



DIGIMARCON 2014

DIGITAL MARKETING CONFERENCE

SAILING FROM: October 18 - 23, 2014

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

SPONSORSHIP OPPORTUNITIES

PRESENTED BY



SPONSORSHIP OPPORTUNITIES

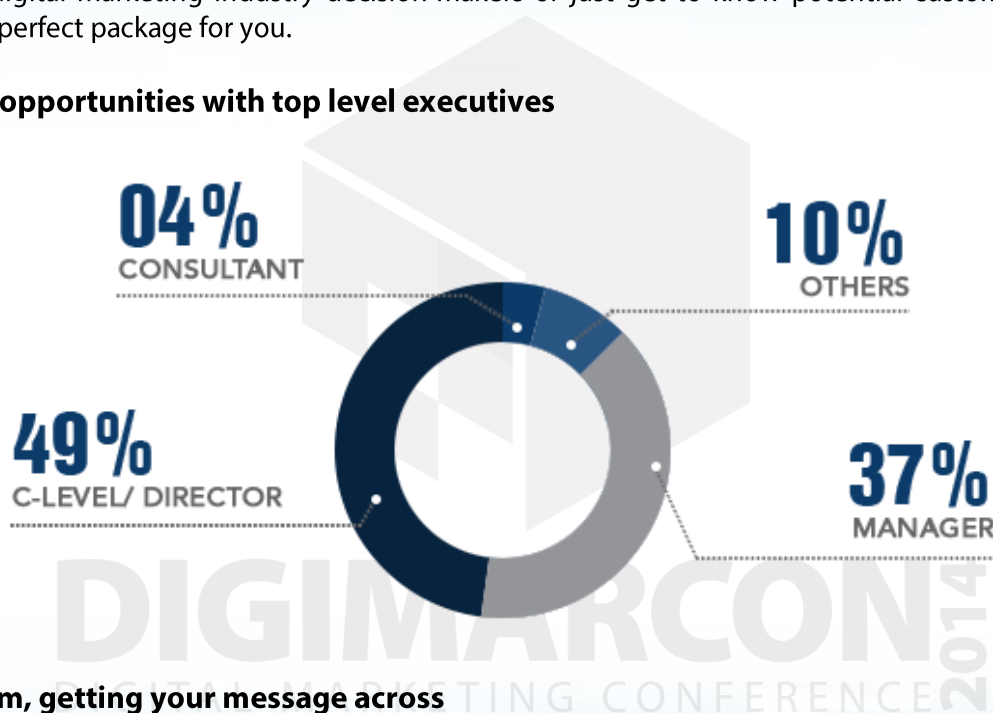
Sponsor DIGIMARCON 2014 and you'll receive exposure to movers and shakers in the digital marketing community including agencies, brands and publishers in a fun and engaging environment. And with 60% of attendees having direct decision making responsibility for their company's digital marketing purchases, you won't find a more influential audience.

Your success is our success

We want you to look good. Because when you look good, we look good. It's that simple. Our online marketing conference sponsorship packages range from speaking opportunities to brand positioning – and cover most things in between.

So whether you want to use DIGIMARCON 2014 to demonstrate your thought leadership, promote your key messages to digital marketing industry decision-makers or just get to know potential customers a little better, we've got the perfect package for you.

Networking opportunities with top level executives



Your platform, getting your message across

Because we know that each Sponsor has a different message, business development goal, and branding initiative, each Sponsorship package is tailored to your corporate strategies. Though most Sponsorships offer multiple levels and types of exposure, there are a few main ways for you to highlight your corporate strengths.

On Par with the Leaders

As a Sponsor, your company will gain second to none exposure to those executives at the point in time that they are seeking systems, information, and solutions for improving their firm's strategies. The delegates in attendance will relate your firm's solutions to the high quality of information and best practices that make up the conference. In short your systems and services will be associated with the best of breed initiatives and case studies. For a select few Sponsors there will be opportunities to support high level content and the speaker faculty of the program. These highly selective sponsorships allow your firm to establish tremendous capability and expertise in your specialty as well as highlight successful work completed with your clients.

Premium Branding

Branding is often a major initiative for our clients who are seeking to get the message out about their offerings. As a Sponsor, your firm's logo will appear alongside of the global leaders associated with best practices in this area. DIGIMARCON 2014 leverages multiple media outlets including online, direct mail, email, press releases and media partnerships to publicize the event. We offer some key platforms for you to get across your brand image to our customer base and your prospects.

Face Time

Networking and information sharing are two major aspects of the conference. DIGIMARCON 2014 builds many opportunities for Sponsors to enjoy and benefit from meeting the leaders in one place. As a Sponsor your company will have access to all onsite networking functions at the conference. They include refreshment break sessions, luncheons, dinners. Additionally DIGIMARCON 2014 offers a selection of Sponsorships that enable our clients to increase their opportunity to develop new relationships during our events.

TOP 10 REASONS TO BECOME A DIGIMARCON 2014 SPONSOR

1. Typical DIGIMARCON 2014 Conference attendees include: C-level Executives, Directors, VPs, Managing Directors, and other senior level executives.
2. Gain recognition and generate business leads from brands searching for support and solutions for their experience and engagement marketing goals.
3. Brand your company name and generate awareness of your organization.
4. DIGIMARCON 2014 is expertly targeted to a well-defined market of senior executives and decision makers.
5. Unique opportunity to develop new business leads with key corporate decision makers.
6. Be part of helping create and influence one of the fastest growing business categories. Demonstrate what sets your company apart from the rest.
7. Network with decision makers and key leaders in attendance, from brands in a variety of industries.
8. Be seen by DIGIMARCON 2014's extensive audience through promotion on our website, newsletters, social networks and conference materials.
9. DIGIMARCON 2014 is committed to ensuring our sponsors know their marketing dollars have been spent wisely.
10. Your competitors will be here – so should you!

WHY IT'S BETTER TO BOOK EARLY

1. Limited sponsor speaking positions

In 2014, we'll be limiting the number of sponsored speaking opportunities. This ensures we will only be working with the very best solution providers who can deliver exciting and innovative content. Make sure you're one of them.

2. The earlier you book, the better your spot

Prefer a day one morning session to a day two afternoon spot? Booking early means that you get your choice of when to speak.

3. Integrated marketing campaign

Your speaking opportunity at DIGIMARCON 2014 should be viewed as the culmination of a months-long, fully integrated marketing campaign. The earlier you book with us, the sooner we can start promoting you to all our followers and attendees.

**We have limited sponsorship opportunities available.
Become a top sponsor and align your brand with DIGIMARCON 2014.
Explore your options here!**

SPEAKING SPONSORSHIP OPPORTUNITIES

Platinum Sponsorship - \$8,500

A Platinum Sponsorship delivers the highest impact and visibility possible. It provides seamless promotional exposure by aligning your brand with DIGIMARCON 2014 as a top promotional partner. A Platinum Sponsorship is a great vehicle for enhancing brand perception and understanding across the DIGIMARCON 2014 Conference and creates the opportunity for brands to leave a lasting impression with our attendees.

Platinum Sponsorship features;

- Available Sponsors: 2 only (Packages: Tropical Island and Blue Lagoon)
- Opportunity to present a 30 minute keynote presentation on a digital marketing topic (no sales pitch)
- Prominent display of your company banner or poster you provide
- Prominent display of your company logo on the registration banner
- Corporate advertising displayed and referred to throughout conference
- Acknowledgement as *Platinum Sponsor* in conference promotional material
- Acknowledgement as *Platinum Sponsor* in conference badge booklet
- Opportunity to include corporate advertising material you provide in every Conference Bag
- Banner, hyperlink and acknowledgement as *Platinum Sponsor* on conference website
- Full page advertisement in conference program book (valued at \$1,000)
- 2 x DIGIMARCON 2014 All Access Passes (valued at \$2,000)
- 30% off additional DIGIMARCON 2014 Passes

Gold Sponsorship - \$6,500

A Gold Sponsorship allows your brand to have maximum exposure for the entire duration of DIGIMARCON 2014, as well as inclusion in DIGIMARCON 2014's promotional campaign.

Gold Sponsorship features;

- Available Sponsors: 3 only (Packages: Frothy Surf, Balmy Seas and Coral Reef)
- Opportunity to present a 30 minute keynote presentation on a digital marketing topic (no sales pitch)
- Prominent display of your company banner or poster you provide
- Prominent display of your company logo on the registration banner
- Corporate advertising displayed and referred to throughout conference
- Acknowledgement as *Gold Sponsor* in conference promotional material
- Acknowledgement as *Gold Sponsor* in conference badge booklet
- Opportunity to include corporate advertising material you provide in every Conference Bag
- Banner, hyperlink and acknowledgement as *Gold Sponsor* on conference website
- Half page advertisement in conference program book (valued at \$500)
- 1 x DIGIMARCON 2014 All Access Pass (valued at \$1,000)
- 30% off additional DIGIMARCON 2014 Passes

Our sponsorship support team works closely with Sponsors to reach their target demographics, customize their sponsorship activation approach, integrate sponsor offerings and achieve their marketing objectives.

EVENT SPONSORSHIP OPPORTUNITIES






The ideas are flowing, bountiful like the stunning fish in the Caribbean Sea. Capture that spirit and keep the synergy streaming by sponsoring one of these fabulous opportunities!








PACKAGE	DESCRIPTION	PRICE
Bon Voyage (Opening Reception) Duration: 1 hour	Sponsored Opening Reception, including; Open Bar (selection of Red Wine, White Wine, Sparkling Wine, Soda, Domestic and International Beer, Coffee & Tea) with Hot & Cold Canapés and Strolling Musician on Day 1 <ul style="list-style-type: none"> - Banner, hyperlink and acknowledgement as Sponsor on website - Thank you from the podium to your company for sponsoring - Sign featuring your logo on Opening Reception sign - Cocktail napkins with your company logo - Prominent display of your company logo on registration banner - Acknowledgement as Sponsor in promotional material - Acknowledgement as Sponsor in badge booklet - 30% off DIGIMARCON 2014 Passes 	\$5,000
Star Fish (Morning Tea) Duration: 30 minutes	Sponsored Morning Tea, including; Networking Break, Refreshments (Coffee, Tea & Juices) with Snacks (selection of Fresh Fruit & Cheese Platter) during Day 2 General Session <ul style="list-style-type: none"> - Banner, hyperlink and acknowledgement as Sponsor on website - Thank you from the podium to your company for sponsoring - Sign featuring your logo on morning tea table - Cocktail napkins with your company logo - Prominent display of your company logo on registration banner - Acknowledgement as Sponsor in promotional material - Acknowledgement as Sponsor in badge booklet - 30% off DIGIMARCON 2014 Passes 	\$2,500
Calypso (Networking Luncheon) Duration: 1 hour	Sponsored Networking Luncheon during Day 2 General Session <ul style="list-style-type: none"> - Banner, hyperlink and acknowledgement as Sponsor on website - Thank you from the podium to your company for sponsoring - Sign featuring your logo on dining tables - Cocktail napkins with your company logo - Prominent display of your company logo on registration banner - Acknowledgement as Sponsor in promotional material - Acknowledgement as Sponsor in badge booklet - 30% off DIGIMARCON 2014 Passes 	\$4,000
Still Cruisin' (Afternoon Tea) Duration: 30 minutes	Sponsored Afternoon Tea, including; Networking Break, Refreshments (Coffee, Tea & Juices) with Snacks (selection of Cakes & Chocolate Covered Strawberries) during Day 2 General Session <ul style="list-style-type: none"> - Banner, hyperlink and acknowledgement as Sponsor on website - Thank you from the podium to your company for sponsoring - Sign featuring your logo on afternoon tea table - Cocktail napkins with your company logo - Prominent display of your company logo on registration banner - Acknowledgement as Sponsor in promotional material - Acknowledgement as Sponsor in badge booklet - 30% off DIGIMARCON 2014 Passes 	\$2,500

See Ya Mon (Farewell Cocktail Party) Duration: 1 hour	Sponsored Farewell Cocktail Party, including; Open Bar with Hot & Cold Canapés (Spirits, 3 Specialty Cocktails, Red Wine, White Wine, Sparkling Wine, Soda, Domestic and International Beer, Regular Coffee and Tea) with DJ on Day 5 <ul style="list-style-type: none"> - Banner, hyperlink and acknowledgement as Sponsor on website - Thank you from the podium to your company for sponsoring - Sign featuring your logo on Farewell Cocktail Party sign - Cocktail napkins with your company logo - Prominent display of your company logo on registration banner - Acknowledgement as Sponsor in promotional material - Acknowledgement as Sponsor in badge booklet - 30% off DIGIMARCON 2014 Passes 	\$5,000
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CONFERENCE BAG ITEM SPONSORSHIP

More scintillating ways to sponsor DIGIMARCON 2014 !

CONFERENCE BAG ITEM	DESCRIPTION	FEE
 Stylus Pen	Sponsor Branded Stylus Pen included in every Conference Bag <ul style="list-style-type: none"> - Banner, hyperlink and acknowledgement as Sponsor on website - Prominent display of your company logo on registration banner - Acknowledgement as Sponsor in promotional material - Acknowledgement as Sponsor in badge booklet - 30% off DIGIMARCON 2014 Passes 	\$1,500
 Notebook	Sponsor Branded Notebook included in every Conference Bag <ul style="list-style-type: none"> - Banner, hyperlink and acknowledgement as Sponsor on website - Prominent display of your company logo on registration banner - Acknowledgement as Sponsor in promotional material - Acknowledgement as Sponsor in badge booklet - 30% off DIGIMARCON 2014 Passes 	\$2,000
 Mousepad	Sponsor Branded Mousepad included in every Conference Bag <ul style="list-style-type: none"> - Banner, hyperlink and acknowledgement as Sponsor on website - Prominent display of your company logo on registration banner - Acknowledgement as Sponsor in promotional material - Acknowledgement as Sponsor in badge booklet - 30% off DIGIMARCON 2014 Passes 	\$1,500
 Polo Shirt	<ul style="list-style-type: none"> - Sponsor Branded Polo Shirt included in every Conference Bag - Banner, hyperlink and acknowledgement as Sponsor on website - Prominent display of your company logo on registration banner - Acknowledgement as Sponsor in promotional material - Acknowledgement as Sponsor in badge booklet - 30% off DIGIMARCON 2014 Passes 	\$2,500
 Cap	Sponsor Branded Cap included in every Conference Bag <ul style="list-style-type: none"> - Banner, hyperlink and acknowledgement as Sponsor on website - Prominent display of your company logo on registration banner - Acknowledgement as Sponsor in promotional material - Acknowledgement as Sponsor in badge booklet - 30% off DIGIMARCON 2014 Passes 	\$2,500

	Bottle Opener	Sponsor Branded Bottle Opener included in every Conference Bag <ul style="list-style-type: none"> - Banner, hyperlink and acknowledgement as Sponsor on website - Prominent display of your company logo on registration banner - Acknowledgement as Sponsor in promotional material - Acknowledgement as Sponsor in badge booklet - 30% off DIGIMARCON 2014 Passes 	\$1,500
	Sunscreen	Sponsor Branded Sunscreen included in every Conference Bag <ul style="list-style-type: none"> - Banner, hyperlink and acknowledgement as Sponsor on website - Prominent display of your company logo on registration banner - Acknowledgement as Sponsor in promotional material - Acknowledgement as Sponsor in badge booklet - 30% off DIGIMARCON 2014 Passes 	\$2,000
	Squeezie	Sponsor Branded Squeezie included in every Conference Bag <ul style="list-style-type: none"> - Banner, hyperlink and acknowledgement as Sponsor on website - Prominent display of your company logo on registration banner - Acknowledgement as Sponsor in promotional material - Acknowledgement as Sponsor in badge booklet - 30% off DIGIMARCON 2014 Passes 	\$1,500
	Can Koozie	Sponsor Branded Can Koozie included in every Conference Bag <ul style="list-style-type: none"> - Banner, hyperlink and acknowledgement as Sponsor on website - Prominent display of your company logo on registration banner - Acknowledgement as Sponsor in promotional material - Acknowledgement as Sponsor in badge booklet - 30% off DIGIMARCON 2014 Passes 	\$1,500
	Surf and Sand Beach Mat	Sponsor Branded Surf and Sand Beach Mat included in every Conference Bag <ul style="list-style-type: none"> - Banner, hyperlink and acknowledgement as Sponsor on website - Prominent display of your company logo on registration banner - Acknowledgement as Sponsor in promotional material - Acknowledgement as Sponsor in badge booklet - 30% off DIGIMARCON 2014 Passes 	\$2,500
	Program Book Advertisement (Full Page)	Full page advertisement in conference program book Please Note: All Speaking Sponsors receive an advertisement in conference program book	\$1,000
	Program Book Advertisement (Half Page)	Half page advertisement in conference program book Please Note: All Speaking Sponsors receive an advertisement in conference program book	\$500

Conference Bag Item Sponsorship is available on a first-serve basis, Hurry!

The DIGIMARCON 2014 Sponsorship team offers valuable support to sponsors throughout the season leading up to the events. Contact us for more information on developing a custom program that fits your needs and marketing goals.

