



eMarketing  
Association

eMARKETING ASSOCIATION ANNUAL CONFERENCE  
**THE POWER OF  
eMARKETING**  
April 21-22, 2010 - SAN FRANCISCO

## ***SPONSORSHIP OPPORTUNITIES - THE #1 EVENT FOR SENIOR MARKETING PROFESSIONALS!***

All sponsors will receive exposure via a power point slide in our electronic signage. Select areas of the event will have an ongoing slide show projected on a 100" screen. Sponsors may submit one power point slide for that signage. Additionally, all event sites are archived indefinitely so your link remains active even after the event.

### **Attendee Profile**

**This event is in its 9th year.**

**Chief Executive Officers/ Presidents – 19%**

**Chief Marketing Officers – 33%**

**Vice Presidents of Marketing – 23%**

**Marketing/Advertising Managers/Directors – 16%**

**Other – 9%**

Market to the decision makers - the attendees of The POWER of eMARKETING will be senior marketing executives that spend millions of dollars on Marketing. For a list of companies that have attended please see our website.

Over 90% of attendees make marketing purchase decisions. Visibility is enhanced through logos on our site with thousands of unique visitors each day, signage at the event and other benefits depending on the sponsorship you select. Sponsorships are limited so reserve your spot today.

**Prior Sponsors Include: Google, Yahoo!, Verizon, Doubleclick, The New York Times, MSNBC, LinkedIn, Unica, Silverpop, Neolane, Syntryx, Tribal Fusion, definition 6, LookSmart, Didit, Mocular, Aquent, Microsoft, iProspect and many more.**

### **Platinum Sponsor**

**\$6,000**

- Logo on website as Platinum Sponsor
- Logo on electronic signage
- Full table display available for your use
- Logo link in Supplier directory
- Premier signage at event
- Two free event passes (value to \$3990.00)
- Opportunity to include items in attendee bags
- Access to sponsor lounge adjacent to conference area
- Opt in attendee list
- 6 emails promoting the event
- Complementary corporate membership or one year extension if you are already a member
- 2 full page ads in conference guide
- Access to exclusive LinkedIn conference networking group

### **Power Networking Party Sponsor -**

**\$6,000**

- Two hour hosted reception, room set up for cocktail reception
- Full table display available for your use
- Full hosted bar with premium labels
- Full hot and cold appetizers, large assortment of buffet items (shrimp, turkey, crab cakes, cheeses, breads, chicken sateys etc.)
- Signage at reception
- Opportunity to stage demos, decorate room, provide giveaways etc.
- Ads for reception in conference guides and electronic signage
- Logo on website in several areas as sponsor of welcoming reception
- Access to exclusive LinkedIn conference networking group

### **Tabletop Exhibit Hall Display**

**\$2900.**

- Logo link on conference and event website
- Signage at event supplied by eMA
- Opportunity to include item in attendee bags
- Full page advertisement in the Conference Program
- Access to sponsor lounge adjacent to conference area.
- Opt in attendee email list
- Logo inclusion in 1 email promoting the event.
- One Free conference registration
- Listing in 1 press release prior to the event
- Full table display available for your use
- Access to exclusive LinkedIn conference networking group

### **Attendee Bag Sponsor**

**2,900.**

- Logo on attendee bags, one color
- Logo on event website
- One Free conference registration
- Logo on electronic signage at event
- Insertion of choice in attendee bags
- Full page ad in attendee program guide
- Tabletop exhibit space
- Access to exclusive LinkedIn conference networking group
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### **Breakfast Sponsor -**

**\$2,900**

- Logo on conference serving tables
- Logo Placards on each of the dining tables
- Logo on eMA conference site
- One Free conference registration
- Full page ad in conference program book
- Brochure or promo item placement in attendee bags
- Access to exclusive LinkedIn conference networking group

### **Luncheon Sponsor**

**\$2,900.**

- Logo on conference dining menu
- Logo Placards on each of the dining tables
- A 5 minute announcement at the luncheon
- Logo signage at the conference dining area
- Logo on eMA conference site
- One Free conference registration
- Full page ad in attendee program guide
- Access to exclusive LinkedIn conference networking group

### **General Sponsor**

**\$2900.0**

- Logo link on conference and event website
- Signage at event supplied by eMA
- Full table display available for your use
- Opportunity to include item in attendee bags
- Full page advertisement in the Conference Program
- Access to sponsor lounge adjacent to conference area.
- Opt in attendee email list
- Logo inclusion in 1 email promoting the event.
- One free full conference pass (up to \$1995.00 value)
- Listing in 2 press releases prior to the event
- Access to exclusive LinkedIn conference networking group

### **Panel Sponsor**

**\$2900.**

- Logo link on conference and event website
- Logo on screen and introduction at panel discussion
- Signage at event supplied by eMA
- Full table display available for your use
- Opportunity to include item in attendee bags
- Full page advertisement in the Conference Program
- Access to sponsor lounge adjacent to conference area.
- Opt in attendee email list
- Logo inclusion in 1 email promoting the event.
- One Free conference registration
- Listing in 2 press releases prior to the event
- Access to exclusive LinkedIn conference networking group

### **All Day Break Sponsor**

**\$2,900.**

- Logo on break tables
- Logo link on conference website
- Logo on conference program
- One Free conference registration
- Link logo in 1 newsletter email blast to eMA members.
- Access to exclusive LinkedIn conference networking group
- Bag Insert Sponsor

### **Bag Insert Sponsor**

**\$500.**

- Insert into attendee bags only
- Access to exclusive LinkedIn conference networking group



“I don’t believe that I have been as fully engaged in any conference for 2 solid days in my entire career! Fantastic and relevant” – Rosemary Repar – Aline Technology

“Fantastic presenters. Enjoyed the conference very much, learned a lot of actionable ideas” – Chanec Morse – 3M Company

“Confident, informative, insightful and relevant speakers. Good ideas fantastic networking” – Ingrid Deuzeman – Schering-Plough

“This conference has the right elements, and met my expectations were were high”  
Leslie Schworm - Georgia-Pacific Corp

“Made great contacts, excellent presentations and value” - Lisa Gilbert - Sun Microsystems

[eMarketing Association.com](http://eMarketing Association.com)

#### SPONSOR Terms and Conditions

All sponsorships will be awarded on a first come, first served basis. The eMarketing Association, retains the right to reject any sponsor that it deems inappropriate. The sponsor must provide the sponsorship funds, logo image (in the format required by the eMA) and other details required (such as correct use of the sponsor’s name, trademarks etc) to the eMA within 10 days of receipt of acceptance. Sponsorships cannot be processed without payment. Funds must be payable in US dollars. All payments should be made online at our website except for the Platinum Sponsor and Power Network Party Sponsor, an online invoice is provided for these sponsorships. Refunds are not available for sponsorships. E-mail: [reed@emarketingassociation.com](mailto:reed@emarketingassociation.com)

The sponsorship fee does not include free conference registration unless specifically stated in the sponsorship opportunity details. All sponsorship materials must be submitted before 1st April 2010 to ensure inclusion in productions schedule. Sponsorship pledges after this date may still be accepted with caveats.

Sponsors may not sublet, assign or apportion any part of the item(s) sponsored nor represent advertise or distribute literature or materials for the products or services of any other firm or organization except as approved by the eMarketing Association.

The eMarketing Association will not be liable for damage or loss to a sponsor’s properties through fire, theft, accident, or any other cause, whether the result of negligence or otherwise.

No part of an exhibit and no signs or other materials may be pasted, nailed, or otherwise affixed to walls, doors or other surfaces in a way that mars or defaces the premises or equipment and furnishings. Damage from failure to observe this notice is payable by the sponsor.

Sponsors are allowed to sponsor single or multiple items/events.

For sponsorship opportunities that include signage please note - Signage space may be limited. The eMA will inform each sponsor of the maximum size, number of signs etc.

If a sponsor wants to negotiate for a higher priced item (e.g., higher quality shirt, bag, menu etc) than FIRST has budgeted for then the sponsor must pay any additional cost for that item in additional to the applicable sponsorship fee.

#### CANCELLATION POLICY:

There are no refunds for cancellations by exhibitors/sponsors. If an exhibitor/sponsor cancels at any time, for any reason, the exhibitor/sponsor will be responsible for the entire Exhibitor/Sponsorship fee. The eMA reserves the right to relocate or reschedule programs. If rescheduled conference does not mesh with the exhibitor’s/sponsor’s needs or schedule, the exhibitor/sponsor may elect to seek a credit to be used on any eMarketing Association conference, valid for three years from the date of the originally scheduled conference dates.

The Exhibitor/Sponsor understands that neither the eMA, Inc. nor the Facility maintain insurance covering the Exhibitor’s/Sponsor’s liability or property. It is up to the Exhibitor/Sponsor to carry appropriate insurance.