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)

☐ eMetrics Marketing Optimization Summit
☐ Predictive Analytics World
☐ Conversion Conference
☐ Text Analytics World
☐ GAUGE (Google Analytics Users Great Event)

Sponsorship Levels

☐ Diamond Sponsor $33,000
☐ Platinum Sponsor $27,500
☐ Gold Sponsor $20,000
☐ Silver Sponsor $12,500
☐ Bronze Sponsor $7,500
☐ Newcomers Pavilion $4,500
☐ Premier $7,500 (TAW & GAUGE only)
☐ Table Top $3,500 (TAW & GAUGE only)

Additional Marketing Opportunities

☐ eMetrics Lobby Bar Party $10,000
☐ GAUGE Evening Reception $7,500
☐ Web Analytics Wednesday (WAW) $7,500
☐ Attendee Badge Insert
  - eMOS $6,000
  - CC $2,000
  - TAW $2,000
  - PAW $6,000
  - GAUGE $1,500
☐ Conference Bag/Folder Sponsor
  - eMOS $7,000
  - TAW $3,500
  - PAW $6,000
  - GAUGE $2,000
☐ Conference Bag/Folder Insert $1,500
☐ Lunch Sponsor $7,500
☐ DDBW Webinar $10,000
Additional Marketing Opportunities (cont)

- Lanyard Sponsorship
  - eMOS $7,500
  - CC $6,000
  - TAW $3,000
  - PAW $7,500
  - GAUGE $2,000
- Back Cover Ad in Show Guide $3,000
- Inside Front Cover Ad in Show Guide $2,500
- Inside Back Cover Ad in Show Guide $2,500
- Hotel Room Drop $4,000
- WAA Base Camp Workshop $6,500
- Internet Lounge $10,000

- Official Passport Front Cover $1,500
- Official Passport Participant $750
- Marketing Lab (50 Minutes)
  - eMOS $10,000
  - PAW $10,000
  - TAW $5,000
- Marketing Lab (20 Minutes)
  - PAW $6,500
  - TAW $2,500
- Registration Sponsor $10,000
- Conference Mobile Application $4,000
- Conference Mobile Application Banner $500
- Conference Track $3,000

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
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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