



8 NORTHUMBERLAND AVENUE • LONDON, ENGLAND

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. All sponsorships and pricing are per individual event with your choice of OMMA Video or OMMA RTB.

Please contact **Jon Whitfield** at **212-204-2025**, jon@mediapost.com for details.

PLATINUM SPONSOR [One Available] As the lead sponsor of the event, your company will receive top billing at the event. This high impact and high visibility sponsorship includes::

- Prominent onsite signage in and around the General Session areas of event
- Top logo placement on event website
- Exclusive logo treatment on all event badges as conference "Platinum Sponsor"
- Top logo placement in pre-event promotional materials sent out to MediaPost subscribers and Europe and UK-based interactive media practitioners leading up to the 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
- Top logo placement on signage prominently displayed behind Main Stage in General Session
- On-stage "welcoming" role for sponsor's executive in the General Session
- Logo scrolled in live video stream to MediaPost members
- Company logo in post show video hosted at MediaPost.com
- 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
- Table-top or stand space in 'Mini Trade show' area
- 4 Full Conference passes for staff (£1,180 value)
- 4 Full Conference passes for clients and prospects (£1,180 value)

- Opportunity to have seat drops and/or branded gifts for delegates
- Delegate bag insert
- Full page/Back Cover print ad on Show Program
- Post-show attendee list for sales and marketing efforts

Sponsorship rate: £9,950

LUNCH & LEARN PRESENTATION [Two Available] 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.

- 20 minute Lunch & Learn presentation to take place from the Main Stage in the General Session room against NO competing content
- Presentation takes place at height of event's traffic with 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 visitors at event website home page
- 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
- Copy of video of presentation is available to you for reuse on your own website and marketing
- Sponsor Logo inclusions in multiple high visible areas
- Logo on conference website
- Logo in pre-event promotional materials sent out to MediaPost subscribers and Europe and UK-based interactive media practitioners leading up to the show
- Logo on cover of printed show agenda
- Logo on all "Thanks to our Sponsors" signage
- Logo behind Main Stage in General Session room
- 4 Full Conference passes for staff (£1,180 value)
- 4 Full Conference passes for clients and prospects (£1,180 value)
- Post-show attendee list for sales and marketing efforts

Sponsorship rate: £6,000* (only two available)

****The full lunch hour may be purchased outright for £11,000***

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

- Party signage with company logo
- Party listing in event schedule on event website and in program
- 2x dedicated emails to promote Networking party
- 4 Full Conference passes for staff, clients or prospects (£1,180 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
- Table-top or stand space in 'Mini Trade show' area
- Delegate bag insert
- Post-show attendee list for sales and marketing efforts

Sponsorship rate: £7,500

GOLD SPONSOR

- Prominent logo placement on event website
- Prominent logo placement in pre-event promotional materials sent out leading up to the show
- Prominent logo placement in printed show guide distributed to all attendees at event
- Prominent logo placement on “Thanks to Sponsors” signage placed at heavily trafficked areas
- Prominent logo placement 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
- Table-top or stand space in ‘Mini Trade show’ area
- 3 Full Conference passes for staff (£885 value)
- 3 Full Conference passes for clients and prospects (£885 value)
- Delegate bag insert
- Post-show attendee list for sales and marketing efforts

Sponsorship rate: £6,000

BRONZE SPONSOR

- Logo placement on event website
- Logo placement in pre-event promotional materials sent out leading up to the show
- Logo placement in printed show guide distributed to all attendees at event
- Logo placement on all “Thanks to our Sponsors” signage placed at heavily trafficked areas
- Logo placement prominently displayed behind the Main Stage in the General Session room
- Logo scrolled in live video stream to MediaPost members
- Logo in post show video hosted at MediaPost.com
- Table-top or stand space in ‘Mini Trade show’ area
- 2 Full Conference passes for staff (£590 value)
- 2 Full Conference passes for clients and prospects (£590 value)
- Delegate bag insert
- Post-show attendee list for sales and marketing efforts

Sponsorship rate: £4,500

PRINT & DIGITAL SHOW DAILY SPONSOR Serve as the exclusive sponsor of both Print and Digital forms of our “At theShows” 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 digital ad unit takeover on digital “At the Shows eNewsletter” sent to 60,000 MediaPost US & Europe-based subscribers the day of the event
- Exclusive ownership of both pieces

Sponsorship rate: £4,500

SPONSORSHIPS £4,000 AND UNDER

ALL OF THE FOLLOWING SPONSORSHIPS INCLUDE:

- Logo placement on event website
- Logo placement in pre-event promotional materials sent out leading up to the show
- Logo placement in printed show guide distributed to all attendees at event
- Logo placement on all “Thanks to our Sponsors” signage placed at heavily trafficked areas
- Logo placement prominently displayed behind the Main Stage in the General Session room
- Logo scrolled in live video stream to MediaPost members
- Table-top or stand space in ‘Mini Trade show’ area
- 2 Full Conference passes for staff (£590 value)
- Discounted passes for staff, clients, and prospects
- Post-show attendee list for sales and marketing efforts

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 all 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)
- Table-top or stand space in 'Mini Trade show' area
- Delegate bag insert

Sponsorship rate: £4,000

OFFICIAL SHOW BAGS Create a moving billboard — feature your company's logo on the official show bags. Show bags are distributed to all attendees at conference registration. Includes company insert in show bag.

Sponsorship rate: £4,000

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.

Sponsorship rate: £4,000

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.

Sponsorship rate: £4,000

CONFERENCE ELECTRICITY SPONSOR There's nothing worse than attending an all-day conference and NOT having the ability to stay powered up as you stay connected on your laptop, cell phone, iPad or PDA. Be the exclusive provider of branded electrical boxes placed on each table at the conference so attendees can stay charged for the entire day without having to escape to the hallways to "charge up." There's no better way to gain the favor of show attendees than keeping their devices fully charged throughout the day.

- Branded power boxes placed on each table in the General Session room (each branded box powers up to 4 devices)
- Company logo on branded cards placed out at all tables for the 3 days, informing conference attendees of the "connectivity" you're providing
- "Power provided by" signage with logo placed in General Session room and other highly trafficked areas of event

Sponsorship rate: £4,000

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. Drink stations will be placed in the back of the room with signage promoting your sponsorship.

- 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

Sponsorship rate: £3,000

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.

- Branded WiFi code cards distributed at registration and on all seats/tables in the General Session room
- WiFi “provided by” signage in multiple high-traffic locations with company logo
- Special listing on event website promoting WiFi sponsorship

Sponsorship rate: £3,000

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
- Branded items such as napkins, cups, coasters, stir stick, welcomed

Sponsorship rate: £3,000

TWITTER FEED SPONSOR Have your company sponsor THE most utilized tool at the day’s event – the Twitter Feed. A large screen with branded signage is placed in the General Session room for event attendees to follow along and interact with throughout the day’s event. Enjoy being branded as the official Twitter sponsor with signage and branded Twitter cards with your company logo placed on all seats in the General Session room and distributed at registration to guarantee maximum exposure. A terrific way to reinforce your brand alongside the most utilized communication tool at industry events & conferences.

- Projection screen that scrolls tweets throughout day placed next to Main Stage in the General Session room all day at event
- Company logo on branded Twitter cards distributed to all attendees at registration and on all chairs/tables in General Session room
- "Twitter Feed Sponsored By" signage with logo placed in General Session room and other highly trafficked areas of event

Sponsorship rate: £3,000

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.

Sponsorship rate: £3,000 (Production not included)

MORNING BREAK Give conference attendees a lift serving as the Networking Break sponsor in the morning offering a snack and beverage station outside the General Session room.

- "Networking Break sponsored by" verbal mentions from event emcee leading into break
- Prominent “Networking Break sponsored by” signage displayed all day in refreshment area (company branded items such as napkins, cups, stir sticks encouraged)
- In-session distribution of company collateral or premium item to all attendees in General Session room (£2,000 value)

Sponsorship rate: £3,000*

AFTERNOON BREAK Give conference attendees a lift serving as the Networking Break sponsor in the afternoon offering a snack and beverage station outside the General Session room.

- "Networking Break sponsored by" verbal mentions from event emcee leading into break
- Prominent “Networking Break sponsored by” signage displayed all day in refreshment area (company branded items such as napkins, cups, stir sticks encouraged)
- In-session distribution of company collateral or premium item to all attendees in General Session room (£2,000 value)

Sponsorship rate: £3,000*

***Own BOTH Morning and Afternoon breaks: £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.

Sponsorship rate: £2,000 (5 available)

DELEGATE BAG INSERT Distribute your company's promotional items in the official show bag to all of the event attendees.

Sponsorship rate: £2,000 (5 available)

OMMA 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.

- Table-top and stand space in 'Mini Trade show' area
- 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
- Post-show attendee list for sales and marketing efforts

Sponsorship rate: £2,500 (limited space available!)