



DIGIMARCON 2014

DIGITAL MARKETING CONFERENCE

SAILING FROM: October 18 – 23, 2014

LOCATION: Carnival Victory, Caribbean Cruise
(Departing from Port of Miami, Florida)

PROMOTIONAL CAMPAIGN

PRESENTED BY



ABOUT DIGIMARCON 2014

If you want to be successful in digital marketing, you can't afford to miss DIGIMARCON 2014!



The Inaugural DIGIMARCON Digital Marketing Conference will be held from October 18th to 23rd, 2014, and presented by Search Experiences, the World Leader in Branded Search. DIGIMARCON 2014 Conference showcases the most audacious and thought provoking speakers in the digital marketing industry, providing attendees with emerging strategies, the latest innovative technologies, best practices, and insights from successful digital marketing campaigns.

Whether it's building customer loyalty, increasing sales, improving lead generation, or driving greater consumer engagement, the DIGIMARCON 2014 program has been specifically designed to help attendees develop their audience. Attendees will learn how to build traffic, create brand awareness, improve customer service, and develop better use of digital tools internally to drive more productive business outcomes. Immerse yourself in topics such as **Content Strategy, Web Experience Management, Usability/Design, Mobile Marketing, Customer Engagement, Social Media, Targeting & Optimization, Branded Search, Marketing Automation, Analytics & Data** and much, much more!

Over the course of five days onboard the Carnival Victory, sailing to various destinations in the Bahamas, DIGIMARCON 2014 offers all of the elements you need to achieve digital marketing success! Awesome keynotes, expert panels, plus solutions providers and their tools for digital marketing - all in a dynamic, community-based setting. Conventional thought will be challenged, new ways of thinking will emerge, and you will leave with your head and notebook full of action items and ideas to lead your agency / team / account to even greater success. With plenty of networking opportunities, it is the perfect place to build a professional network, find business partners, generate new ideas, and learn.



WHO ATTENDS DIGIMARCON 2014

Innovators, senior marketers and branders, entrepreneurs, digital executives and professionals, web & mobile strategists, designers and web project managers, business leaders, business developers, agency executives and their teams, and anyone else who operates in the digital community will attend to learn and leverage digital, mobile, and social media marketing. Whether it's building customer loyalty, increasing sales, improving lead generation, or driving greater consumer engagement, DIGIMARCON 2014 has been specifically designed to help attendees develop their audience and build traffic, create brand awareness, improve customer service, and develop better use of digital tools internally to drive more productive business outcomes.

PROMOTIONAL CAMPAIGN OVERVIEW

As part of our ticket drive to promote awareness of the DIGIMARCON 2014 Digital Marketing Conference and ensure we sell out the event we are holding a promotional campaign available to a select number of participants. If you have access to: Marketing or Business Databases, Mailing Lists; LinkedIn Groups; Facebook Groups; LinkedIn Connections; Facebook Followers; Twitter Followers and Google+ Followers etc. by spreading the word about DIGIMARCON 2014 Digital Marketing Conference effectively to these contacts and achieving a minimum of 8 referred Conference Registrations you will be rewarded with one of our FREE Caribbean Cruise Incentive Packages with minimal effort.

FREE CARIBBEAN CRUISE INCENTIVE PACKAGES

The available FREE Caribbean Cruise Incentive Packages are limited and vary depending on the total amount of successful Conference Registrations referred by you before our June 30th, 2014 deadline.

Available FREE Caribbean Cruise Incentive Packages include;

TOTAL REFERRED REGISTRATIONS	FREE CARIBBEAN CRUISE INCENTIVE PACKAGE
8 REFERRED DIGIMARCON 2014 REGISTRATIONS	"Calypso" Caribbean Cruise Incentive Package for 2 , including; <ul style="list-style-type: none"> • 5 nights inclusive Caribbean Cruise Package – Interior Cabin (sailing from Miami, USA to Turks & Caicos and the Bahamas – Oct 18-23, 2014) • 1 x Complimentary DIGIMARCON 2014 All Access Pass • 1 x Complimentary DIGIMARCON 2014 Guest Pass • Please Note: Round trip Airfares to Miami, Florida, Miami Airport Transfers and Miami Hotel Accommodation not included
12 REFERRED DIGIMARCON 2014 REGISTRATIONS	"Coral Reef" Caribbean Cruise Incentive Package for 2 , including; <ul style="list-style-type: none"> • Round trip airfares to Miami, Florida, USA • 5 nights inclusive Caribbean Cruise Package – Interior Cabin (sailing from Miami, USA to Turks & Caicos and the Bahamas – Oct 18-23, 2014) • 1 x Complimentary DIGIMARCON 2014 All Access Pass • 1 x Complimentary DIGIMARCON 2014 Guest Pass • Please Note: Miami Airport Transfers and Miami Hotel Accommodation not included
14 REFERRED DIGIMARCON 2014 REGISTRATIONS	"Tropical" Caribbean Cruise Incentive Package for 2 , including; <ul style="list-style-type: none"> • Round trip airfares to Miami, Florida, USA • Miami Airport Transfers • 1 night Hotel Accommodation in Miami, Florida, USA • 5 nights inclusive Caribbean Cruise Package – Ocean View Cabin (sailing from Miami, USA to Turks & Caicos and the Bahamas – Oct 18-23, 2014) • 1 x Complimentary DIGIMARCON 2014 All Access Pass • 1 x Complimentary DIGIMARCON 2014 Guest Pass
16 REFERRED DIGIMARCON 2014 REGISTRATIONS	"Blue Lagoon" Caribbean Cruise Incentive Package for 2 , including; <ul style="list-style-type: none"> • Round trip airfares to Miami, Florida, USA • Miami Airport Transfers • 2 nights Hotel Accommodation in Miami, Florida, USA • 5 nights inclusive Caribbean Cruise Package – Balcony Cabin (sailing from Miami, USA to Turks & Caicos and the Bahamas – Oct 18-23, 2014) • 1 x Complimentary DIGIMARCON 2014 All Access Pass • 1 x Complimentary DIGIMARCON 2014 Guest Pass
20 REFERRED DIGIMARCON 2014 REGISTRATIONS	"Big Kahuna" Caribbean Cruise Incentive Package for 2 , including; <ul style="list-style-type: none"> • Round trip airfares to Miami, Florida, USA • Miami Airport Transfers • 2 nights Hotel Accommodation in Miami, Florida, USA • 5 nights inclusive Caribbean Cruise Package – Ocean Suite Cabin (sailing from Miami, USA to Turks & Caicos and the Bahamas – Oct 18-23, 2014) • 1 x Complimentary DIGIMARCON 2014 All Access Pass • 1 x Complimentary DIGIMARCON 2014 Guest Pass

ATTENDEE SUITABILITY

The DIGIMARCON 2014 Digital Marketing Conference program is specifically tailored to the following types of attendees; Innovators, senior marketers and branders, entrepreneurs, digital executives and professionals, web & mobile strategists, designers and web project managers, business leaders, business developers, agency executives and their teams and anyone else who operates in the digital community will attend to learn and leverage - digital, mobile, and social media marketing. It is therefore important that any awareness activities by participants in the DIGIMARCON 2014 Promotional Campaign to promote attendance are targeted to these groups of people.

APPLICANT SUITABILITY

All applicants to join this promotional campaign are subject to management approval. We will be selecting suitable applicants which have the greatest reach and whom we are confident can bring us DIGIMARCON 2014 registrations. To be eligible to participate you must meet one of the following criteria;

- You are a senior manager in a marketing, public relations, media or digital agency;
- You are a senior manager in a marketing, public relations, media or digital association;
- You are a digital marketing professional; or
- You are a sales professional and member of the 'Channel Sales and Reseller Professionals' LinkedIn Group.

PROMOTIONAL CAMPAIGN APPLICATION

To submit your application to participate in the DIGIMARCON 2014 Promotional campaign, complete the online form at www.digimarcon.com/promotion/. Your application will be reviewed by DIGIMARCON 2014 management and you will be notified if your application has been approved or declined within 48 hours. If your application is successful you will be given a UNIQUE referral ID that redirects to DIGIMARCON 2014 website and given access to a private Associates area so you can track hits, visits and successful Conference Registrations referred by you.

PROMOTIONAL CAMPAIGN CONDITIONS

- The deadline for successful referred Conference Registrations to be considered for any available FREE Caribbean Cruise Incentive Packages is June 30th, 2014 or until Cabin inventory has been sold out.
- Each successful referred Conference Registration is based on double occupancy in a single cabin (for example a Conference Registration for 2 people sharing the same cabin is counted as 1 Registration only).
- The FREE Caribbean Cruise Incentive Packages on the previous page is for applicants living in North America only. For applicants living outside of North America an additional 8 registrations are required at each level (for example, 16 Referred Conference Registrations are required for the "Calypso" Caribbean Cruise Incentive Package for applicants living outside of North America).
- To be eligible for a Caribbean Cruise Incentive Package a minimum of 8 successful referred Conference Registrations are required for applicants living in North America and a minimum of 16 successful Referred Registrations are required for applicants living outside North America. FREE Caribbean Cruise Incentive Packages will not be awarded to participants who do not achieve these minimum requirements.
- DIGIMARCON 2014 Conference Registrations are available on a first-serve basis until sold out.
- If you have reached a minimum total referred Conference Registration level to receive a FREE Caribbean Cruise Incentive Package and we are unable to allocate an available cabin to you on the Oct 18-23, 2014 Cruise we will award you a similar Caribbean Cruise package on another date.
- DIGIMARCON 2014 Promotional Campaign applications will only be accepted for a limited time prior to June 30th, 2014 or until Cabin inventory has been sold out (whichever is sooner).
- Any successful referred Conference Registrations who later cancel prior to the DIGIMARCON 2014 Conference will be deducted from the Total Referred Conference Registrations.

LOCATION

A destination like no other...



DIGIMARCON 2014 will be held onboard a 5 night Caribbean Cruise on the Carnival Victory. The Victory departs from Port of Miami, USA, and sails to 3 picture perfect destinations; Grand Turk Island (Turks & Caicos), Half Moon Cay (Bahamas), and Nassau (Bahamas) before returning back to Port of Miami, USA. With miles of pristine beaches, a dazzling array of world-class family attractions, and its idyllic climate, the Caribbean promises a truly remarkable experience for everyone as an ideal location for DIGIMARCON 2014 Conference.

CRUISE DESTINATIONS

Miami, Florida, United States



Because it's so close to the Caribbean, Miami, Florida is by reputation the world's cruise capital. Rev up for your Caribbean cruise from Miami with the city's nonstop action, from party-ready South Beach and spicy Little Havana to the Mediterranean style of Coral Gables. Once you've experienced all the architectural beauty, energetic street life, and sun-kissed beaches, you may want to extend your stay in town after your Miami cruise returns.

- Drink up the sizzling nightlife on boisterous Ocean Drive
- See the classic architecture in the South Beach Art Deco historic district
- Grab a *cafecito* and a *Cubano* sandwich on Calle Ocho in Little Havana
- Dive into the coral Venetian Pool before your cruise from Miami
- Glide past gators on an airboat ride in the Everglades
- Smell the fragrances of rare blooming flowers at the Fairchild Tropical Botanic Garden
- Start a late night out and end it at dawn in a South Beach club
- Wander into cigar factories and Cuban memorials on a tour of Little Havana
- Choose your favorite beach on the city's many sandy islands
- Make friends with the dolphins at the Miami Seaquarium

Grand Turk Island, Turks & Caicos



Grand Turk, Turks & Caicos, may be small, but it's packed with scenic punch and historic charm. Cruises to Grand Turk deliver you to an enchanted island outpost dotted with old windmills, grassy trails, and picture-perfect beaches. Discover an oasis of green set in aquamarine seas ringed by a pristine coral reef and the steep wall of the continental shelf with cruises to Grand Turk.

- Swim in the sparkling turquoise seas and soaking up the sun on Grand Turk's white-sand beaches
- Tour historic Cockburn Town and the old salinas (salt pans)
- Feel the velvety touch of a stingray's wings in Gibbs Cay
- Shop for duty-free jewelry and local crafts in the colorful Grand Turk Cruise Center
- Sip a frosty Turks Head Lager at a beachside bar
- Sample fresh conch, a Caribbean mollusk, after an educational tour of Conch World
- See historic landmarks, from an 1853 lighthouse to sturdy Bermudan bungalows
- Snorkel the fringing coral reef or dive the 7,000-ft. vertical wall just minutes offshore

Half Moon Cay, Bahamas



Fulfill your tropical island fantasy on cruises to Half Moon Cay, the Bahamas. Sway in the sweet Bahamian breezes to the rhythms of calypso and find romance on this private island paradise. Cruises to Half Moon Cay deliver you to an idyllic sun-drenched island hideaway where you can play in the turquoise seas, ride horseback on powdery white sand, and encounter silky stingrays.

- Sail, swim or snorkel the shallow blue-green Atlantic
- Ride horseback along the sea's edge on Half Moon Cay cruises
- Snorkel, kayak or take a glass-bottom-boat ride at Stingray Cove
- Sip a fruity rum punch in a Bahamian open-air bar
- Let the kids loose in the pirate ship at the Water Park
- Take a beach horseback ride and enjoy views from the island's highest point
- Spend the day swimming and soaking up the sun on Half Moon Cay Beach
- Sip flavorful umbrella drinks at Rumrunner's beach bar

Nassau, Bahamas



Blessed by balmy breezes and jumping to a bouncy calypso beat, cruises to Nassau, Bahamas promise sizzling fun in the sun. The historic and cultural heart of The Bahamas is one of the world's most popular Carnival Victory ports—one million travelers board cruises to Nassau annually. Carnival cruisers come for fine beaches, shopping, water sports, and the fun-filled attractions at the Atlantis Resort, connected to Nassau by a bridge to Paradise Island.

- Double down at the casino at the Atlantis resort during your Nassau cruise
- Shop for straw baskets and Junkanoo crafts in outdoor marketplaces
- Kiss a dolphin at the Dolphin Swim at Blue Lagoon
- Stroll 18th-century colonial streets and climb the sandstone Queen's Staircase
- Shop at the lively markets in Nassau's town center
- Celebrate the colorful festival known as Junkanoo on Nassau streets
- Immerse yourself in colonial Nassau on a walking tour of the colorful 18th-century downtown
- Thrill to the undersea "ruins" of Atlantis on a tour of Atlantis Resort
- Spend an afternoon swimming and soak up the sun on the pink sands at Cable Beach



Atlantis Aquaventure, Paradise Island, Bahamas

Included in Cruise Package for all Conference Attendees

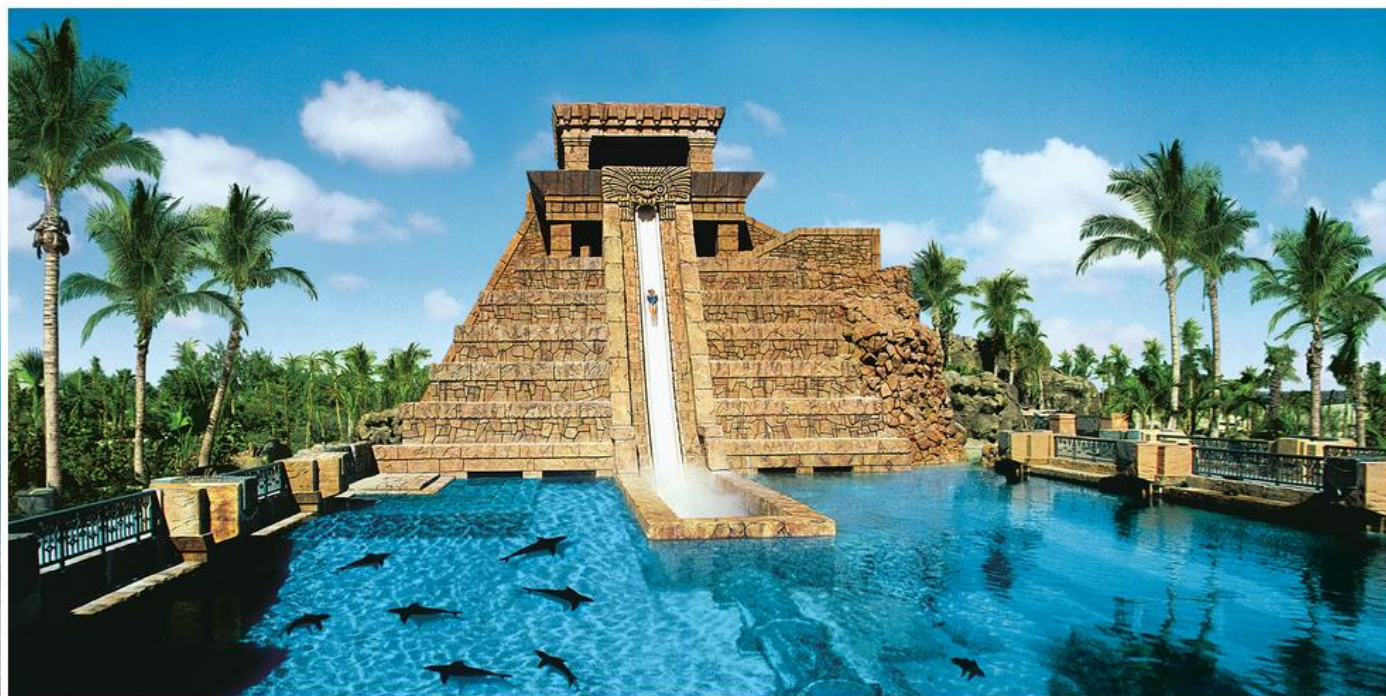


Excursion Overview

Grab an inner tube and join the fun! Spend the afternoon relaxing in the warm tropical sun or plunging into the refreshing waters of a swimming pool or beach.

You've seen the TV commercials for the Atlantis Resort. Now's your chance to discover all the fun and excitement the Atlantis Aquaventure Water Park has to offer when your Carnival cruise calls on Nassau in the Bahamas.

Your tour begins when you board an air-conditioned motor coach for a 20-minute ride to the famed Atlantis Resort. Upon your arrival, you'll be escorted on a tour of the grounds. Discover the resort's 141-acre waterscape of pools, water coasters, body slides and rivers, making it the largest water-themed attraction in the Caribbean. The spectacular park features over 20 million gallons of fresh and seawater with more than 50,000 sea creatures. Be sure to view the marine exhibit called The Dig where you can embark on a journey through the tunnels and streets of the famous lost city of Atlantis and see spectacular marine life. Your tour will end at the Day Visitor Center, just beyond the Royal Towers.



Now you're free to enjoy all the fun this world of water has to offer. For real exhilaration, ride the adrenalin-inducing water slides, including the pulse-pounding seven-story Power Tower. Go grab an inner tube and enjoy The Current & Rapids, a one-mile journey that serves up waves, rapids, tunnels, mysterious caves and other surprises. When you've had enough thrills for the moment, relax under the warm Bahamas sun and cool off in the refreshing water of a swimming pool. There are 11 to choose from such as the formal splendor of The Baths or the relaxed atmosphere of the River Pool that is connected to the Lazy River Ride.

Perhaps you'd like to visit the seven-acre Paradise Lagoon and rent paddleboats, snorkeling and other water sports in a protected environment. The powder-soft sand beach will invite you to linger and gaze over the azure water of the Bahamas.

While you're at the Atlantis Resort, try your luck at the Caribbean's largest casino or stroll through the more than 20 duty-free shops at the Marina Village. You'll find everything from beach attire to unique crystal and watches from a variety of luxury boutiques.

When you're ready for lunch, use the coupon provided at one of several outdoor eateries that offer wonderful views of the waterscape, lagoon, pools and the sea. It's a premier way to add fun ashore to your fun afloat.



WATERSLIDES

From the iconic Mayan Temple to the pulse-pounding Power Tower, Aquaventure boasts the best slides in the Caribbean.



RIVER RIDES

The Current & Rapids offer tubers a mile-long river journey through waves, tunnels, rapids and other surprises.



POOLS

The Atlantis waterscape consists of 11 pools spread out across its lush property, each offering unique and refreshing experiences.



ROCK CLIMBING

Climber's Rush is a state of the art climbing facility with 12 climbing surfaces that offer a variety of options and difficulties to choose from.

TOP 10 REASONS TO ATTEND



1. Find inspiration and fresh ideas.

We're bringing luminary speakers from marketing and beyond to inspire you and help you infuse new ideas into your business.

2. Learn from the experts.

DIGIMARCON 2014 sessions are taught by some of the most innovative marketers from top companies around the world. This is your opportunity to learn from their years of real-world experience.

3. Put yourself ahead of the pack.

Time invested at DIGIMARCON 2014 will pay dividends to you today as you gain valuable knowledge and skills. Our program focuses on emerging trends and solutions to give you the advantage. Put your business on the cutting-edge.



4. Network with other bright minds.

Discuss the latest industry trends with speakers and digital marketing experts. Talk with your peers to learn how they get the most from their marketing programs. At DIGIMARCON 2014, there are plenty of opportunities to make connections at impromptu meetings, brainstorming sessions, and daily social events.

5. World-class content governed by issues, not sponsors

Our sponsors don't control the flow of information at conference sessions; the agenda is set by our independent editorial board and driven by continuous dialogue with the digital marketing community – people like you and your peers.

6. Great advice, incredible value-for-money.

To hire a consultant to get the same insight you'd find at DIGIMARCON 2014 would cost you tens of thousands of dollars; the conference fee is a snip in comparison. What's more, register for our early bird discount and you'll save a further 25% on the registration price.

7. Continual learning is the best way to advance your career

Do you want to lead change or be led by it? Staying on the cutting-edge means better opportunities for career advancement and personal fulfillment. But it also requires learning about new opportunities and challenges. DIGIMARCON 2014 offers that.

8. Conference held in the best place.

We know spending time out of the office is a big deal, which is why we chose the best location for our event – a place that seamlessly mixes business with pleasure – the Carnival Victory.



9. Enjoy evening entertainment.

Once you've soaked in all you can from the keynotes and breakouts, the day will be far from over. Use the evenings onboard the Caribbean Carnival Victory to meet other marketers, and enjoy world-class entertainment.

10. Unwind on a Carnival Victory and the Beach.

The Conference agenda allows for flexible free-time to relax on the ship or disembark with optional shore excursions.



CONFERENCE PASSES

All Access Pass

All Access Pass holders receive a 5 night Caribbean Cruise package to attend DIGIMARCON 2014 (Oct 18-23) and get access to; All Conference Sessions, Welcome Reception, Networking Lounge, Atlantis Aquaventure Park and Farewell Cocktail Party. All Access Pass holders receive a Conference Bag and a Virtual Pass so they can download all keynote presentation videos, audio and slide capture for the sessions after the Conference.

Guest Pass

Guest Pass holders receive a 5 night Caribbean Cruise package to attend DIGIMARCON 2014 (Oct 18-23) and get access to; Welcome Reception, Atlantis Aquaventure Park and Farewell Cocktail Party (ideal for spouse, children).

REGISTRATION PRICING

	CONFERENCE CRUISE CABIN	CONFERENCE PASS	EARLY BIRD PRICE (through June 30) *	PRICE (July 1 – August 31) *
Interior Stateroom		All Access	\$995 per person	\$1,295 per person
		Guest	From \$695 per person	From \$695 per person
Ocean View Stateroom		All Access	\$1,095 per person	\$1,395 per person
		Guest	From \$795 per person	From \$795 per person
Balcony Stateroom		All Access	\$1,195 per person	\$1,495 per person
		Guest	From \$895 per person	From \$895 per person
Ocean Suite Stateroom		All Access	\$1,495 per person	\$1,795 per person
		Guest	From \$1,195 per person	From \$1,195 per person

Please Note

- Prices listed in U.S. Dollars and include government taxes, fees and onboard gratuities.
- Prices listed are per person and vary depending on stateroom (cabin) type and occupancy.
- Prices based on double occupancy staterooms, \$500-\$800 surcharge for single occupant staterooms.
- \$100 discount off the total price if one occupant does not need an All Access Pass and require a Guest Pass only
- \$450 discount off the total price if two occupants (average \$225 off per person) do not need an All Access Pass and require a Guest Pass only.
- \$900 discount off the total price if three occupants (average \$300 off per person) do not need an All Access Pass and require a Guest Pass only.
- Maximum 4 occupants per stateroom (subject to availability).
- Stateroom types, rates and availability are subject to change without prior notice.



DIGIMARCON²⁰¹⁴

DIGITAL MARKETING CONFERENCE

GET INSPIRED



Keynotes

Get inspired by the headlining speakers of DIGIMARCON 2014. These remarkable individuals will motivate, enlighten, and move you.



Bold Talks

Discover bold and powerful talks from a diverse group of exciting and influential people. These riveting presentations will educate, challenge, and impress you in less than 20 minutes.



Big Ideas

Explore big ideas presented directly from the innovators and thought leaders of the changing business world. These thought-provoking presentations are designed to help you transform your organization, your business, and yourself.

LEARN FROM THE EXPERTS



Digital Marketing Experts

Led by digital marketing and sales professionals, these sessions will teach you the principles and skills of digital marketing - from basic to advanced - to improve and transform your business utilizing the latest digital marketing techniques.



Digital Marketing Stories

Hear success stories from businesses who have successfully implemented digital marketing techniques and solutions. These case studies will profile a number of companies and industries who've leveraged digital marketing to drive remarkable success.

