

# SPONSORSHIP OPPORTUNITIES

**Exhibition: April 15 & 16, 2013**



**For Sponsorship Inquiries, please contact:**

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Produced by

**risingmedia**

Part of:

**Data Driven  
Business Week**



SAN FRANCISCO | APRIL 14 – 19, 2013



### Launched in 2002

Toronto: March 18 – 21, 2013  
San Francisco: April 14 – 19, 2013  
Chicago: June 10 – 13, 2013  
Boston: September 29 – October 3, 2013

#### 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.



### Launched in 2009

Toronto: March 18 – 21, 2013  
San Francisco: April 14 – 19, 2013  
Chicago: June 10 – 13, 2013  
Boston: September 29 – October 3, 2013

#### 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.

# 2013 SPONSORSHIP OVERVIEW

Conference Sponsor	Diamond (Exclusive to 3)	Gold (Limited to 6)	Silver	Bronze	Turnkey Package
Price	\$30,000	\$20,000	\$10,000	\$7500	\$5,000
<b>Pre-Event Visibility</b>					
Logo attribution on all promotional material including: website, Preview Guide, Conference Guide, print advertising & onsite signage	✓	✓	✓	✓	✓
Company/Product profile listing on website & Conference Guide	150 words	100 words	75 words	75 words	50 words
One-time use of pre-event email list (email produced by sponsor & approved and distributed by RM)	✓				
Company/Product inclusion, as part of pre-show logistics email sent by RM	Logo, 100 words & link	50 words & link			
<b>Event Visibility</b>					
Exhibit Space	20' x 20'	10' x 20'	10' x 10'	10' x 10'	Turnkey POD
Plenary presentation prior to Keynote + introduction of keynote (Order confirmed by contract date)	10 minutes + Keynote Intro				
Track Session Exclusive sponsorship, audience address + track moderation (one per track)		5 min. + track moderation			
2 minute audience address as part of sponsored conference block. (Order confirmed by contract date)		2 minute elevator pitch	2 minute elevator pitch		
Ad in Conference Guide	Full Page 4-color	½ Page 4-color	¼ Page 4-color		
Complimentary Full Access Conference Pass	6	3	2	1	-
Complimentary Social Networking Pass	3	3	3	2	2
Chair Drop or Bag Insert (non-paper) SWAG	✓	✓			
Conference Registration Discount for Clients & Prospects	25%	25%	25%	25%	25%
Conference Registration Discount for additional staff	25%	20%	15%	15%	10%
Wireless Internet Connection	✓	✓	✓	✓	✓
<b>Post-Event Visibility</b>					
One-time use of post-event email list (email produced by sponsor & approved and distributed by RM)	✓				
One-time use of Post-event direct mail list (through bonded mail house)	✓	✓			
Whitepaper or On-Demand Webinar marketed to event attendees and newsletter subscribers (Sponsor receives all register/download viewer demographics)	✓				

## UNIQUE MARKETING OPPORTUNITIES

### [YOUR NAME] & eMetrics Lobby Bar Party

**\$15,000 (Exclusive to 1 Sponsor)**

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. 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. As the exclusive sponsor, you can raffle off prizes, create interactive give-aways, tie to social media and engage the community in creative ways – the choice is yours!

### Web Analytics Wednesday

**\$7,500 (Limited to 3 Sponsors)**

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

### Attendee Badge Insert

**\$6,000 (Limited to 1 for each event)**

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

**\$6,500 (Limited to 1 for each event)**

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

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

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

## Lanyard

**\$7,500 (Limited to 1 for each event)**

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.

## Ad in Conference Guide

**Back Cover: \$2,500 • Inside Front and Inside Back Cover: \$2,000 • Full Page (non-premium location): \$1500**

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

**\$4,000 (Limited to 1 per day for each event)**

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

## DAA Base Camp Workshop

**\$6,500 (Limited to 1 Sponsor)**

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

## Lunch & Learn – 50 Minutes

**\$10,000 (Limited to 2 Sponsors for each event)**

Called the “hidden gems” by previous attendees, a Lunch & Learn illustrates how common business problems are solved by showcasing your technology in a closed, “attendee only” session. Lunch & Learns 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. By sponsoring a Lunch & Learn you directly demonstrate how data and technology combine to achieve stunning results.





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

#### LUNCH & LEARN EXPECTATIONS, RULES & GUIDELINES

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

Lunch & Learn 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 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:** Lunch & Learn sessions must be approved by the Conference Chair

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

## Official Passport Program

**Front Cover, Exclusive: \$1,500 • Participation: \$750 (Limited to 10 Sponsors for each event)**

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 to win outstanding prizes like \$1000 cold cash, iPad & Bose Speakers!

## Registration

**\$10,000 (Limited to 1 Sponsor for each event)**

- 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



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## Internet Lounge

### **\$10,000 (Exclusive to 1 Sponsor)**

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.

## PAW or eMetrics Webinar

### **\$10,000**

The PAW or eMetrics 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 PAW or eMetrics Webinar Sponsor is to showcase your company and products and promote to the PAW or eMetrics database.

#### 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 webcast presentation
- Entire Webcast, including sponsor logos and links, will be archived for one year on the PAW or eMetrics Website

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