



OMMA VIDEO



OMMA SOCIAL



OMMA DISPLAY



OMMA RTB



OMMA DATA & BEHAVIORAL



OMMA MOBILE



OMMA METRICS & RESEARCH

OMMA SHOWS

SPONSORSHIP OPPORTUNITIES

WWW.MEDIAPOST.COM/EVENTS

There are a number of sponsorship opportunities available at different levels. Sponsorships close out daily. Reserve your sponsorship today as they are selling fast. **Please contact Jon Whitfield 212-204-2025, Jon@mediapost.com for details.**

PREMIER SPONSOR [One Available] As the lead sponsor of the event, your company will receive top billing. Benefits include:

- On-stage “welcoming” role for sponsor’s executive in the General Session
- Full Page Ad in the program
- Prominent onsite signage in and around the general session areas
- Top logo in placement on event website
- Logo in prominent placement included with all marketing and advertising materials
- Company logo scrolled in live video stream to MediaPost members
- Company logo in post show video hosted at MediaPost.com
- Logo on 4 VIP e-mails promoting conference
- 5 (5) Full Conference passes for staff (\$4,000 value)
- 5 (5) Full Conference passes for Clients and Prospects (\$4,000 value)
- Reserved seating in general session
- Post-show attendee list for sales and marketing

■ **Cost: \$40,000**

TITLE SPONSOR [Two Available] As the title sponsor of the event, your company will receive high impact and high visibility throughout the conference.

- In-session distribution (1)
- Prominent onsite signage in and around the general session areas
- Top logo placement on event website
- Logo in prominent placement included with all marketing and advertising materials
- Company logo scrolled in live video stream to MediaPost members
- Company logo in post show video hosted at MediaPost.com
- 4 (4) Full Conference passes for staff (\$3,200 value)
- 4 (4) Full Conference passes for clients and prospects (\$3,200 value)
- Post-show attendee list for sales and marketing
- **Cost: \$30,000**

LUNCH & LEARN PRESENTATION Present a custom workshop on the main stage about your product or service to the conference attendees over lunch. The Lunch & Learn session is high visibility and heavily promoted before the event via dedicated email promotion, as well as on the agenda and workshop sections of the event website. If your objective is to educate the industry to your product offerings and create new partnerships, the Lunch & Learn is the perfect, high-profile vehicle.

- 1 (1) hour-long Lunch & Learn presentation to take place inside the General Session room on the main stage against no competing content
- Presentation given from the Main Stage at the height of the day against no competing content
- 100% share of voice, very high profile
- Pre show emails promoting presentation to all conference attendees
- Listing of presentation info on conference website
- Listing of presentation in printed conference agenda
- Distribution of materials/literature during presentation
- Presentation is streamed and made available to all MediaPost members
- Streaming of conference is promoted to all MediaPost members via dedicated email day of conference
- Video of presentation is hosted by MediaPost for (12) months; ability to direct prospects and clients to presentation
- Email promoting video of presentation is sent post show to all conference attendees
- Sponsor Logo inclusions in multiple high visible areas
- Logo on conference website
- Logo in preshow marketing materials positioned to all MediaPost members and readers
- Logo on cover of printed show agenda
- Logo on all "Thanks to our Sponsors" signage
- Logo on Main Stage in General Session room



CONTACT **JON WHITFIELD** AT **212-204-2025** OR **JON@MEDIAPOST.COM**

- 4x Full Conference Passes (\$2,600 value)
- 4x Full Conference Passes for Agency/Brand/Publisher clients
- Post show attendee list
- **Cost: \$25,000**

*In certain cases the lunch presentation is segmented into two consecutive 20 minute presentations. Please inquire about availability and rates.

NETWORKING PARTY Capture the attention of all the attendees with a cocktail party at the event. Cocktails and hors d'oeuvres will be served.

- Party signage with company logo
- Party listing in event schedule on event website and in program
- 2x dedicated emails
- 4 Full Conference passes for staff, clients or prospects (\$1,600 value)
- Company logo displayed on event website
- Company logo in pre-event promotional materials sent out leading up to the show
- Company logo on cover of printed show guide distributed to all attendees at event
- Company logo on all "Thanks to our Sponsors" signage placed at heavily trafficked areas
- Company logo prominently displayed on the main stage in the general session room
- Company logo scrolled in live video stream to MediaPost members
- Company logo in post show video hosted at MediaPost.com
- Post-show attendee list for sales and marketing
- **Cost: \$20,000**

■ SPONSORSHIPS FROM \$12,500 AND BELOW

ALL SPONSORSHIPS BETWEEN \$7,500 - \$12,500 LEVEL INCLUDE:

- Company logo displayed on event website
- Company logo in pre-event promotional materials sent out leading up to the show
- Company logo in printed show guide distributed to all attendees at event
- Company logo on all "Thanks to our Sponsors" signage placed at heavily trafficked areas
- Company logo prominently displayed behind the main stage in the general session room
- Company logo scrolled in live video stream to MediaPost members
- Company logo in post show video hosted at MediaPost.com
- 2 (2) Full Conference passes for staff (\$1,600 value)
- Discounted passes for staff, clients, and prospects
- Post-show attendee list for sales and marketing



The logo for OMMA SHOWS features the word "OMMA" in a large, bold, dark blue sans-serif font. Below it, the word "SHOWS" is written in a smaller, bold, light green sans-serif font. A thick, light green curved line arches over the word "SHOWS", starting from the left and ending on the right, framing the text.

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- MORNING PRESENTATION** Present a 30-minute custom workshop on the main stage showcasing your product or service to all attendees over Continental breakfast. The Morning Presentation is heavily promoted before the event via dedicated email promotion as well as on the agenda and workshop sections of the event website.
- 30-minute Morning Presentation to take place inside the General Session Room on the main stage against no competing content
 - 100% share of voice during presentation, captive audience
 - Signage promoting presentation on site at event
 - In-session literature and item distribution to all seats
 - 2 (2) Dedicated emails promoting Breakfast presentation to all registered conference attendees
 - Morning Presentation listing on agenda of event website
- **Cost: \$12,500**

- PRINT & DIGITAL SHOW DAILY SPONSOR** Serve as the exclusive sponsor of both Print and Digital forms of our “At the Shows” newsletter distributed to all attendees at the event and in the digital eNewsletter version sent to 60,000 MediaPost subscribers. The newsletter contains breaking news and findings emerging from the day’s proceedings as well as related news from within the industry. This is the perfect cross-platform sponsorship where your company will own all content produced by MediaPost’s editors and reporters with exclusive brand treatment on each of the pieces.
- Full page/Four color ad on back page of printed Show Daily distributed to all attendees on all chairs in the General Session
 - Company Logo included on front page of piece with “Show Daily brought to you by” logo slug.
 - 728x90 Leaderboard and 300x250 ad unit takeover on digital “At the Shows eNewsletter” sent to 60,000 MediaPost subscribers the day of the event
 - Exclusive ownership of both pieces
 - Company listed as official sponsor of event on conference website
 - Company logo on pre-show promotional emails leading up to the event
 - Company logo on signage displayed behind main stage all day at event
 - Company logo in printed show program distributed to all attendees at event
 - 1 (1) Full-conference pass for staff, client or prospect (\$795 value)
 - Post show attendee list for sales and marketing
- **Cost: \$12,500**

- OFFICIAL SHOW BAGS** Create a moving billboard — feature your company’s logo on the official show bags. Show bags are distributed at conference registration. Includes company insert in show bag.
- **Cost: \$12,000**

- LANYARDS** Be the exclusive provider of the neck cords used by all attendees for the duration of the conference. This high visibility branding opportunity will feature your company logo and message around the necks of all conference attendees — worn all day, and seen by everyone.
- **Cost: \$12,000**



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WIFI SPONSORSHIP The event will feature WiFi access throughout the event, where guests can log in on their own laptops. Enjoy high-profile brand exposure while giving attendees the necessary service of WiFi.

- WiFi access signage with company logo
- Special listing on event website promoting WiFi sponsorship
- 2x e-mail drops promoting WiFi sponsorship

■ **Cost: \$10,000**

CONFERENCE BREAKFAST Capture the attention of all the attendees with signage and other branding opportunities at the morning Continental Breakfast.

- Includes Signage promoting your sponsorship
- Listing on agenda, event website and in show program

■ **Cost: \$10,000**

LIVE VIDEO STREAM SPONSOR All content that takes place throughout the day's event will be streamed live to thousands of real-time viewers while also being saved and archived in the event video library at MediaPost.com. Gain maximum exposure during and after the event as the EXCLUSIVE sponsor of the live and archived video feed for this event. A unique opportunity for a savvy company who wants to align their company with the thought-leading industry experts presenting for the day from our main stage.

- Exclusive sponsor of Live Video Stream
- Company logo prominently visible on Live Video Stream for duration of conference
- Email sent to ALL MediaPost members promoting sponsorship of live stream each day of event; Email includes sponsor logo
- Company logo remains on archived video hosted for 12 months after show (thousands of archived views)

■ **Cost: \$9,500**

BOTTLED WATER SPONSOR Be the official water sponsor of the conference. Bottled water with your company's logo will be placed at water stations in and around the general session. Water will also be placed on stage for speakers to sip from while all eyes are trained on them. **If water bottles are sold the below listed water stations are no longer available and vice versa. There is only one sponsor of the water at the conference and you have the option to go green or to supply water bottles.*

■ **Cost: \$7,500** (Production & Shipping not included)

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WATER STATIONS SPONSOR The Branded Water Station solution delivers all day visibility for our sponsors. At each table there will be branded tent cards promoting your green sponsorship as well as 100% biodegradable cups for attendees to sip from. There will also be a water station in the back of the room with signage promoting your sponsorship that truly displays your dedication to being a good global citizen and leader in the online advertising and marketing community.

- EXCLUSIVE Water Station and Biodegradable cup sponsor
- Tent cards with logo promoting your Green sponsorship placed at each table
- 100% biodegradable cups placed on every table
- In the general session room a water station area with branded signage + tent cards + biodegradable cups + information on why water stations are a more earth friendly option than water bottles to highlight the importance of your commitment

■ **Cost: \$7,500**

REFRESHMENT AREA SPONSOR Make an impact on conference attendees throughout the day as the exclusive sponsor of the Refreshment/Networking Area. With multiple mentions from our show emcee in the General Session, this area will be well-branded with signage indicating you as the sole provider for refreshments and snacks (branded cups, napkins, stir sticks and any other appropriate items are encouraged).

■ **Cost: \$7,500**

TWITTER FEED SPONSOR Interact with attendees via the hottest new social networking tool. A large screen with branded signage is placed in the heavily trafficked networking & refreshment area for the day's event. Attendees interact with the screen as they keep track of tweets generated throughout the day. Also, branded Twitter hashtag cards with your company logo are distributed on all seats in the General Session as well as at conference registration to guarantee maximum exposure. A terrific way to reinforce your brand alongside the most utilized communication tool at industry events & conferences.

■ **Cost: \$7,500**

PAD AND PEN SPONSOR Provide all conference attendees the ability to take notes throughout the day with an exclusive, company-branded pad & pen combo. Placed on all chairs in the General Session room and at the registration table leading into the event, there's no better way to get your brand into the hands of all top-level conference attendees.

■ **Cost: \$7,500** (Production not included)



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CONFERENCE ELECTRICITY SPONSOR

There’s nothing worse than attending an all-day conference and NOT having the ability to stay “juiced up” as you stay connected on your laptop, cell phone, iPad or PDA. Be the exclusive provider of electrical outlets placed under tables at the conference so attendees can stay charged for the entire day without having to escape to the hallways to “charge up.” Power outlet strips and wall outlets in the General Session room will grace your company logo associating your brand with this useful, much-appreciated service. There’s no better way to gain the favor of show attendees than keeping their devices fully charged throughout the day.

■ **Cost: \$7,500**

MORNING BREAK

Give conference attendees a lift from 8–10am by sponsoring a snack and beverage station outside the general session.

■ **Cost: \$5,000**

AFTERNOON BREAK

Give conference attendees a lift from 2–4pm by sponsoring a snack and beverage station outside the general session.

■ **Cost: \$5,000**

IN-SESSION DISTRIBUTION

Distribute your promotional items to all attendees with a chair-drop in the general session. Sales Kits, Press Releases, USB drive with pre loaded company demos and information and other premiums are all appropriate tactics.

■ **Cost: \$3,500** (5 available)

OMMA SHOW BAG INSERT

Distribute your company’s promotional items in the official show bag to all of the event attendees.

■ **Cost: \$3,000** (5 available)



EVENT MINI TRADE SHOW

If lead generation and education is your marketing objective, the event Mini-Trade Show is the perfect opportunity. The Mini-Trade Show area is located just outside the General Session where all refreshment breaks and networking activities take place to guarantee maximum crowd flow throughout the day.

- 10’x10’ booth or table-top space in ‘Mini Trade show’ area (Sponsor to provide booth, internet, electrical or any A/V related equipment)
- Company listed as official sponsor of the event
- Company logo on signage above main stage in General Session
- Company logo on event website and pre-show promotional emails
- Company logo listed on printed event show program distributed to all attendees at event
- 1 (1) full-conference pass (\$800 value)
- Post-show attendee list for sales and marketing

EXHIBIT SPACE

Conference Mini Trade Show Packages
(Limited space available — first come first served)

10’X10’ BOOTH OR TABLE TOP

■ **Cost: \$5,000**



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