



# Chicago

## SPONSORSHIP OPPORTUNITIES

Exhibition: June 11-12, 2013



For Sponsorship Inquiries, please contact:

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Produced by



## Launched in 2002

Toronto: March 20 – 21, 2013

San Francisco: April 15 – 16, 2013

Chicago: June 11 – 12, 2013

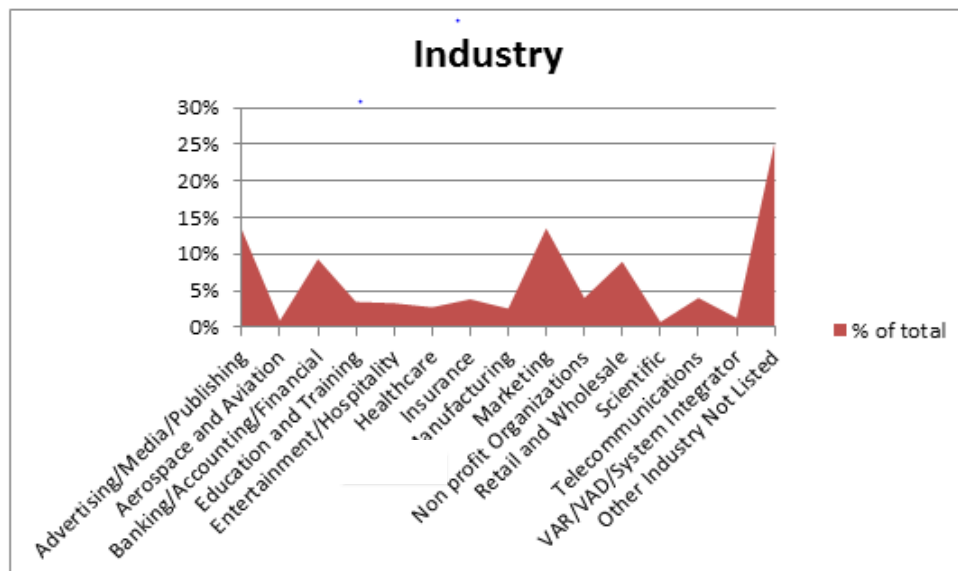
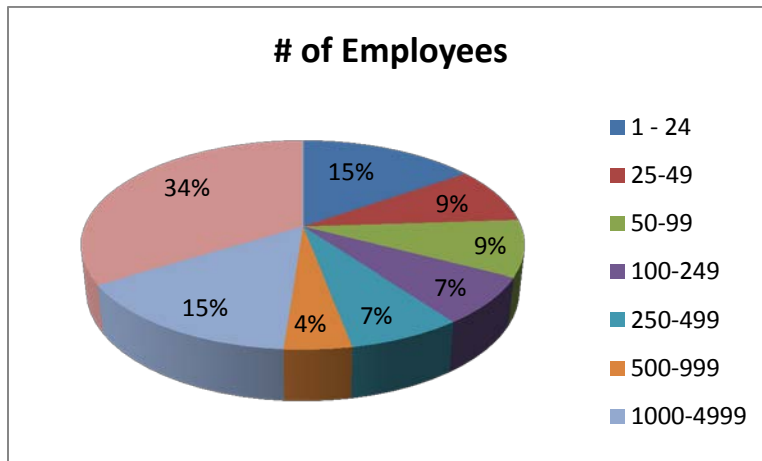
Boston: September 30– October 1, 2013

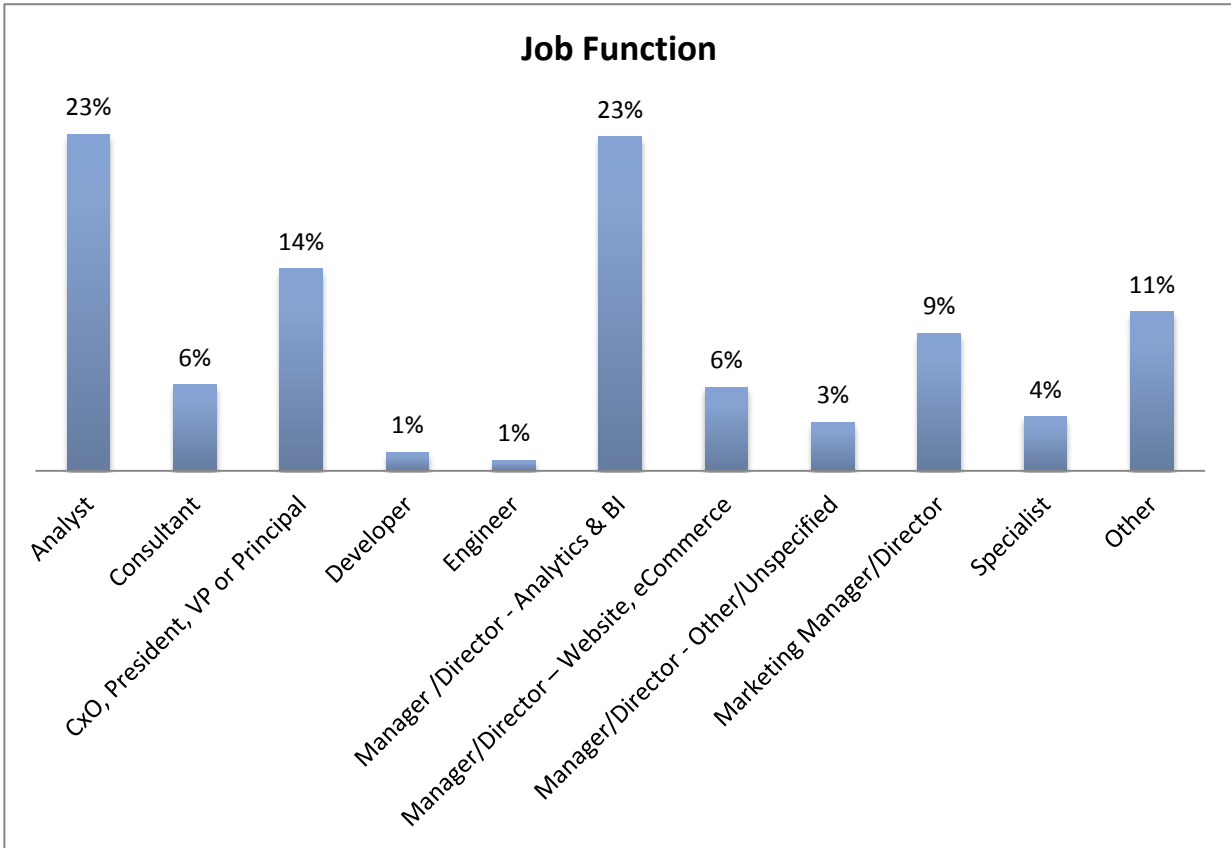
## Attendee Profile

Corporate Website Owners, Web Analysts, Online Marketing Managers/Directors/VP's, CMO's; Social Marketing Managers/Directors; CIO's; CTO's; Business Intelligence practitioners.

For over 10 years marketing managers, web analysts and business intelligence experts have gathered at eMetrics looking for new ways to increase the return online investment. Attendees of eMetrics range from new users to seasoned veterans who are serious about making the most out of their online efforts, including seeking out new services and tools that can place them ahead of the competition.

## eMetrics Summit 2012 - North America Attendee Demographics





eMetrics Summit attracts an international audience! 89% of North American attendees were from the United States. 24 countries sent delegates to 2012 eMetrics Summit events, the largest from Canada, China, Germany, Israel, India, Japan & United Kingdom.

# 2013 SPONSORSHIP OVERVIEW

Conference Sponsor	Diamond (Exclusive to 3)	Gold (Limited to 6)	Silver	Bronze	Turnkey Package
Price	\$30,000	\$20,000	\$10,000	\$7500	\$5,000
<b>Pre-Event Visibility</b>					
Logo attribution on all promotional material including: website, Preview Guide, Conference Guide, print advertising & onsite signage	✓	✓	✓	✓	✓
Company/Product profile listing on website & Conference Guide	150 words	100 words	75 words	75 words	50 words
One-time use of pre-event email list (email produced by sponsor & approved and distributed by RM)	✓				
Company/Product inclusion, as part of pre-show logistics email sent by RM	Logo, 100 words & link	50 words & link			
<b>Event Visibility</b>					
Exhibit Space	20' x 20'	10' x 20'	10' x 10'	10' x 10'	Turnkey POD
Plenary presentation prior to Keynote + introduction of keynote (Order confirmed by contract date)	10 minutes + Keynote Intro				
Track Session Exclusive sponsorship, audience address + track moderation (one per track)		10 minutes			
2 minute audience address as part of sponsored conference block. (Order confirmed by contract date)		2 minute elevator pitch	2 minute elevator pitch		
Ad in Conference Guide	Full Page 4-color	½ Page 4-color	¼ Page 4-color		
Complimentary Full Access Conference Pass	6	3	2	1	-
Complimentary Social Networking Pass	3	3	3	2	2
Chair Drop or Bag Insert (non-paper) SWAG	✓				
Conference Registration Discount for Clients & Prospects	25%	25%	25%	25%	25%
Conference Registration Discount for additional staff	25%	20%	15%	15%	10%
Wireless Internet Connection	✓	✓	✓	✓	✓
<b>Post-Event Visibility</b>					
One-time use of post-event email list (email produced by sponsor & approved and distributed by RM)	✓				
One-time use of Post-event direct mail list (through bonded mail house)	✓	✓			
Whitepaper or On-Demand Webinar marketed to event attendees and newsletter subscribers (Sponsor receives all register/download viewer demographics)	✓				

## UNIQUE MARKETING OPPORTUNITIES

### [YOUR NAME] & eMetrics Lobby Bar Party

**\$15,000 (Exclusive to 1 Sponsor)**

The eMetrics Lobby Bar Party is the opportunity for you to brand your company as well as network and socialize in a relaxed environment on the first night of the conference. Attendees look forward to this regular fixture and Jim Sterne invites them personally. Even if your beverage of choice is mineral water, there's no place like the lobby bar at the end of the day. More learning happens in there than you might imagine.

Old hands and novices mix it up in the most casual of settings. The hair gets let down, the conversation wanders - and people speak their minds. As the exclusive sponsor, you can raffle off prizes, create interactive give-aways, tie to social media and engage the community in creative ways – the choice is yours!

### Web Analytics Wednesday

**\$7,500 (Limited to 3 Sponsors)**

Web Analytics Wednesday is the world's only global social networking event for web analytics professionals. Founded in 2005 by Eric T. Peterson and June Dershewitz, these events have connected nearly 6,000 people worldwide.

**Sponsorship Includes:**

- Signage with company logo and name listed
- Sponsor has the option of giving a brief hello/welcome
- Logo and company name mentioned in the eMetrics Marketing Show Guide
- Opportunity to provide a giveaway and/or hand out a brochure

### Attendee Badge Insert

**\$4,000 (Limited to 1 for each event)**

What better way to make a bold statement to attendees than to sponsor the insert designed for the badge holder and have your company's name prominently displayed to the attendees? Not only can you display your company name, but you can include product highlights and your booth number as part of the insert.

### Conference Bag/Folder

**\$5,000 (Limited to 1 for each event)**

Increase company awareness to your targeted group by having your logo on display and in everybody's hands during the event and often for years afterwards on the conference bag/ folder. Organizer will produce the bags/folders.

## Conference Bag/Folder Insert

**\$1,000 (Unlimited available for each event)**

One piece of standard sized literature or SWAG placed in each conference attendee bag/folder.

## Lanyard

**\$5,000 (Limited to 1 for each event)**

Greet attendees as they arrive at registration by giving them a lanyard which will be pre-attached to all delegate badges, ensuring maximum exposure during the event. The sponsor is responsible for providing the lanyards.

## Ad in Conference Guide

**Back Cover: \$2,000 • Inside Front and Inside Back Cover: \$1,500 • Full Page (non-premium location): \$750**

Sponsor can provide one full page, 4-color, ad artwork for inclusion in the show guide, which will be referred to by the conference attendees both during and after the event.

## Hotel Room Drop

**\$3,000 (Limited to 1 per day for each event)**

Have your message/gift hand delivered into the hotel room of your targeted conference attendees staying at the host hotel.

## DAA Base Camp Workshop

**\$6,500 (Limited to 1 Sponsor)**

- Opportunity to display signage at the workshop
- One (1) 10 minute presentation to the entire conference specific audience
- Two (2) DAA Base Camp workshop registration passes
- Logo displayed on DAA website-event page
- Logo displayed on literature and online promotions as the workshop sponsor
- One (1) company/product profile in the conference guide and on conference website (maximum 150 words)
- Logo displayed on introduction PPT slide and acknowledgement by workshop trainer

## Lunch & Learn – 50 Minutes

**\$8,000 (Limited to 2 Sponsors for each event)**

Called the “hidden gems” by previous attendees, a Lunch & Learn illustrates how common business problems are solved by showcasing your technology in a closed, “attendee only” session. Lunch & Learns give attendees an up-close and personal look at how specific tools solve specific problems. Attendees see live demonstrations of solutions

to real world challenges. By sponsoring a Lunch & Learn you directly demonstrate how data and technology combine to achieve stunning results.

Your opportunity (and responsibility!) as a Lunch & Learn producer is to pick a hot topic, advanced methodology or innovative application, frame it, and demonstrate – live – how your solution excels in that arena.

#### LUNCH & LEARN EXPECTATIONS, RULES & GUIDELINES

*These sessions are unique in the events space, allowing you to showcase your solution in a non-sales environment.*

Lunch & Learn sessions include:

- A practical, live demo – not a canned presentation
- State the core business challenge that most attendees face. This is an explanation of the COMMON business problem/opportunity.
- Present a documented use case or case study on that issue
- Illustrate your approach to solving the problem with your technology; this goal is to provide an example of how your technology is being used to solve the business problem/opportunity discussed.
- You are encouraged to bring a client to co-present; your client will receive speaker status at the conference which means a bio on the website and in the printed conference guide as well as a full conference speaker pass to the event.

**EDITORIAL REQUIREMENTS:** Lunch & Learn sessions must be approved by the Conference Chair

- Sponsor can leave behind literature
- Quarter page 4-color ad in printed conference guide & listing in conference agenda schedule
- Client prospect full conference registration passes at a 20% discount
- Logo on website and in conference guide in the agenda as Lunch & Learn Sponsor
- Electricity, wireless internet connection and a projector provided in room

## Official Passport Program

**Front Cover, Exclusive: \$1,500 • Participation: \$750 (Limited to 10 Sponsors for each event)**

Make your booth a mandatory stop for all attendees at the conference. Participating exhibitors will receive a special stamp to be stamped in the passport of attendees who stop by your booth. Once their passport is full of stamps attendees drop it off at registration for entry to win outstanding prizes like \$1000 cold cash, iPad & Bose Speakers!

## Registration

**\$7,500 (Limited to 1 Sponsor for each event)**

- Placement of a banner posted on the registration page for the conference
- Ad or link in all confirmation emails that are sent to registered attendees
- On-site signage in registration area.
- One (1) piece of literature on registration counter

## Conference Track

### **\$3,000 (Limited to 2 Sponsors for each event)**

Sponsor of one of the official conference session tracks. This opportunity is a great opportunity to position your company as a knowledge leader for specific topics. You will be able to place a survey question on the evaluations along with your logo. Results of the surveys will be shared only with the sponsor for that track.

In addition you will receive:

- On-site signage at the front of the room
- Sponsors promotional collateral distributed
- Your company will also be identified in the Show Guide as the official Conference Session sponsor for that track

## Internet Lounge

### **\$10,000 (Exclusive to 1 Sponsor)**

Exclusive branding for your company as the internet lounge sponsor. Attendees will be using the lounge on the exhibit floor to check email. Brand and logo will appear on signage in lounge and promoted at conference. Sponsor will have opportunity to place literature in the Lounge.

## eMetrics On-Demand Webinar or Whitepaper

### **\$5,000**

The eMetrics On-Demand Webinars and Whitepapers are designed to provide extensive visibility, credibility, and brand value. A successful On-Demand Webinar or Whitepaper campaigns comes directly down to “Why” according to research by the Content Marketing Institute: *It’s the why, which is the existing emotional motivation of our audience, that makes it possible to create truly engaging and relevant content. Discovering that why begins first with understanding the problem you solve, who you’re solving it for, and how that problem affects them as people, not just personas. In order to attract the leads that are most likely to become customers, you have to be very clear about the problems your products or services solve then create content directly related to those problems.*

Your opportunity as a eMetrics On-Demand Webinar and/or Whitepaper Sponsor is to engage the marketing analytics community in answering the all-important WHY. Your campaign results will only be as strong as the offering you create for download.

Package includes:

- Sponsor organization will provide full 90 minute or less pre-recorded webinar or whitepaper. Sponsor has full editorial control, but be aware that the quality of the content will directly impact the quality of your leads.
- Rising Media, Inc. will provide guidance and feedback on the description provided by the sponsor. However, sponsor has final editorial say on the description to be used to publicize the offering.





- Sponsor organization may (at their discretion) insert logo and contact information wherever they deem appropriate throughout offering.
- Offering will be promoted and available for viewing/download for a 3 month period.
- Sponsor organization may provide up to 3 demographic registration questions.
- All registrant demographic information is provided to sponsor organization.

**For more details, please contact:**

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Chief Revenue Officer

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