



# OMMA MOBILE at SXSW

MARCH 8, 2013 • AT&T CENTER, AUSTIN, TX

## SPONSORSHIP OPPORTUNITIES

[WWW.MEDIAPOST.COM/EVENTS](http://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](mailto:Jon@mediapost.com) for details.**

**PREMIER SPONSOR** [One Available] As the Premier Sponsor of the OMMA Social @ SXSW event your company will receive Top Billing before, during, and after the event. Exclusive logo treatment on all event assets, welcoming role for one of your executives to kick-off the event, and numerous premium brand placements make up this unique, powerful package. Benefits include:

- Main stage welcoming role for sponsor's executive in the General Session to all attendees
- Full Page back cover ad in 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
- 5 (5) Full Conference passes for Clients and Prospects
- Reserved seating in general session
- Post-show attendee list for sales and marketing

■ **Cost: \$19,500**

## 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 competing content
- Presentation given from the main stage at the height of the day against no competing content
- 100% show attendance to all conference attendees
- Pre show promotion to all conference attendees
- Listing of presentation 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
- 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.



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**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: \$19,500**



### **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
- Discounted passes for staff, clients, and prospects
- Post-show attendee list for sales and marketing

### **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

■ **Cost: \$7,500**



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**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 of literature and/or promotion item in show bag.

■ **Cost: \$9,500**

**WIFI SPONSORSHIP** The event will feature WiFi access throughout the event, for guests to log in on their laptops and devices. 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
- Branded wifi cards placed at all seats in the General Session

■ **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: \$7,500**

**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.

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

**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 displayed 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**



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**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)

**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 other devices. Be the exclusive provider of branded power boxes placed on all tables in the generic session room so attendees can stay charged for the entire day. Power boxes have 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**

**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
- Post-show attendee list for sales and marketing

**EXHIBIT SPACE** Conference Mini Trade Show Package  
(Limited space available — first come first served)

**10'X10' BOOTH OR TABLE TOP** ■ **Cost: \$5,000**



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