

SPONSORSHIP OPPORTUNITIES

At There are a number of sponsorship opportunities available at different levels at the Behavioral Marketing Summit. Sponsorships closeout daily.

Reserve your sponsorship today as they are selling fast. Please contact Karen Arieli at karen@dm2events.com or call 646-519-3988 for details.

PREMIER SPONSOR

As the lead sponsor of the BMS, your company will receive top billing. Benefits include:

- On-stage “welcoming” role for sponsor’s executive in the General Session
 - 40-minute Sponsored Workshop – you program it; your executives present it
 - Dedicated Email to VIPs – “Welcome to BMS, from our Premier Sponsor”
 - In-session distribution (1)
 - Full Page ad in the program
 - Prominent onsite signage in and around the General Session areas
 - Top logo in placement on BMS website
 - Logo in prominent placement included with all marketing and advertising materials
 - Logo on 4 VIP E-mails promoting conference
 - 5 Full Conference passes for staff
 - Complimentary Full Conference Passes to your **approved** list of Agency and Marketer clients
 - Reserved seating in general session
 - 100,000 Banner ads on Marketing Vox and MediaBuyer Planner
 - Exhibit Booth
- ◆ **Cost: \$75,000**

TITLE SPONSORSHIP [Two Available]

As the title sponsor of BMS, your company will receive high impact and high visibility throughout the one-day conference. Benefits Include:

- 40-minute Sponsored Workshop – you program it; your executives present it
 - In-session distribution (1)
 - Prominent onsite signage in and around the general session area
 - Top logo placement on BMSwebsite
 - Logo in prominent placement included with all marketing and advertising materials
 - Complimentary Full Conference Passes to your **approved** list of Agency and Marketer clients
 - 5 full conference passes for staff
 - 5 full conference passes for clients and prospects
 - Exhibit Booth
- ◆ **Cost: \$40,000 net**

COCKTAIL PARTY

Capture the attention of all the attendees with a cocktail party at the BMS Conference. Cocktails and hors d'oeuvres will be served. Benefits Include:

- Party signage with company logo
- Party listing in event schedule on BMS website and in the program
- 4x Dedicated e-mail invitations to VIPs
- Logo and Promotion on BMS Website, Show Agenda and in all conference materials

◆ **Cost: \$20,000**

PRE OR POST-SHOW DINNER ROUNDTABLE [INVITE ONLY FOR 25-30 PEOPLE]

Host an exclusive pre or post-show dinner for VIPs. We'll put together a target list with you and invite the industry's best and brightest to dine with you.

- Sponsor introductory remarks and hosting
- Ability for 20 minutes of interaction (should be creative and table-focused)
- Sponsor can specify seating arrangements
- 4 full conference passes for staff
- 4 full conference passes for clients and prospects
- Heavy Dedicated Email promotion
- Post-show Email Wrap Up and Thank You
- Logo and Promotion on BMS Website, Show Agenda and in all conference materials

◆ **Cost: \$30,000**

ON-STAGE CASE STUDIES [2/DAY- 1 morning and 1 afternoon]

- Be one of 4 companies to present their 15-20 minute case study in the General Session onstage!
- 2x Dedicated Email promotion of Case Studies
- Post Show Dedicated Email with Case Study attachment
- Event listing on schedule on website and in official show book
- Logo on conference agenda
- Logo on conference Web site
- 3 full conference Passes

◆ **Cost: \$25,000**

EXCLUSIVE VIP LUNCHEON WORKSHOP [1 only]

Host the only Working Lunch Workshop at BMS

- Welcoming role for company executive + 30 minute presentation or session that you program
- Reserved Table for your executives and VIP's
- Luncheon signage with company logo
- Event listing on schedule on website and in official show book
- 2x E-mail invitations to VIPs + any prospects you'd like to invite
- Complimentary full conference passes to marketers and agency executives that you'd like BMS to invite to the show on your behalf
- Event listing on agenda, BMS website and in program
- Logo on conference agenda
- Logo on conference Web site
- 3 full conference passes

◆ **Cost: \$20,000**

CONFERENCE LUNCH

Capture the attention of all the attendees with signage opportunities at the general conference lunch. Benefits Include:

- Includes Signage in promoting your sponsorship on all tables
- Welcoming role for company executive
- Listing on agenda, BMS website and in BMS program
- 5 full conference passes

◆ **Cost per day: \$20,000**

EXCLUSIVE VIP BREAKFAST WORKSHOP [1 only]

Host a VIP Breakfast that puts you directly in front of your target VIPs. Benefits include:

- Welcoming role for company executive
- 40 minute exclusive breakfast workshop
- Gift/Collateral drop to VIPs
- Signage with company logo
- Event listing on agenda, BMS website and in program
- 2x exclusive E-mail invitations to VIPs
- Logo on conference agenda
- Logo on conference Web site
- Complimentary full conference passes to marketers and agency executives that you'd like BMS to invite to the show on your behalf
- 2 full conference passes

◆ **Cost: \$15,000**

CONFERENCE BREAKFAST

Capture the attention of all the attendees with signage and other branding opportunities at the morning Continental breakfast. Benefits Include:

- Signage promoting your sponsorship
- Listing on agenda, BMS website and in BMS program
- Logo on conference agenda
- Logo on conference Web site
- 3 full conference passes

◆ **Cost per day: \$10,000**

REGISTRATION & WELCOME SPONSOR

- Major Welcome Sign at Registration
- Badge Holder Tuck-In
- Sponsor Station/Exhibit in Foyer
- Reel of Sponsor video or Creative playing on plasma screen in foyer
- 3 full conference passes

◆ **Cost: \$20,000**

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 in show bag.

◆ **Cost: \$15,000**

LANYARDS

Be the exclusive provider of the neck cords, imprinted with your logo, used by all attendees for their badges for the duration of the conference.

- ◆ **Cost: \$10,000**

WIFI SPONSORSHIP

- ◆ BMS will feature a WiFi access throughout the event, where guests can log in at their own leisure on their own laptops and PDAs.
- ◆ Enjoy branding exposure while giving guests every excuse not to go back to the office.
- ☐ WiFi access signage with company logo – tents cards at every table
- ☐ Special listing on BMS website promoting WiFi sponsorship
- ☐ 2x e-mail drops promoting WiFi sponsorship
- ☐ Logo on conference agenda
- ☐ Logo on conference Web site
- ☐ 3 full conference passes
- ◆ **Cost: \$15,000**

BMS SHOW BAG INSERT [Only four slots available]

Distribute your company's promotional items in the official show bag to all of the BMS attendees.

- ◆ **Cost: \$3,000**

BOTTLED WATER SPONSOR

Be the official water sponsor of BMS. 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**

PAD AND PEN SPONSOR

Get the attendees to write notes with your logo-imprinted pens and pads. Placed on all chairs during the General Session area and made available to all other guests throughout the event.

- ◆ **Cost: 5,000 (Production not included)**

IN-SESSION DISTRIBUTION [Five Available per day]

Distribute your promotional items to all attendees with a chair-drop in the general session. Sales Kits, Press Releases, Demo CD-ROMs and other premiums are all appropriate tactics.

- ◆ **Cost: \$3,500**

MORNING BREAK

Give conference attendees a lift from 8–10am by sponsoring a snack and beverage station outside the General Session.

- ◆ **Cost per day: \$7,500**

AFTERNOON BREAK

Give conference attendees a lift from 2–4pm by sponsoring a snack and beverage station outside the General Session.

- ◆ **Cost per day: \$7,500**

TABLE TOP EXHIBIT

Our attendees are hungry to learn about all the products and services you have to offer – and this is the perfect way to sell them on your offerings!

- ◆ **Cost per day: \$7,500**

CASE STUDY GALLERY

- Distribute and display your Digital Publishing & Advertising triumph in the Case Study Gallery
- Only 1 case-study per category: i.e., Video, Mobile, Email, Social, Widgets, Search, etc
- Includes 1 full conference pass
 - ◆ **Cost per day: \$4,000**

RAFFLE

- Your raffle announced on stage by your company executive (does not include gift giveaway)
 - ◆ **Cost per day: \$7,500 (does not include actual)**