

MEDIA MAGAZINE

THE FUTURE OF MEDIA

(IT'S NOT WHAT IT USED TO BE)

SPECIAL MAGAZINE ISSUE + CONFERENCE

SPONSORSHIP OPPORTUNITIES

SPECIAL ISSUE, VIP BREAKFAST AND CONFERENCE

This visionary conference and supporting issue of *MEDIA* magazine will be global in coverage and explore the possibilities, problems and the shape of media in the near and distant future. The issue will feature articles, essays and interviews by and with some of the most powerful, accomplished and imaginative figures in the world of content, advertising, technology and the communications industry, including scientists and futurists.

The Future of Media edition will come to life at MediaPost's Future of Media Forum, which will take place during Advertising Week on Wednesday, October 3rd, 2012 in New York City. The day will begin with the Media Moguls, invitation only, VIP Breakfast, followed by The Future of Media Forum, a half-day conference. A cross-industry panel will debate the ideas and discoveries from the pages of the magazine with a keynote address and an interactive round table discussion.

The Future of Media Special Magazine Issue + Conference is an opportunity for companies to make their presence known to advertising, media, and marketing executives – now and in the future.

**TO BE A PART OF THIS SPECIAL ISSUE, VIP BREAKFAST AND CONFERENCE
CONTACT JON WHITFIELD AT 212-204-2025, JON@MEDIAPOST.COM**

PREMIER SPONSOR

As the Premier Sponsor of the Future of Media Special Issue and Conference, your company will receive top billing.

BENEFITS INCLUDE:

- ▶ Top logo and signage prominently displayed behind the Main Stage in the General Session room
 - ▶ Light logo (Gobo) displayed prominently in General Session room
 - ▶ Exclusive logo treatment on all event badges
 - ▶ Back cover, Full-page/Four-color ad in the Future of Media issue of *MEDIA Magazine* (sent to 20,000 top media decision-makers)
 - ▶ Back Cover, Full-page/Four-color ad in the Future of Media Forum Program
 - ▶ Top logo placement on event website as Premier Sponsor
 - ▶ Top logo placement in all pre-event promotional materials sent out leading up to show
 - ▶ Top logo placement in printed show guide distributed to all attendees at event
 - ▶ Top logo placement on all 'Thanks to our Sponsors' signage placed at heavily trafficked areas of event
 - ▶ In-session Breakfast distribution (1)
 - ▶ In-session Forum distribution (1)
 - ▶ 100,000 banner impressions on MediaPost e-newsletters network
 - ▶ Company logo on VIP invitation to Media Moguls Breakfast
 - ▶ 6 tickets to Media Moguls Breakfast for staff, clients or prospects
 - ▶ 6 tickets to Future of Media Forum for staff (with reserved seating)
 - ▶ 6 tickets to Future of Media Forum for clients and prospects (with reserved seating)
 - ▶ Post-show attendee list for sales and marketing efforts
- ▶ **SPONSOR FEE: \$30,000**

TWO-PAGE MAGAZINE SPREAD

Make your presence known in the industry by advertising in the Future of Media issue.

BENEFITS INCLUDE:

- ▶ 2-page, four-color spread ad in Future of Media issue of *MEDIA Magazine*
- ▶ Company logo on Future of Media website, event signage, show promotional emails and printed show program
- ▶ 1 ticket to Media Moguls Breakfast for staff, clients or prospects
- ▶ 4 tickets to Future of Media Forum for staff, clients or prospects

▶ **SPONSOR FEE: \$25,000**

TITLE SPONSOR (TWO AVAILABLE)

As the Title Sponsor of the Future of Media Special Issue and Conference, your company will receive high-impact and visibility with VIPs and conference attendees.

BENEFITS INCLUDE:

- ▶ 2nd tier logo placement on Future of Media website, and all show materials (event signage, promotional emails, etc)
 - ▶ Prominent front-of-book full-page, four-color ad in Future of Media issue of *MEDIA Magazine*
 - ▶ Prominent on-site signage at Future of Media event
 - ▶ In-session Forum distribution (1)
 - ▶ 50,000 banner impressions on MediaPost e-newsletters network
 - ▶ 4 tickets to Media Moguls Breakfast for staff, clients or prospects
 - ▶ 4 tickets to Future of Media Forum for staff (with reserved seating)
 - ▶ 4 tickets to Future of Media Forum for clients and prospects (with reserved seating)
- ▶ **SPONSOR FEE: \$20,000**

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LANYARD SPONSOR

Be the exclusive provider of conference lanyards, imprinted with your logo, worn by all attendees for at the conference.

BENEFITS INCLUDE:

- ▶ Branded lanyards distributed with show badges to all attendees at registration
- ▶ Full-page, four-color ad in Future of Media issue of *MEDIA* Magazine
- ▶ Company logo on Future of Media website, event signage, show promotional emails and printed show program
- ▶ 4 tickets to Media Moguls Breakfast for staff, clients or prospects
- ▶ 4 tickets to Future of Media Forum for staff (with reserved seating)
- ▶ 4 tickets to Future of Media Forum for clients and prospects (with reserved seating)
- ▶ **SPONSOR FEE: \$20,000**

FULL-PAGE MAGAZINE AD

BENEFITS INCLUDE:

- ▶ Full-page, four-color ad in Future of Media issue of *MEDIA* Magazine
- ▶ Company logo on Future of Media website, event signage, show promotional emails and printed show program
- ▶ 1 ticket to Future of Media Forum for staff, clients or prospects
- ▶ **SPONSOR FEE: \$12,000**

OFFICIAL BREAKFAST SPONSOR

Capture the attention of VIPs with a top-notch plated breakfast served at the Media Moguls Breakfast, followed by a Continental breakfast served to all attendees at the Future of Media Forum.

BENEFITS INCLUDE:

- ▶ Full-page, four-color ad in Future of Media issue of *MEDIA* Magazine
- ▶ Sponsored Mimosas with branded half bottles of Veuve Clicquot for each VIP at the Media Moguls Breakfast
- ▶ In-session breakfast distribution (1)
- ▶ In-session forum distribution (1)
- ▶ Branded signage at Media Moguls Breakfast and at the Future of Media Forum
- ▶ Company logo on VIP invitation to Media Moguls Breakfast
- ▶ Company logo on Future of Media website, event signage, show promotional emails and printed show program
- ▶ 4 tickets to Media Moguls Breakfast for staff, clients or prospects
- ▶ 6 tickets to Future of Media Forum for staff, clients or prospects
- ▶ **SPONSOR FEE: \$12,500**

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BOTTLED WATER SPONSOR

Be the official hydration sponsor of the Future of Media. Bottled water with your company's logo will be placed at water stations throughout the breakfast and conference.

BENEFITS INCLUDE:

- ▶ Full-page, four-color ad in Future of Media issue of *MEDIA* Magazine
- ▶ Branded water bottles distributed to all attendees
- ▶ Company logo on Future of Media website, event signage, show promotional emails and printed show program
- ▶ 1 ticket to Media Moguls Breakfast for staff, clients or prospects
- ▶ 2 tickets to Future of Media Forum for staff, clients or prospects
- ▶ **SPONSOR FEE: \$10,000**

PREMIUM GIFT DISTRIBUTION

Distribute a promotional gift item to all Future of Media attendees at registration. A unique company premium or gift item will make a lasting impression on each top-level attendee to the Forum. Make it futuristic, it's even better!

BENEFITS INCLUDE:

- ▶ Full-page, four-color ad in Future of Media issue of *MEDIA* Magazine
- ▶ Branded water bottles distributed to all attendees
- ▶ Company logo on Future of Media website, event signage, show promotional emails and printed show program
- ▶ 1 ticket to Media Moguls Breakfast for staff, clients or prospects
- ▶ 2 tickets to Future of Media Forum for staff, clients or prospects
- ▶ **SPONSOR FEE: \$7,500**

BRANDING SPONSORSHIP

Get your company name in front of the top media decision-makers who turn up for one of the top industry events of the year.

BENEFITS INCLUDE:

- ▶ Branded signage behind Main Stage at event
- ▶ Company logo in printed show program
- ▶ Company logo on event website as sponsor
- ▶ Company logo on 'Thanks to Sponsors' signage placed at highly trafficked locations at event
- ▶ Company logo included on all marketing and advertising materials sent out leading up to event
- ▶ **SPONSOR FEE: \$7,500**

+ Add a printed page in the Future of Media issue of *MEDIA* Magazine for an additional \$10,000

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