



**Data Driven  
Business** CUSTOMER CENTRICITY  
THROUGH DATA

# Sponsorship Opportunities

San Francisco, March 17-18, 2014

Toronto, May 14-15, 2014

Chicago, June 17-18, 2014

Boston, October 6-7, 2014



produced by **risingmedia**

<http://www.emetrics.org/>

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## Connect with hundreds of Decision Makers!

Conference  
Founder & Chair



Jim Sterne



## The eMetrics Summit

The eMetrics Summit is the world's leading event on analytics for digital marketing. The conference continues to grow in attendee count and in the number of shows per year and in international scope. The eMetrics Summit is all about leveraging customer data - of all kinds - to optimize the return on marketing investment, attracting decision makers keen to take their organizations' marketing to the next level.



## Data Driven Business

The eMetrics Summit is part of Data Driven Business, that brings together multiple conferences, all designed to empower business to strategize and optimize using data analytics. With one shared expo hall for all conferences, you will not only be exhibiting to the eMetrics attendees but also to attendees of Predictive Analytics World, the business-focused event for predictive analytics professionals, managers and commercial practitioners, Conversion Conference, a worldwide conference series dedicated to issues related to optimizing the conversion rates of online campaigns, Text Analytics World & Context Conference.





## Conference Founder & Chair

Jim Sterne is an international consultant focused on measuring the value of the online marketing for creating and strengthening customer relationships since 1993. Sterne has written seven books on using the Internet for marketing, produces the [eMetrics Summit](#) and is co-founder and current Chairman of the [Digital Analytics Association](#).

## Summit Schedule

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## Optimization is no longer Optional

Marketing executives, managers, and business intelligence experts have been meeting at the eMetrics Summit since 2002 to increase the return on their marketing investments. This global conference and expo is recognized as a driving force for the application of Marketing analytics, process, and technology for optimizing marketing value and informing business decisions.

## Professionals attend the eMetrics Summit to:

- Become more relevant and valuable to your organization
- Understand the power of today's tools and techniques
  - Learn from experts & peers
    - Get answers





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## Marketing Plan

The eMetrics Summit, once again as part of Data Driven Business (DDB), acting as one of many conferences (Predictive Analytics World, The eMetrics Summit, Text Analytics World, Context, and Conversion Conference) all designed to empower business to strategize and optimize using data analytics.



### The eMetrics Blog Partner Program

Blogs are an increasing source of relevant qualified leads for both technology vendors and technology events. Rising Media has very successfully launched blogger engagement programs for all our events.



### Social Networks

Speaking direct to relevant executives on their own LinkedIn profile is a guaranteed source of new attendees, as are conversations in the relevant groups. Rising Media has a comprehensive advertising program with LinkedIn and in addition, supports the communities and promotes the events across relevant groups and individuals.



### “Traditional” Online Marketing

Banners, text ads, email newsletters, Google Adwords - all in contextually relevant titles.



### Press Releases

Yes, they still work, especially as fodder for search engines and RSS Feeds - getting the conference straight onto people's desk tops.



### Twitter: @emetrics

Twitter is another channel that, while still niche, is very effective for communicating with the tech-savvy group that use it.



### Media & Association Partners

eMetrics also continues to build relationships with other key media and association partners to ensure their readers and members have the eMetrics Summit top of mind.

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## Previous Attended Companies

AAA Southern California, Senior Digital Analyst  
Abercrombie & Fitch, Web Analyst  
Adobe Systems, Conversion Optimization Manager  
Advance Auto Parts, Sr. Web Analytics Manager  
Anamatrix, VP of Client Success  
Alaska Airlines, Senior Web Analyst  
Allrecipes, Director of Analytics  
Allstate Insurance, Mobile Analyst  
American Airlines, Manager, Data Mining  
American Eagle Outfitters Inc., SVP/GM of Omni-Channel eCommerce  
American Medical Association, Senior Digital Analyst  
AOL, Senior Research Manager  
Apollo Group, Chief Digital Officer  
Apple, Inc., Analyst  
AT&T, Assoc Dir Analytics  
BNY Mellon, Web Analyst  
Boeing, Online Marketing & Analytics  
Boston Scientific, Sr. Digital Measurement Analyst  
Capital One, Sr. Business Analyst  
Cardinal Path, Director, Strategic Services  
CareerBuilder, SEM Manager Cars.com, Director, National Client Marketing  
Carter's OshKosh B'gosh, E-commerce Marketing Analyst  
Cisco Systems, User Experience Researcher  
Citrix Online, Sr. Manager Web & Mobile Analytics  
ClickTale, VP Marketing  
CMSWire, Staff Writer  
CrossFit, Inc., Senior Editor  
Dell, Data Scientist  
Dick's Sporting Goods, Director of Web Analytics

eBay Inc., Strategy - ClearSaleing  
Expedia Inc, Sr. Analytics Manager  
Farmers Insurance, Head of eBusiness  
FedEx, Marketing Specialist Advisor  
General Mills, Web Analytics Manager  
Google, Inc., Sales and Operations Associate  
Hyatt Corporation, SVP Strategy & Analytics  
IBM, Sr. Digital Analyst  
Intuit, Director, Product Development  
JP Morgan Chase, SiteCatalyst Product Manager  
KPMG, Senior Manager Global Digital Marketing  
Lowe's Inc, Online Analytics Leader  
MetLife, AVP - eBusiness  
Microsoft, Partner Architect, Online Services Division  
National Association of REALTORS, Manager, Digital Mktg & Analytics  
NBC Universal, VP of Digital Media Research  
New York University, Center for Business Analytics, Stern School of Business  
Panasonic Corporation, Senior Engineer  
Pandora, Vice President of Sales Marketing  
Progressive Insurance, Marketing Analyst  
Safeway Inc., Sr. Data Analyst  
Sam's Club, UX Specialist  
Sears Holdings Corporation, Manager, Business Analytics  
St. Jude, Web Analyst  
Staples, Inc., Director, Digital Analytics  
Symantec, Director, Optimization & Web Analytics  
Target, Group Manager - BI  
Tealium, Director, Business Development  
The San Diego Union-Tribune, Director of Research

Thermo Fisher Scientific, Web Analyst  
UBC Continuing Studies, Associate Director  
UC Irvine Extension, Director, Eng, Sci & IT  
USAA, Lead Channel Manager  
Walmart, Director, Analytics/Optimization  
Wells Fargo, SVP  
Whole Foods Market, Digital Marketing Analyst

## Previous Sponsors



	Diamond	Gold	Silver	Bronze	Turnkey Package
San Francisco/Boston	\$30,000	\$20,000	\$10,000	\$7,500	\$5,000
Toronto/Chicago	\$25,000	\$15,000	\$7,500	\$5,000	\$4,000
Pre-Event Visibility					
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 & distributed by Bonded Mailhouse)					
Company/Product inclusion, as part of pre-show logistics email sent by RM	Logo, 100 words & link	50 words & link			
Event Visibility					
Exhibit Space	20' x 20'	10' x 20'	10' x 10'	10' x 10'	Turnkey POD
Plenary presentation prior to Keynote + introduction of Keynote	15 minutes + Keynote intro				
Track Session Exclusive sponsorship and audience address		5 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	Half Page 4-Color	Quarter 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					
Name & Logo listed on Sponsor Profile Page on mobile Bizzabo app.					
1 Real-Time Shout Out to all attendees on mobile Bizzabo app.					
Post-Event Visibility					
**One-time use of post-event email list					
One-time use of post-event direct mail list (through bonded mail house)					

\*\*Additional Fees Apply

# Data Driven Business

CUSTOMER CENTRICITY THROUGH DATA



Attendee Badge Insert

\$4,000



Hotel Room Drop

\$3,000



Conference Bag/Folder

\$5,000



Conference Bag/Folder Insert

\$1,000



Lanyards

\$5,000



Ad in Conference Guide

Back Cover - \$2,000  
Inside Front & Inside  
Back Covers - \$1,500  
Full Page (non-premium  
Location) - \$750

**BIZZABO MOBILE APP  
SPONSORSHIP OPPORTUNITIES**

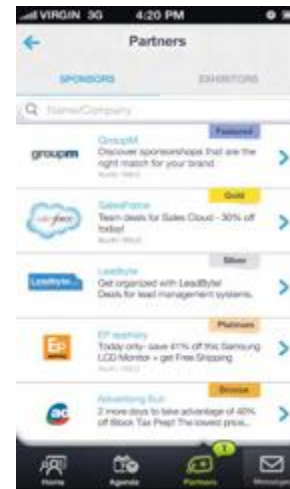


**Full Size Ad  
(Splash Screen)**

**\$1,500**

Grab attention and enhance recognition with full screen visibility when users enter event page on the mobile platform.

Captivate attendees with the only ad space that has a customizable “pop-up”



**Featured Listing  
In  
Sponsor Profile**

**\$1,000**

Be seen first by each attendee. Have recognition for app sponsorship and be featured above all other levels of sponsors with exclusive banner tier.



# Data Driven Business

CUSTOMER CENTRICITY THROUGH DATA



## Registration

\$9,000

- 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

## Lunch & Learn Sponsorship

50 Minutes

\$10,000



- A 50 Minute practical, live-demo – not a canned presentation
- Quarter page 4-color ad in printed conference guide & listing in conference agenda schedule
  - Client prospect full conference registration passes at a 20% discount
    - Branding on website, show guide & on site signage
  - Description of Lunch & Learn on the website & in the show guide
    - Speaker Bio & photo on website
- Electricity, wireless internet connection & a projector provided in room
  - Sponsor can leave behind literature

## [YOUR NAME] & eMetrics Lobby Bar Party

\$10,000



- Custom Event Name – ‘Your Name’ and eMetrics Lobby Bar Party
  - Branded Signage throughout eMetrics & the party
    - Branded Napkins
  - Opportunity to provide brief Welcome/Thank You
  - Branding on website, show guide & on site signage



## Networking Reception

\$10,000

- Branded signage throughout eMetrics & the party
  - Branded napkins
- Opportunity to provide brief Welcome/Thank You
- Branding on website, show guide & on site signage
- 1 Real Time Shout-Out on mobile Bizzabo app during the event

# Data Driven Business

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## Web Analytics Wednesday



**\$7,500**

- Branded signage throughout eMetrics & the Web Analytics Wednesday event
- Sponsor has the option of giving a brief Welcome/Thank You
  - Branding on website, show guide & on site signage
  - Opportunity to provide a giveaway and/or hand out a brochure

## Official Passport Program



**Front Cover \$1,500**  
**Participation \$750**

- Branding on Passport provided to every attendee
  - Branding on signage
- Mandatory stop by all attendees to stamp passport



WiFi

**\$10,000**

- Custom Home page or Landing Page\*
- Custom SSID, Login and/or Password\*
- Branding on website, show guide & on site signage

\*Ability may vary per city

## DAA Base Camp Workshop

**\$6,500**



- 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



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# risingmedia™

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**eMetrics**  
SUMMIT

**Predictive Analytics WORLD™**

**Predictive Analytics WORLD**  
GOVERNMENT

**Text Analytics WORLD**

**SMX**  
SEARCH MARKETING EXPO.

**Conversion Conference**

**bbc** BUILDING BUSINESS CAPABILITY

**am days**  
AFFILIATE MANAGEMENT DAYS

**Context**  
marketing in a multi-screen world

**3D** INSIDE PRINTING  
CONFERENCE AND EXPO  
WHERE 3D PRINTING MEANS BUSINESS

**SEMANTIC TECHNOLOGY & BUSINESS CONFERENCE**

**Social Gambling & Gaming Summit**

**Web Effectiveness Conference**

**Local Social Summit**

**INSIDE BITCOINS**  
the future of virtual currency

**AllFacebook Marketing Conference**

**AllFacebook Developer Conference**

**admonsters ops**

**admonsters screens**

**admonsters publisherforum**

**Rising Media is a global events producer excelling in Internet and technology-related events.**

Rising Media events provide cutting-edge, practical knowledge for business professionals to improve their day-to-day effectiveness, driving higher returns for their organizations. Attendees learn from leading experts and share knowledge with each other, as well as interacting with innovative vendors in the space. Each event brings together the best, the brightest and the visionary, creating a forum for insight, energetic exchange and informed purchasing.

Berlin • Boston • Chicago • Düsseldorf • Fort Lauderdale • Frankfurt  
Hamburg • London • Munich • Paris • San Francisco • Stockholm  
Sydney • Toronto • Washington DC

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