



Mastering the Management of Affiliate Programs

San Francisco

SPONSORSHIP OPPORTUNITIES

Exhibition: March 19-20, 2014



For Sponsorship Inquiries, please contact:

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Produced by





March 19-20, 2014



2014 Calendar (AM Days was launched in March 2012)

San Francisco • March 19-20, 2014

London • May 14-15, 2014

Affiliate Management Days is the must attend event for affiliate managers, advertisers with affiliate programs, and digital marketing professionals responsible for affiliate marketing strategy, management and operations. Targeting both organizations with existing affiliate programs and those creating a new initiative, AM Days offers the most valuable insight into how other online retailers are successfully implementing and managing their affiliate programs.

The focus on affiliate program owners creates a relaxed, collegial atmosphere, free from demands and distractions by affiliates, that provides a perfect environment for laser-focused networking.

AM Days covers topics such as:

- Affiliate program management
- Affiliate recruitment
- Affiliate marketing analytics
- Effective affiliate motivation
- Affiliate marketing fraud
- Types of affiliates & value of each
- Conversion optimization
- Compliance policing & enforcement
- Solutions to challenges and threats
- Legislative questions/issues
- Leveraging emerging trends

Affiliate Management Days is where the affiliate marketing teams and executives come together to share case studies, insight and the latest tools and techniques to effectively and successfully manage affiliate programs.



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SPONSORSHIP PACKAGES

PLATINUM LEVEL SPONSORSHIP

\$15,000

- Double Table Top unit (includes two 6' tables, 4 chairs, wastebasket, literature rack & standard electrical)
- One (1) 20 minute presentation to the entire audience (day and time to be allocated by RMI)
- Five (5) complimentary full conference passes (workshops not included)
- Five (5) Social Networking passes (for booth staff not attending conference sessions)
- Chair drop (non-paper) SWAG (time and day of chair drop to be determined by Rising Media, Inc.)
- Logo displayed on literature and online promotions as a Platinum Level Sponsor
- Client prospect full conference registration passes at a 20% discount
- One (1) company/product profile in the conference guide and website (maximum 150 words)
- Full page 4-color ad in printed conference guide (Back Cover or Inside Front Cover)
- Wireless internet connection
- Lunch Sponsor
- One-time use of pre-event & post event email list (through bonded mail house – additional fees may apply)





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GOLD LEVEL SPONSORSHIP

\$10,000

- Double Table Top unit (includes two 6' tables, 4 chairs, wastebasket, literature rack & standard electrical)
- One (1) 10 minute presentation to the entire audience (day and time to be allocated by RMI)
- Three (3) complimentary full conference passes (workshops not included)
- Five (5) Social Networking passes (for booth staff not attending conference sessions)
- Chair drop (non-paper) SWAG (time and day of chair drop to be determined by Rising Media)
- Logo displayed on literature and online promotions as a Gold Level Sponsor
- Client prospect full conference registration passes at a 20% discount
- One (1) company/product profile in the conference guide and website (maximum 150 words)
- Full page 4-color ad in printed conference guide
- Wireless internet connection
- One-time use of post event email list (through bonded mail house – additional fees may apply)

SILVER LEVEL SPONSORSHIP

\$5,000

- Single Table Top unit (includes 1 6' table, 2 stools, wastebasket, literature rack & standard electrical)
- One (1) 2 minute 'elevator pitch' presentation to the entire audience (presentation order determined by order of contract date)
- Two (2) complimentary Full Conference passes (workshops not included)
- Three (3) Social Networking passes (for booth staff not attending conference sessions)
- Logo displayed on literature and online promotions as a Silver Level Sponsor
- Client prospect full conference registration passes at a 20% discount
- One (1) company/product profile in the conference guide and website (maximum 150 words)
- Quarter page 4-color ad in printed conference guide
- Wireless internet connection



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BRONZE LEVEL SPONSORSHIP

\$3,500

- Single Table Top unit (includes 1 6' table, 2 stools, wastebasket, literature rack & standard electrical)
- Logo displayed on literature and online promotions as a Bronze Level Sponsor
- One (1) company/product profile in the conference guide and website (maximum 150 words)
- Two (2) Social Networking passes (for table top staff not attending conference sessions)
- Client prospect full conference registration passes at a 20% discount
- Wireless internet connection





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UNIQUE MARKETING OPPORTUNITIES

ATTENDEE BADGE INSERT \$2,000

What better way to make a bold statement to attendees than to sponsor the insert designed for the badge holder and have your company's name prominently displayed to the attendees? Not only can you display your company name, but you can include product highlights and your booth number as part of the insert.

LANYARD \$3,000

Greet attendees as they arrive at registration by giving them a lanyard which will be pre-attached to all delegate badges, ensuring maximum exposure during the event. The sponsor is responsible for providing the lanyards.

AD IN CONFERENCE GUIDE

Inside Front and Inside Back Cover: \$1,000 • Back Cover: \$1,500 • Full Page \$750 (non-premium location)

Sponsor can provide one full page, 4-color, ad artwork for inclusion in the show guide, which will be referred to by the conference attendees both during and after the event.

HOTEL ROOM DROP \$2,000

Have your message/gift hand delivered into the hotel room of your targeted conference attendees staying at the host hotel.

CONFERENCE BAG/FOLDER \$2,500

Increase company awareness to your targeted group by having your logo on display and in everybody's hands during the event and often for years afterwards on the conference bag/ folder. Organizer will produce the bags/folders.

CONFERENCE BAG/FOLDER INSERT \$500

One piece of standard sized literature placed in each conference attendee bag/folder.

LUNCH & LEARN \$7,500

Called the "hidden gems" by previous attendees, a Lunch & Learn illustrates how common business problems are solved by showcasing your technology in a closed, "attendee only" session. Lunch & Learns give attendees an up-close and personal look at how specific tools solve specific problems. Attendees see live demonstrations of solutions to real world challenges. By sponsoring a Lunch & Learn you directly demonstrate how data and technology combine to achieve stunning results. Your opportunity (and responsibility!) as a Lunch & Learn producer is to pick a hot topic, advanced methodology or innovative application, frame it, and demonstrate – live – how your solution excels in that arena.



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REGISTRATION \$3,000

- Placement of a banner posted on the registration page for the conference
- Ad or link in all confirmation emails that are sent to registered attendees
- On-site signage in registration area.
- One (1) piece of literature on registration counter

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