6' draped tables with four chairs, if needed)
- One (1) 5 minute presentation to the entire conference specific audience: eMetrics, PAW (Conversion Conference does not include presentations)
- Three (3) complimentary Full Conference passes (workshops not included)
- Three (3) Social Networking passes (for booth staff not attending conference sessions)
- Logo displayed on literature and online promotions as a Gold level sponsor
- Client prospect full conference registration passes at a 20% discount
- One (1) company/product profile in the conference guide, website and mobile app (maximum 150 words)
- Half page 4-color ad in downloadable conference preview (published 4 months prior to event)
- Half page 4-color ad in printed conference guide
- Wireless internet connection
- Access to either; one (1) pre-conference, one (1) post-conference email or postal attendee list through a bonded mail house (sponsor is responsible for any additional costs)
- Conversion Conference Gold level sponsor will receive status as a Passport Program sponsor and will have the ability to place one (1) piece of literature in each attendee bag

SILVER LEVEL

(Unlimited available for each event: eMetrics, PAW, CC) \$12,500

- 10' x 10' exhibit space (includes one - 6' draped tables with two chairs, if needed)
- One (1) 2 minute 'elevator pitch' presentation to the entire conference specific audience (presentation order determined by order of contract date – sponsor logo will be up on screen): eMetrics, PAW (Conversion Conference does not include presentations)
- Two (2) complimentary Full Conference passes (workshops not included)
- Three (3) Social Networking passes (for booth staff not attending conference sessions)
- Logo displayed on literature and online promotions as a Silver level sponsor
- Client prospect full conference registration passes at a 20% discount
- One (1) company/product profile in the conference guide, website and mobile app (maximum 150 words)
- Quarter page 4-color ad in downloadable conference preview (published 4 months prior to event)
- Quarter page 4-color ad in printed conference guide
- Wireless internet connection
- Access to either; one (1) pre-conference, one (1) post-conference email or postal attendee list through a bonded mail house (sponsor is responsible for any additional costs)

SPONSORSHIP PACKAGES (cont)

BRONZE LEVEL

(Unlimited available for each event: eMetrics, PAW, CC) \$7,500

- 10' x 10' exhibit space (includes one - 6' draped tables with two chairs, if needed)
- One (1) 2 minute 'elevator pitch' presentation to the entire conference specific audience (presentation order determined by order of contract date – sponsor logo will be up on screen): eMetrics, PAW (Conversion Conference does not include presentations)
- One (1) complimentary Full Conference pass (workshops not included)
- Two (2) Social Networking passes (for booth staff not attending conference sessions)
- Logo displayed on literature and online promotions as a Bronze level sponsor
- Client prospect full conference registration passes at a 20% discount
- One (1) company/product profile in the conference guide, website and mobile app (maximum 150 words)
- Wireless internet connection

NEWCOMERS PAVILION

(Unlimited available for each event: eMetrics, PAW, CC) \$4,500

The Newcomers Pavilion is designed to provide visibility, credibility, and brand value to first time sponsors. Assuring a hassle-free experience through an all-inclusive package.

The following features are included based on a Pod all inclusive stand package:

- One (1) pod unit
- Logo displayed on literature and online promotions as a Newcomers Pavilion sponsor
- One (1) company/product profile in the conference guide, website and mobile app (maximum 150 words)
- Two (2) Social Networking passes (for pod staff not attending conference sessions)
- Client prospect full conference registration passes at a 20% discount
- Two (2) bar style chairs
- Two (2) 100 watt spotlights
- Company logo prominently displayed on pod
- One (1) - 3' wide lockable cupboard (sliding doors for storage beneath)
- One (1) free-standing literature rack
- Daily stand cleaning
- One (1) waste basket
- Electricity
- Wireless internet connection

SPONSORSHIP PACKAGES (cont)

PREMIER LEVEL

(Unlimited available for each event: TAW, IMC, GAUGE) \$7,500

- One (1) 6' draped table with two (2) chairs
- One (1) 10 minute presentation to the entire conference specific audience
- Two (2) complimentary Full Conference passes (workshops not included)
- Three (3) Social Networking passes (for booth staff not attending conference sessions)
- One (1) meal sponsor; choose either breakfast, lunch or break (am or pm)
- Chair drop (non-paper) SWAG (time and day of chair drop to be determined by Rising Media, Inc.)
- Logo displayed on literature and online promotions as a Premier level sponsor
- Client prospect full conference registration passes at a 20% discount
- One (1) company/product profile in the conference guide, website and mobile app (maximum 150 words)
- Full page 4-color ad in printed conference guide
- Wireless internet connection

TABLE TOP LEVEL

(Unlimited available for each event: TAW, IMC, GAUGE) \$3,500

- One (1) 6' draped table with two (2) chairs
- Logo displayed on literature and online promotions as a Table Top level sponsor
- One (1) company/product profile in the conference guide, website and mobile app (maximum 150 words)
- Two (2) Social Networking passes (for table top staff not attending conference sessions)
- Client prospect full conference registration passes at a 20% discount
- Wireless internet connection

UNIQUE MARKETING OPPORTUNITIES

eMetrics Lobby Bar Party

(Limit to 2 Sponsors) \$10,000

The eMetrics Lobby Bar Party is the opportunity for you to brand your company as well as network and socialize in a relaxed environment on the first night of the conference. Attendees look forward to this regular fixture and Jim Sterne invites them personally with:

Even if your beverage of choice is mineral water, there's no place like the lobby bar at the end of the day. More learning happens in there than you might imagine.

Old hands and novices mix it up in the most casual of settings. The hair gets let down, the conversation wanders - and people speak their minds.

- Ask that speaker the question there wasn't time for during the session
- Find out what they left out of their presentation
- Listen to the experts engage each other in deep conversation
- Swap business cards

GAUGE Evening Reception

(Limited to 1 Sponsor) \$7,500

The GAUGE Evening Reception is the opportunity for you to brand your company as well as network and socialize in a relaxed environment on the first night of the conference. Attendees look forward to unwinding and networking with their peers. Your company name and logo will be prominently displayed on signage and table tent cards throughout the evening event.

- One (1) company/product profile in the conference guide, website and mobile app (maximum 150 words)

Web Analytics Wednesday

(Limited to 3 Sponsors) \$7,500

Web Analytics Wednesday is the world's only global social networking event for web analytics professionals. Founded in 2005 by Eric T. Peterson and June Dershewitz, these events have connected nearly 6,000 people worldwide.

Sponsorship Includes:

- Signage with company logo and name listed
- Sponsor has the option of giving a brief hello/welcome
- Logo and company name mentioned in the eMetrics Marketing Show Guide
- Opportunity to provide a giveaway and/or hand out a brochure



UNIQUE MARKETING OPPORTUNITIES (cont)

Attendee Badge Insert

(Limited to 1 for each event)

eMetrics: \$6,000 • CC: \$2,000 • TAW: \$2,000 • PAW: \$6,000 • IMC: \$1,500 • GAUGE: \$1,500 • DemCon: \$2,000

What better way to make a bold statement to attendees than to sponsor the insert designed for the badge holder and have your company's name prominently displayed to the attendees? Not only can you display your company name, but you can include product highlights and your booth number as part of the insert.

Conference Bag/Folder

(Limited to 1 for each event)

eMetrics: \$7,000 • TAW: \$3,500 • PAW: \$6,000 • IMC: \$2,000 • GAUGE: \$2,000 • DemCon: \$3,500

Increase company awareness to your targeted group by having your logo on display and in everybody's hands during the event and often for years afterwards on the conference bag/ folder. Organizer will produce the bags/folders.

Conference Bag/Folder Insert

(Unlimited available for each event) **\$1,500**

One piece of standard sized literature placed in each conference attendee bag/folder.

Lunch

(Limited to 1 per day for each event: **eMetrics, PAW, Conversion, DemCon**) **\$7,500**

This is the opportunity to greet all the attendees as they arrive for lunch. As the sponsor you will have the ability to have company information at each table (or chair) as well as napkins with company logo, and plenty of signage with company name and logo explaining that you are the exclusive lunch sponsor offering prominent brand recognition.

Lanyard

(Limited to 1 per day for each event)

eMetrics: \$7,500 • CC: \$6,000 • TAW: \$3,000 • PAW: \$7,500 • IMC: \$1,500 • GAUGE: \$2,000 • DemCon: \$3,000

Greet attendees as they arrive at registration by giving them a lanyard which will be pre-attached to all delegate badges, ensuring maximum exposure during the event. The sponsor is responsible for providing the lanyards.

UNIQUE MARKETING OPPORTUNITIES (cont)

Ad in Conference Guide

Inside Front and Inside Back Cover: \$2,500 • Back Cover: \$3,000

Sponsor can provide one full page, 4-color, ad artwork for inclusion in the show guide, which will be referred to by the conference attendees both during and after the event.

Hotel Room Drop

(Limited to 1 per day for each event: eMetrics, PAW, Conversion, DemCon) \$4,000

Have your message/gift hand delivered into the hotel room of your targeted conference attendees staying at the host hotel.

WAA Base Camp Workshop

(Limited to 1 Sponsor) \$6,500

- Opportunity to display signage at the workshop
- One (1) 10 minute presentation to the entire conference specific audience
- Two (2) WAA Base Camp workshop registration passes
- Logo displayed on WAA website-event page
- Logo displayed on literature and online promotions as the workshop sponsor
- One (1) company/product profile in the conference guide, website and mobile app (maximum 150 words)
- Logo displayed on introduction PPT slide and acknowledgement by workshop trainer

50 Minute Marketing Lab

(Limited to 4 Sponsors for each event)

eMetrics: \$10,000 • PAW: \$10,000 • TAW: \$5,000 • IMC: \$5,000

Called the “hidden gems” by previous attendees, Labs illustrate how common business problems are solved by showcasing your technology in a closed, “attendee only” session.

Marketing Labs give attendees an up-close and personal look at how specific tools solve specific problems. Attendees see live demonstrations of solutions to real-world challenges. These labs directly demonstrate how data and technology combine to achieve stunning results.

Your opportunity (and responsibility!) as a Lab participant is to pick a hot topic, advanced methodology or innovative application, frame it, and demonstrate – live – how your solution excels in that arena.

UNIQUE MARKETING OPPORTUNITIES (cont)

MARKETING LAB EXPECTATIONS, RULES & GUIDELINES

These sessions are unique in the events space, allowing you to showcase your solution in a non-sales environment. Lab sessions include:

- A practical, live demo – not a canned presentation
- State the core business challenge that most attendees face. This is an explanation of the COMMON business problem/opportunity.
- Present a documented use case or case study on that issue
- Illustrate your approach to solving the problem with your technology; this goal is to provide an example of how your technology is being used to solve the business problem/opportunity discussed.
- You are encouraged to bring a client to co-present; your client will receive speaker status at the BBC conference which means a bio on the website and in the printed conference guide as well as a full conference speaker pass to the event.

EDITORIAL REQUIREMENTS: Marketing Lab sessions must be approved by the Conference Chair

- Sponsor can leave behind literature
- Quarter page 4-color ad in printed conference guide
- Client prospect full conference registration passes at a 20% discount
- Logo on website and in conference guide in the agenda as a Lab Sponsor
- Electricity, wireless internet connection and a projector provided in room

20 Minute Marketing Lab

(Limited to 2 Sponsors for each event)

PAW: \$6,500 • TAW: \$2,500 • IMC: \$3,000

The 20 Minute Lab Sessions are created to provide extensive visibility, credibility, and brand value. These sponsored sessions were designed to give attendees an up-close and personal look at how specific tools solve specific client problems.

Your opportunity (and responsibility!) as a Lab participant is to pick a hot topic, advanced methodology or innovative application, frame it, and demonstrate – live – how your solution excels in that arena.

UNIQUE MARKETING OPPORTUNITIES (cont)

Mobile App

(Limited to 1 per conference: eMetrics, PAW, TAW, CC, IMC, GAUGE, DemCon) \$4,000

Promote your company as the exclusive Mobile App Sponsor and get your logo in the hands of every attendee. This is the one branding opportunity that attendees are guaranteed to have in their hands during the conference and take home with them at night.

Mobile App Sponsorship includes:

- Digital banner ads throughout the mobile app
- Your booth highlighted on the exhibit hall map
- One (1) alert to attendees promoting your presence at the event
- Promotion throughout the conference as the exclusive Mobile App Sponsor on signage and in the conference guide
- Promotion as the exclusive Mobile App Sponsor in the pre-conference attendee email announcing the mobile app

Mobile App Banner

(Limited to 2 per conference: eMetrics, PAW, TAW, CC, IMC, GAUGE, DemCon) \$500

Official Passport Program

(Limited to 10 Sponsors for each event: eMetrics, PAW, CC, DemCon)

Front Cover, Exclusive: \$1,500 • Participation: \$750

Make your booth a mandatory stop for all attendees at the conference. Participating exhibitors will receive a special stamp to be stamped in the passport of attendees who stop by your booth. Once their passport is full of stamps attendees drop it off at registration for entry into the prize draw.

Registration

(Limited to 1 Sponsor for each event: eMetrics, PAW, CC, DemCon) \$10,000

- Placement of a banner posted on the registration page for the conference
- Ad or link in all confirmation emails that are sent to registered attendees
- On-site signage in registration area.
- One (1) piece of literature on registration counter

UNIQUE MARKETING OPPORTUNITIES (cont)

Internet Lounge

(Limited to 2 Sponsors total for each event: eMetrics, PAW, CC, DemCon) \$10,000

Exclusive branding for your company as the internet lounge sponsor. Attendees will be using the lounge on the exhibit floor to check email. Brand and logo will appear on signage in lounge and promoted at conference. Sponsor will have opportunity to place literature in the Lounge.

Conference Track

(Limited to 1 Sponsor for each event: eMetrics, PAW, TAW, CC, IMC) \$3,000

Sponsor of one of the official conference session tracks. This opportunity is a great opportunity to position your company as a knowledge leader for specific topics. You will be able to place a survey question on the evaluations along with your logo. Results of the surveys will be shared only with the sponsor for that track. In addition you will receive:

- On-site signage at the front of the room
- Sponsors promotional collateral distributed
- Logo displayed on literature and online promotions as a Conference Track sponsor
- One (1) company/product profile in the conference guide, website and mobile app (maximum 150 words)

Data Driven Business Week Webinar

\$10,000

The DDBW Webinars are the only Webcasts of their kind and are created to provide extensive visibility, credibility, and brand value.

These Webinar's were designed to give the industry an up-close and personal look at what is happening in the industry from specific tools to solve specific client problems to different business problem scenarios to see how the technology actually works. Your opportunity as a DDBW Webinar Sponsor is to showcase your company and products and promote to the DDBW database.

UNIQUE MARKETING OPPORTUNITIES (cont)

Webinar Package Options

- Sponsor organization will be aired for a one-hour live webcast with the opportunity to present on the content and topic of their choosing. Sponsor has full editorial control of the webcast contents and may provide speakers and a PPT slideshow file of their choosing
- Rising Media Inc will provide guidance and feedback on the webcast description provided by the sponsor. However, sponsor has final editorial say on the webcast description to be used to publicize the webcast
- Sponsor organization will have logo and company tagline on all Webcast communications, including announcement, registration page, reminder and follow-up notices
- Sponsor organization will have logo and tagline, linked to homepage, on the landing page of the Webcast presentation
- Sponsor organization will have logo included in the frame of the presentation
- Sponsor organization will get verbal thank you and acknowledgement at the beginning and end of the Web cast presentation
- Entire Webcast, including sponsor logos and links, will be archived for one year on the DDBW Website

Sponsorship Inquiries:

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Rising Media

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