



## 2013 PAW & eMETRICS TORONTO CONTRACT

Exhibit Dates: March 20-21, 2013

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 Toronto Event consisting of the eMetrics Marketing Optimization Summit and Predictive Analytics World, March 20-21, 2013, Toronto, Canada (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 \$25,000
- Gold Sponsor \$15,000
- Silver Sponsor \$8,000
- Bronze Sponsor \$5,000
- Newcomers Pavilion \$4,000

#### Additional Marketing Opportunities

- eMetrics Lobby Bar Party (Exclusive to 1 sponsor) - \$10,000
- eMetrics/PAW Webinar or Whitepaper - \$5,000
- Web Analytics Wednesday (Limited to 3 sponsors) - \$5,000
- Attendee Badge Insert (Limited to 1 per event) - \$4,000
- Conference Bag/Folder Sponsor (Limited to 1 per event) - \$6,500
- Conference Bag/Folder Insert - \$750
- Lunch & Learn Sponsor (Limited to 2 per event) - \$7,500
- Hotel Room Drop (Limited to 1 per day for each event) - \$3,000
- Lanyard Sponsorship (Limited to 1 per event) - \$5,000
- Back Cover Ad in Show Guide - \$1,500
- Inside Front Cover Ad in Show Guide - \$1,000
- Inside Back Cover Ad in Show Guide - \$1,000
- Full Page Advert - \$750
- Internet Lounge (Limited to 1 per event) - \$6,000



**Additional Marketing Opportunities (cont)**

- Official Passport Front Cover - \$1,000
- Official Passport Participant - \$500
- Registration Sponsor (Limited to 1 per event) - \$6,000

**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**

**50% Due Upon Signature of Contract and 50% Due within 30 days of 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 Toronto 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



**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](mailto:pgillis@risingmedia.com)**

**Inquiries**  
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