

A+OMIC

ADVERTISING
TECHNOLOGY
MEDIA
CREATIVITY

SPONSORSHIP MENU

October 2011

For sponsorship opportunities contact
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PRESENTED BY **strategy** back.asson.brunico new ideas. **PLAYBACK** PLATINUM SPONSOR **THE GLOBE AND MAIL** 

atomic.strategyonline.ca

A professional development day for your clients and media agency partners: Have your sales team use it as an educational day out of the office with your company picking up the tab. Each of the packages below come with a handful of tickets to be given to your reps and their clients.

Spend some quality time with your media agency directors, buyers and planners: We'll reserve a table and eating area so you can spend the whole day together.

Make a statement while you're there: The prominent logo exposure and booth space offered with these packages will ensure your brand sticks out and positions your company as a leader in this space.

PRESENTING SPONSOR - \$29,995 (exclusive)

- Prominent logo exposure on all promotional materials, including promotional literature, ads, flyers, signage at the event, website, e-mails and press releases
- Exclusive advertising space on the conference delegate information sheet
- Seat drop or delegate bag insert
- Exclusive opportunity to hang a banner in the conference session room (you supply)
- Exclusive opportunity to feature your logo on delegate lanyards
- Opportunity to contact delegates by email once in advance of the event to promote your company as a sponsor (we will facilitate)
- Opportunity to sponsor a conference session
- 8' x 8' exhibit space at the conference with 1 table and 2 chairs (booth not provided; includes 1 restricted pass for booth attendant)
- Two 3' x 4' posters placed throughout conference venue (you supply digital art, we print)
- Full-page ad in the October issue of strategy magazine
- 10 passes for full conference registration, plus a 50% discount rate on additional registrations

GOLD SPONSOR - \$9,995

- Prominent logo exposure on all promotional materials, including promotional literature, ads, flyers, signage at the event, website, e-mails and press releases
- Seat drop or delegate bag insert
- 8' x 8' exhibit space at the conference with 1 table and 2 chairs (booth not provided; includes 1 restricted pass for booth attendant)
- Half-page ad in the October issue of strategy magazine (value: \$3,405)
- 5 passes for full conference registration, plus a 25% discount rate on additional registrations
- One sponsored session including brief introduction

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PATRON SPONSOR - \$4,995

- Logo exposure on all promotional materials, including promotional literature, ads, flyers, signage at the event, website, e-mails and press releases
- 8' x 8' exhibit space at the conference with 1 table and 2 chairs (booth not provided; includes 1 restricted pass for booth attendant)
- 2 passes for full conference registration, plus a 25% discount rate on additional registrations

Speak to us about adding a custom opportunity with more activation options and attendee face time. We're open to creative suggestions in addition to:

- A post event cocktail reception. Fully themed and branded by your company.
- Present, brand and introduce a speaker session that best aligns with your business and area of expertise.
- Host a branded and themed lounge area throughout the day with options for furnishings, games & entertainment, refreshments, massages, advice or giveaways and contests.

A LA CARTE OPPORTUNITIES

DELEGATE BAGS - \$4,995 (only ONE available)

- Exclusive sponsorship of conference tote bags with your logo and in the colour of your choice (we supply). If you supply, cost is \$2,750 and bags must be approved by event producers

SEAT DROP OR DELEGATE BAG INSERTS - \$1,495

- Limited to 1 piece of literature or promotional item. Discount extended on multiple items

PENS - \$750

- You supply

NOTE PADS - \$750

- You supply

LITERATURE DISPLAY - \$750

- Opportunity to display one piece of literature or promotional item on a table in the conference common area. Items will be set out and replenished by staff