This agreement defines the terms under which Rising Media, Inc. of Santa Barbara, California (the "Organizer") and the Sponsor enter into a **sponsorship agreement for eMetrics Summit and/or Predictive Analytics World** part of the Data Driven Business Week Boston Event consisting of the eMetrics Summit, Conversion Conference, Predictive Analytics World, Text Analytics World, DemandCon, and GAUGE (Google Analytics Users Great Event) April 15 – April 19, 2013, San Francisco, CA. (the "Event").

**SPONSORSHIP OPPORTUNITIES**
Please select which Conference your business is most aligned with: (select one only)

- eMetrics Marketing Optimization Summit
- Predictive Analytics World

**Sponsorship Levels**

- Diamond Sponsor $30,000
- Gold Sponsor $20,000
- Silver Sponsor $10,000
- Bronze Sponsor - $7,500
- Turnkey Pavilion - $5,000

**Additional Marketing Opportunities**

- eMetrics Lobby Bar Party - $15,000
- Web Analytics Wednesday (WAW) - $7,500
  - Limited to 3
- Attendee Badge Insert - $6,000
  - Limited to 1 per event
- Conference Bag/Folder Sponsor - $6,500
  - Limited to 1 per event
- Conference Bag/Folder Insert - $1,500
- Lanyard Sponsorship - $7,500
  - Limited to 1 per event
- eMetrics or PAW Webinar - $10,000
- Back Cover Ad in Conference Guide - $2,500
- Inside Front Cover Ad in Conference Guide - $2,000
- Inside Back Cover Ad in Conference Guide - $2,000
- Full page (non-premium location) - $1,500
- DAA Base Camp Workshop – $6,500
  - Limited to 1 per event
- Internet Lounge - $10,000
  - Limited to 2 per event
Additional Marketing Opportunities (con’t.)

☐ Hotel Room Drop - $4,000
   Limited to 1 per day for each event
☐ Conference Track Sponsor - $3,000
   Limited to 1 per event
☐ Official Passport Front Cover - $1,500
☐ Official Passport Participant - $750
   Limited to 10 per event

SUB TOTAL: ______________

Lead Retrieval Scanner (pre-ordered) __________ +$200.00
(please do not add $200 if not required)

Grand Total: ______________

Any exhibit space included with Sponsorship is table-top space only. Space allocation is at Organizer’s discretion.

TERM
This agreement is effective as of the Acceptance Date and shall remain effective until the conclusion of the Event. Sponsor may terminate this agreement at any time by notifying the Organizer in writing or by email. In the event of termination by Sponsor, any sponsorship fees already due in accordance with the Payment Terms shall remain payable.

LIMITED LICENSE
Organizer grants Sponsor a limited license to use any of the art work on the Event site for the purpose of promoting the Event and linking to the Event site. Sponsor grants Organizer a limited license to use Sponsor’s logo on the Event site.

PAYMENT TERMS
Fifty Percent (50%) of the sponsorship amount is due upon signature. The remaining 50% will be due one month prior to the Event. Checks should be made out to Rising Media, Inc. and sent to the address below. The Organizer reserves the right to change the venue for the Event. If for reasons of Force Majeure the Event cannot take place as scheduled, the Organizer reserves the right to reschedule the Event to a date and place of its choosing.

CANCELLATION
1. Cancellation of a sponsorship agreement must be in writing
2. For cancellations received for DDBW SF on or before January 1, 2013 the sponsor shall be entitled to a refund equivalent to 50% of the total sponsorship amount.
3. No refund for cancellations received after January 1, 2013

Rising Media Inc., 211 East Victoria Street Suite E,
Santa Barbara, CA 93101, USA
AGREED TO BY SPONSOR

Company ____________________________________________________________
List Name ___________________________________________________________________________________

Company Name Listing to Appear on Event Promotions (if different from above)
Address ______________________________________________________________________________________
City, State, Zip ________________________________________________________________________________

Name _________________________________________ Email _________________________________________
Please Print

Signature ______________________________________ Date ________________________________________

Event Contact for Questions:

Name _________________________________________ Email _________________________________________
Please Print

Contact for Accounting:

Name _________________________________________ Email _________________________________________
Please Print

Phone __________________________ Fax __________________________
Email __________________________________________ Website ____________________________________

Please sign and fax back to Rising Media, Inc. at: 508-401-2561 or scan and email to: Paul B. Gillis, Chief Revenue Officer pgillis@risingmedia.com Phone: 508-644-0641

Send payments to:
Rising Media Inc., 211 East Victoria Street Suite E, Santa Barbara, CA 93101, USA