

Marketing Optimization Summit

eMetrics Summit

The Art and Science of Digital Management

April 26-29, 2011 ■ Sheraton Centre Toronto Hotel

2011 SPONSORSHIP OPPORTUNITIES



SPONSORS OF PREVIOUS SHOWS





Summit Chair

Jim Sterne is author of several best selling Internet marketing books including *Social Media Metrics: How to Measure and Optimize Your Marketing Investment*. He is a globally recognized consultant and founder of the eMetrics Marketing Optimization Summit; and Chairman and founding Director of the Web Analytics Association



Summit Director

Andrea Hadley is a web marketing consultant (since 1998) and a founding Director of the Web Analytics Association (WAA). She is a Rising Media partner, producing the eMetrics Marketing Optimization Summit and Search Marketing Expo (SMX) events in Canada and is a long time web marketing and analytics advocate, most recently facilitating the efforts of the WAA Media Special Interest Group.

Achieving Digital Marketing and Analytics Success

The eMetrics Marketing Optimization Summit unites the best-practices behind customer insights, audience development, digital intelligence and optimizing cross platform, cross media results.

Proven Track Record

The conference continues to grow expanding the number of shows per year to nine global Summits annually – Stockholm, Washington DC, Madrid, San Francisco, Munich, Toronto, Sydney, London and Paris:

- Covering the complete marketing optimization value proposition
- Attracting decision makers keen to take their organizations' to the next level

Perfect Match

- Attendees represent those responsible for digital insights, audience development and delivering online marketing results to top management.
- Speakers and instructors address the issues that help attendees understand and make best use of cross-media, cross-platform optimization processes.
- Sponsors deliver top tools and expert services that enable marketing optimization success.
- Leadership, community and forming solid business relationships are the foundation of a successful conference. Join the digital analytics leaders of today, connect with peers and new customers, learn how others are overcoming key challenges and reaching digital marketing and analytics success at eMetrics Toronto.

Align Services and Solutions with 2011 Toronto Tracks and Sessions

Track for Executives in Publishing and Broadcasting:

1. Media Analytics:

Aimed at management responsible for digital intelligence and data strategy; audience research, measurement, development and establishing currencies across media and across platform –TV, web and mobile. Attendees will gain insight into the current state of audience measurement and emerging methodologies; industry leaders will discuss new cross-platform business models and evolving currencies; while producers will share successes in extending the brand through Transmedia storytelling and audience participation.

Tracks for Marketers, Digital Directors and Technology Executives:

2. Managing Web Analytics:

This track is designed to help executives increase the investment value of online analytics. Attendees will learn how to organize for analytics, build a metrics-driven team, successfully share insights across the organization, and evolve into a data driven, test culture.

3. Campaigns and Acquisition Optimization:

Aimed at Internet marketing and ecommerce managers and specialists, this track focuses on processes and tools for optimizing advertising, promotions and communications using search, email marketing and banner advertising.

4. Site Optimization and Usability:

Aimed at marketing and technology experts responsible for the success of the website, this track sheds light on the collaborative process of measuring and optimizing content consumption and task conversion. Leaders in digital marketing and analytics deliver case studies and share hands-on experience of advanced programs that uncover visitor intent, improve customer satisfaction, increase brand value, ultimately increasing conversions.

5. Social Mobile Marketing and Metrics:

Investment in social media and mobile applications continues to grow requiring new resources, tools and ongoing education. But how do we measure value and when is the investing costing more than the return? How do we attribute sales to social or mobile activity? In this track industry leaders provide expert advice on how to establish relevant social and mobile metrics and measure meaningful results.

Previous Attendee Companies (a small sample)

Aberdeen Group
ADP Canada Corp
Allstate Insurance
Amazon
America Online
American Cancer Society
American Institute of Physics
AOL
Aon Reed Stenhouse
Avaya
Banfield-Seguín Ltd.
BCLC
Bell Canada
Black Press Group Ltd

BMO Financial Group
Boston Scientific
British Columbia Institute of Technology
Cable & Wireless
Campbell Soup Company
Canada Revenue Agency
Canadian Heritage
Canadian Standards Association
Canwest Digital Media, Publishing
Capital One
Carlson Marketing Canada

Caterpillar Inc.
Charles Schwab
CIBC
CircuitCity
City of Calgary
CNET Networks
Conde Nast Publications
Costco Wholesale
Countrywide Financial
Dalhousie University
Dell Computer
Deloitte Touche
Disney
Dow Corning

DuPont
ESRI
Fidelity Investments Canada
Fireman's Fund Insurance Company
Ford Motor Company
Forrester Research
Fujitsu Computer Systems
Gateway, Inc.
General Motors
Google
Hagerty Insurance
Hallmark
HP

HSBC Bank Canada
HSBC Card Services
Humana Inc
IAB Canada
IBM
ICGroup LP
Impaq
IMS Health Canada
Indigo Books & Music
InterContinental Hotels
Intuit
J. Paul Getty Trust
J.D. Power and Associates
Johnson & Johnson

Johnson & Johnson
Jupiter Research
Kodak
L.L. Bean
Lafarge
Liberty Mutual
Library and Archives Canada
Library of Congress
LowerMyBills.com
Mackenzie Financial Services
Macys
Majon International
Manulife Financial
Mass Medical Society



Network with Attendees

- Morning and afternoon coffee breaks stationed in the Exhibit Hall
- Evening receptions in the Exhibit Hall
- Dine with attendees at round table networking lunches

Presentations, Announcements and Panel Discussions:

- Debate issues, share knowledge and make newsworthy announcements.



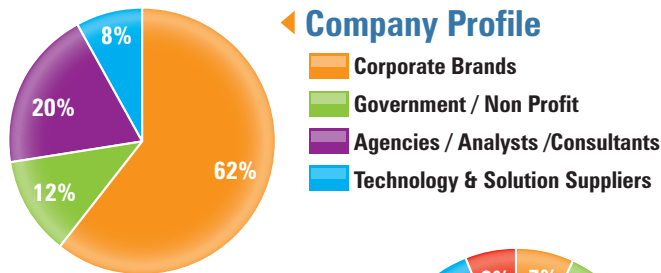
Pre Conference Workshops & Training

- WAA Base Camps
 - a. April 26th: Introduction to Web Analytics 101
 - b. April 27th: Web Analytics Applied 102
 - c. April 27th: Search Analytics 201
- Road Map to Online Analytics Success: April 26th
- Getting Started with Social Media: April 26th
- Additional workshops to be confirmed.

Attendee Profile

Fortune 1000 and top brands, non-profits and government. Marketers and information technology executives responsible for ebusiness, web marketing and online communications, looking for the optimal solutions to optimize results.

Company Profile



Job Titles



Why They Come

Great range of speakers on what is current thinking in the industry. Many thanks and look forward to meeting up again in October.

Guy Stephens, Global eCRM Manager, Four Square (Mars, Inc)

"The conference has an extremely useful blend of web analytics insight for marketers and technicians alike. Actionable insight I can apply immediately. Thanks!"

Clarissa Dimacali, Director, Charles Schwab & Co.

"I took away many key learnings from the case studies, working sessions and networking opportunities provided at this event. I shall return again and again."

Shelley Sump, Web Data Manager, BetterManagement (a division of SAS)



Previous Attendee Companies (a small sample)

MECLABS Group
Merck & Co
MGM Mirage
Microsoft
Microsoft Canada
Milliken & Company
MLS.com
Monsanto
Motorola
MSN
Nalandabodhi
National Assoc. of Realtors
National Cancer Institute
National Semiconductor
Network World
Nokia

Oracle
PayPal Inc
Petro-Canada
Philip Morris
Philips
Philips Lighting
President's Choice Financial
Progressive Insurance
Random House of Canada
Rogers Media Television
Rogers Sportsnet
SAP
School Outfitters
Search Intelligence
Shout Reaserch
Siemens

Silicon Graphics
Sitebrand
Sun Microsystems
Tektronics
Telefilm Canada
Telus
The Loyalty Group
Thornley Fallis
Tommy Hilfiger
Tufts University
USAA Federal Savings Bank
Vertica Resident Services
W. L. Gore & Associates, Inc.
WarnerBros Online
WebTrends
Wells Fargo

Wild Apricot
World Bank Group
World Savings Bank
Wunderman
Yahoo!

Conference Sponsor	Diamond (2) \$19,500*	Gold (3) \$12,500*	Silver \$7,500*	Bronze \$4,500*
Two-day Summit Pass	6 conference passes & 3 staff exhibit only passes	3 conference passes & 3 staff exhibit only passes	2 conference passes & 3 staff exhibit only passes	1 conference pass & 2 staff exhibit only passes
Audience address/or panel participation	30-min. full audience address	10-min. full audience address	3 minute elevator pitch	N/A
Registration Sponsorship	Logo prominently displayed at registration	N/A	N/A	N/A
Multiple Registration Discount	Yes - 20%	Yes - 15%	Yes - 10%	Yes - 10%
Booth Space in exhibit hall	8 x 20	8 x 20	8 x 10	8 x 10
Logo on website, signage, print literature & pre-conference marketing	Diamond Positioning	Gold Positioning	Silver Positioning	Bronze Positioning
Summit Show Guide 4-colour advertising	Cover Position: Full page	Full Page	1/4 page	N/A
Logo on Cover of Registrant Folder	Yes	N/A	N/A	N/A
Mention in pre-event media and email announcements	Yes	Yes	N/A	N/A
Website & Summit Show Guide: 150-word company description with logo	Yes	Yes	Yes	Yes
One piece literature in Summit folder	Yes	Yes	Yes	N/A
Access to Opt-in attendee contact list	Yes	Yes	Yes	N/A

Unique Opportunities

eMetrics Technology Labs – \$5,000*

Labs are focused on illustrating how common business problems are solved by extending your technology in a closed, "attendee only" session.

- One 2-day conference pass
- Logo on website, event signage
- Listing in show guide
- Listed on agenda
- One piece of literature in Summit folder

eMetrics Opening April 27th: Mad Men Reception - \$4,500*

- Event signage and acknowledgement at reception
- Logo on website and in pre-event marketing
- One two-day conference pass
- Four reception-only passes
- Listing in show guide
- One piece of literature in Summit folder

Web Analytics Wednesday on Thursday Reception – \$4,500*

- Acknowledgement at reception
- One 2-day conference pass
- Logo on website, event signage
- Listing in show guide
- One piece of literature in Summit folder

Wifi Sponsorship – \$3500*

- Acknowledgement as sponsor when communicating login and password.
- Your logo on website, event signage and a listing in the show guide
- One 2-day conference pass

Registrant Folder – three opportunities: Logo on back cover, inside left or right panels: \$2850 each

(must be a Silver or higher level sponsor to purchase)

- Limited to one logo on each side
- Includes brochure inside the folder

Lanyard Sponsorship – \$3,500*

Your logo around every delegate's neck. The sponsor is responsible for providing the lanyards, which will be pre-attached to all delegate badges, ensuring maximum exposure during the event.

Notebook or Pen Sponsorship – \$3,500*

Sponsor to provide 72 hours in advance of event. Will be distributed to attendees on opening day. This will be used by attendees both during and after the event.

Exhibit Hall Passport: \$500 (Maximum of eight) – only available to Exhibitors.

The Passport is similar to a Bingo card, where attendees visit participating exhibitors and get their passport stamped. Participating sponsors get their logo listed in the Passport and a unique stamp. Once the attendee passport has all stamps, they may hand in for a chance to win one of three prizes.

Summit Guide:

- Full page ad - \$1500
- ½ page ad - \$1000
- ¼ page ad - \$750



WAA Base Camp 2-day Workshop – \$6,500*

- 20 minute presentation during workshop
- Two 2-day WAA Base Camp workshop registrations.
- Logo on WAA and eMetrics websites, event signage, print literature
- Event signage (provided by organizer)

Sponsorship Inquiries

Paul Gillis, VP Sales
(508) 748-3955
pgillis@risingmedia.com

Speaking & Media Inquiries

Andrea Hadley, Conference Director
(604) 985-0205
ahadley@risingmedia.com

General Inquiries

Stephanie Redlich, Customer Service and Administration Assistant
sredlich@risingmedia.com

Sheraton Centre Toronto Hotel 123 Queen St West, Toronto Ontario

Book a single or double room at the conference rate of only \$189/night plus 13% HST. Conference guests receive Traditional rooms with either a King or two double beds. Sweet Sleeper Beds, city view, comfortable work area and complimentary high speed internet (pre-arranged for conference guests).

There are a limited number of rooms at the discounted rate, so reserve early. We cannot guarantee rates after April 4th, 2011.

Located in the financial and entertainment dis-

tricts, the CAA/AAA Four Diamond Sheraton Centre Toronto is connected to PATH, a 16-mile underground network of shops and services. Shopping, theatre, world-class dining and Toronto.

Toronto, Ontario Canada

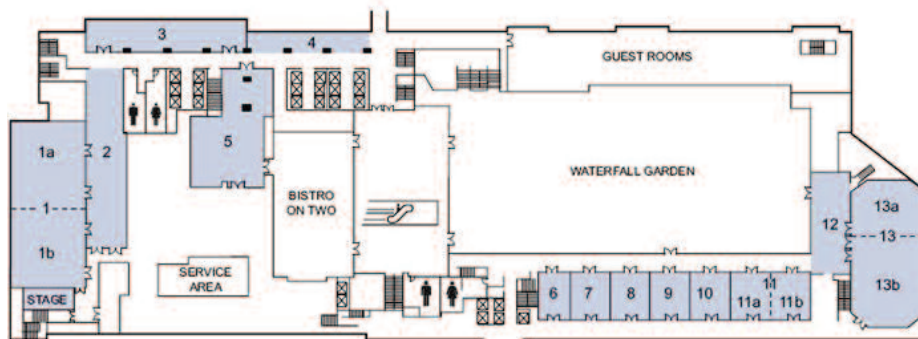
Toronto is the largest city in Canada, and is the provincial capital of Ontario, making it the seat of the provincial Crown. It is located on the north-western shore of Lake Ontario. With over 2.5 million residents, it is the fifth-most populous municipality in North America. Toronto is at the heart of the Greater Toronto Area (GTA), and is part of a densely-populated region in south-central Ontario known as the Golden Horseshoe which is home to over eight million residents.

Toronto is a major scene for theatre and other performing arts, with more than fifty ballet and dance companies, six opera companies, and two symphony orchestras. The city is home to the National Ballet of Canada, the Canadian Opera Company, and the Toronto Symphony Orchestra.

As Canada's economic capital, Toronto is considered a global city and one of the top financial cities in the world. The Old City of Toronto covers the area generally known as Downtown. It is the historic core of Toronto and remains the most densely-populated part of the city.

Source: Wikipedia

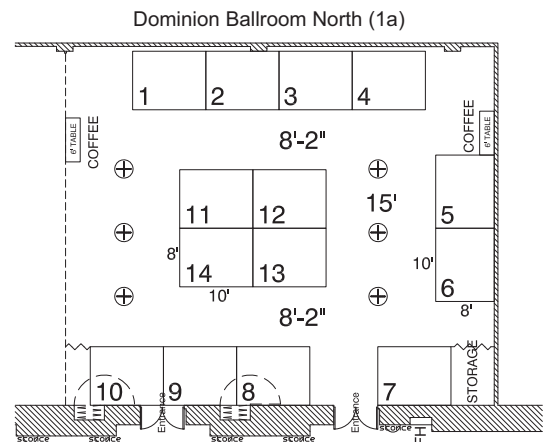
Meeting Space Layout – Second Floor



- | | | |
|------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. DOMINION BALLROOM
1a. DOMINION BALLROOM NORTH
1b. DOMINION BALLROOM SOUTH | 6. ELGIN ROOM
7. WENTWORTH ROOM
8. KENORA ROOM
9. HURON ROOM
10. KENT ROOM | 11. SIMCOE ROOM & DUFFERIN ROOM
11a. SIMCOE ROOM
11b. DUFFERIN ROOM
12. CIVIC BALLROOM FOYER
13. CIVIC BALLROOM
13a. CIVIC BALLROOM NORTH
13b. CIVIC BALLROOM SOUTH |
|------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

SECOND FLOOR

Expo Hall Floor Plan



The Sheraton Centre Upper Concourse



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