

2012 DDBW SAN FRANCISCO CONTRACT

Exhibit Dates: March 5-6, 2012

(TAW Exhibit Date: March 7, 2012 & GAUGE Exhibit Dates: March 8-9, 2012)

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 the Data Driven Business Week San Francisco Event consisting of the eMetrics Marketing Optimization Summit, Predictive Analytics World, Text Analytics World, Conversion Conference and GAUGE (Google Analytics Users Great Event) March 4-10, 2012, San Francisco, CA (the "Event").

SPONSORSHIP OPPORTUNITIES

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

- | | |
|---|---|
| <input type="checkbox"/> eMetrics Marketing Optimization Summit | <input type="checkbox"/> Text Analytics World |
| <input type="checkbox"/> Predictive Analytics World | <input type="checkbox"/> GAUGE (Google Analytics Users Great Event) |
| <input type="checkbox"/> Conversion Conference | |

Sponsorship Levels

- | | |
|--|---|
| <input type="checkbox"/> Diamond Sponsor \$33,000 | <input type="checkbox"/> Bronze Sponsor \$7,500 |
| <input type="checkbox"/> Platinum Sponsor \$27,500 | <input type="checkbox"/> Newcomers Pavilion \$4,500 |
| <input type="checkbox"/> Gold Sponsor \$20,000 | <input type="checkbox"/> Premier \$7,500 (TAW & GAUGE only) |
| <input type="checkbox"/> Silver Sponsor \$12,500 | <input type="checkbox"/> Table Top \$3,500 (TAW & GAUGE only) |

Additional Marketing Opportunities

- | | |
|--|---|
| <input type="checkbox"/> eMetrics Lobby Bar Party \$10,000 | <input type="checkbox"/> Conference Bag/Folder Sponsor |
| <input type="checkbox"/> GAUGE Evening Reception \$7,500 | - eMOS \$7,000 |
| <input type="checkbox"/> Web Analytics Wednesday (WAW) \$7,500 | - TAW \$3,500 |
| <input type="checkbox"/> Attendee Badge Insert | - PAW \$6,000 |
| - eMOS \$6,000 | - GAUGE \$2,000 |
| - CC \$2,000 | <input type="checkbox"/> Conference Bag/Folder Insert \$1,500 |
| - TAW \$2,000 | <input type="checkbox"/> Lunch Sponsor \$7,500 |
| - PAW \$6,000 | <input type="checkbox"/> DDBW Webinar \$10,000 |
| - GAUGE \$1,500 | |

Additional Marketing Opportunities (cont)

- | | |
|--|--|
| <ul style="list-style-type: none"> <input type="checkbox"/> Lanyard Sponsorship <ul style="list-style-type: none"> - eMOS \$7,500 - CC \$6,000 - TAW \$3,000 - PAW \$7,500 - GAUGE \$2,000 <input type="checkbox"/> Back Cover Ad in Show Guide \$3,000 <input type="checkbox"/> Inside Front Cover Ad in Show Guide \$2,500 <input type="checkbox"/> Inside Back Cover Ad in Show Guide \$2,500 <input type="checkbox"/> Hotel Room Drop \$4,000 <input type="checkbox"/> WAA Base Camp Workshop \$6,500 <input type="checkbox"/> Internet Lounge \$10,000 | <ul style="list-style-type: none"> <input type="checkbox"/> Official Passport Front Cover \$1,500 <input type="checkbox"/> Official Passport Participant \$750 <input type="checkbox"/> Marketing Lab (50 Minutes) <ul style="list-style-type: none"> - eMOS \$10,000 - PAW \$10,000 - TAW \$5,000 <input type="checkbox"/> Marketing Lab (20 Minutes) <ul style="list-style-type: none"> - PAW \$6,500 - TAW \$2,500 <input type="checkbox"/> Registration Sponsor \$10,000 <input type="checkbox"/> Conference Mobile Application \$4,000 <input type="checkbox"/> Conference Mobile Application Banner \$500 <input type="checkbox"/> Conference Track \$3,000 |
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SUB TOTAL:

Lead Retrieval Scanner (pre-ordered) (please do not add \$200 if not required)	+\$200.00
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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, 2012 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, 2012

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 print, complete, sign and fax back to Rising Media, Inc. at: 508-401-2561 or scan and email to: pgillis@risingmedia.com and mail the original to: Rising Media Inc., 211 East Victoria Street Suite E, Santa Barbara, CA 93101, USA

Inquiries

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Chief Revenue Officer

Rising Media

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