

NCDM

Engaging Customers Using Data & Technology

December 12 – 14, 2011 Caesars Palace, Las Vegas

Sponsorship and Advertising Opportunities

79%

OF CONSUMERS
CLICK ON A
LINK IN AN
EMAIL FROM A
RETAILER TO
LEARN MORE.

47%

OF US SPENDING
ON INTERNET ADS
GOES TO SEARCH.

86%

OF MARKETERS TAP
SEO STRATEGIES.

59%

OF CONSUMERS USE
SEARCH ENGINES TO
FIND DEALS ONLINE.

»DMA

Gold Sponsor: \$8,000+

Gold Sponsorships include:

- Official recognition as a Gold Sponsor in print advertisements promoting the show
- Your company logo listed on "Thank You Sponsors" sign in the NCDM 2011 Registration Area
- One (1) complimentary copy of the NCDM 2011 post show list (mailing addresses only)
- Two (2) full conference and exhibition registration passes for NCDM 2011
- 1 full page, 4-color advertisement in the NCDM 2011 Show Directory (artwork due: October 28, 2011)
- Company logo on NCDM Website

JUMP DRIVES

Exclusive Sponsorship!

Get built-in traffic directly to your booth with our jump drive (aka memory stick) sponsorship. A tote bag insert will drive full conference attendees directly to your booth to receive their complimentary drive. Once they arrive at your doorstep, they'll receive an ultra-useful gift, complete with your company logo. You'll gain added exposure each time an attendee downloads conference materials onsite or documents back at the office.

Member: \$8,000

Non Member: \$12,000

EXHIBIT HALL LUNCH

Wednesday, December 14

Meet prospective business leads at the Exhibit Hall Lunch on Day 3. Your company banner will be displayed during the luncheon and your promotional item will be inserted into each bagged lunch. (Banner to be provided by exhibitor)

Member \$8,500

Non Member: \$12,500

CYBER LOUNGE

Exclusive Sponsorship!

Everyone needs access to the Internet while they're out of the office. Sponsor the Wi Fi Lounge in the Exhibit Hall, equipped with wireless access, and you'll be providing this great service to NCDM attendees. Your logo will appear on signage inside and out-side the Lounge, on the splash screen and tent cards, and your literature will be on display in the area.

Member: \$10,000

Non Member: \$15,000

GRAND OPENING – EXHIBIT HALL RECEPTION

Monday, December 12

Take this opportunity to meet and greet prospective business leads. Your company logo will be displayed in the Exhibit Hall during the reception, and you will have a table to display your company literature (during reception only). You will also receive 50 branded drink tickets to be distributed at your booth.

Member: \$10,000

Non Member: \$15,000

AWARDS CEREMONY AND LUNCHEON

Tuesday, December 13

Co-sponsor

Sponsor NCDM's prestigious Database Excellence Awards and align your company with the best in the business. You will be acknowledged as the sponsor by the announcer, and in the slide show presentation and in the Awards Program literature. Your logo will be displayed in the ballroom, and your literature will be placed on each seat. Plus, we'll reserve a table for eight of your staff and clients.

Member \$10,000

Non Member: \$15,000

New ! NETWORKING RECEPTION

Tuesday, December 13

Be a big winner with attendees by sponsoring the networking reception, where you will have the opportunity to meet and greet prospective leads. You will also receive a table to display your company literature during the reception and 50 branded drink tickets to be distributed at your booth. Pricing includes basic theme plus food and beverage, but customizable opportunities are available to help achieve your corporate goals (for an additional fee).

Member: 10,000

Non Member: \$15,000

Silver Sponsor: \$5,000 – \$7,999

NCDM

Silver Sponsorships include:

- Official recognition as a Silver Sponsor in print advertisements promoting the show
- Your company logo listed on “Thank You Sponsors” sign in the NCDM 2011 Registration Area
- One (1) full conference and exhibition registration passes for NCDM 2011
- 1/2 page, 4-color advertisement in the NCDM 2011 Show Directory (artwork due: October 28, 2011)
- Company logo on NCDM Website

CONTINENTAL BREAKFASTS

December 12, December 13 or December 14

Rise and shine! Be the first company attendees see before the exhibit hall opens for the day. Sponsor all three breakfasts for maximum exposure. Your company will receive your company name and logo displayed on signs during the breakfast and a table will be provided for your company literature (during the event only). Sponsors have the opportunity to mingle and network with attendees before sessions begin.

Member: \$5,000 each day Non Member: \$7,500 each day

New ! CONFERENCE AT A GLANCE BADGE

INSERT

Your company's logo and promotional copy will be prominently displayed on a fold-out insert that will be placed into each attendee's badge. The insert will highlight the schedule of events over the conference.

Member: \$5,000 Non Member: \$7,500

KEYNOTE PRESENTATIONS

December 13 or December 14

Take advantage of a great opportunity to meet and greet all NCDM participants. During the keynote presentation, your company logo will be displayed in the ballroom. Your company name and logo will appear on the introductory slide of the presentation and your company literature will be placed on the seats (during the session only).

Member: \$5,000 each Non Member: \$7,500 each

New ! METER BOARDS (2 available)

Have your company's logo displayed on five meter boards throughout the conference and exhibition. Your logo, along with the show logo will be used to generate traffic to your booth or create awareness about your company. Meter Boards are 38" x 87".

Member: \$5,000 Non Member: \$7,500

REFRESHMENT BREAKS IN EXHIBIT HALL

Tuesday, December 13 or Wednesday, December 14

Get attendees revved up by sponsoring an energy break in the Exhibit Hall! This sponsorship includes your company logo displayed in the Exhibit Hall during the break and a table at the event for your company literature (during the break only).

Member: \$5,000 each day Non Member: \$7,500 each day

New ! TRACK SPONSOR (5 available)

Get your company brand in front of targeted attendees in the sessions of your choice (based on availability) with a track sponsorship. This sponsorship includes logo recognition in the Show Directory, and logo visibility displayed on signage outside the session rooms within your track. Choose from one of the following:

- Database Marketing Strategies
- Interactive Marketing
- Technology for Today & Tomorrow

Member: \$5,000 Non Member: \$7,500

NETWORKING LUNCHEON

Monday, December 12

Meet prospective business leads at the networking luncheon on the first day of the NCDM Conference. Your company logo will be displayed during the luncheon and your promotional items or company literature will be placed on each seat. Plus we'll reserve a table for eight of your staff and clients.

Member: \$7,500 Non Member: \$10,000

TOTE BAGS

Exclusive Sponsorship!

Let's face it; we all need a place to store all the stuff we collect at trade shows. This opportunity offers high visibility and will be greatly appreciated by all attendees. One tote bag with your logo will be distributed to every conference registrant. *Includes one tote bag insert.

Member: \$6,000 Non Member: \$8,000

Bronze Sponsor: \$3,000 – \$4,999

Bronze Sponsorships include:

- Official recognition as a Bronze Sponsor in print advertisements promoting the show
- Your company logo listed on “Thank You Sponsors” sign in the NCDM 2011 Registration Area
- Company logo on NCDM Website

ROOM DROP

Monday, December 12 or Tuesday, December 13

Be the first company attendees see each morning! Have your company’s promotional item placed outside the hotel door of all NCDM attendees staying at the conference hotel. (Items to be supplied by exhibitor.) Limited to one company per night.

Member: \$3,000 each Non Member: \$5,000 each

REGISTRATION LANYARDS

Exclusive Sponsorship!

This is your special opportunity to get your company’s name and logo around every attendee! Lanyards will be distributed to every registrant. (Lanyards to be supplied by exhibitor).

Member: \$3,750 Non Member: \$5,750

New ! EMAIL SPONSORSHIP (2 available)

Get a head start on promoting your brand months prior to the show with this sponsorship. Each email blast will be sent to 10,000 + names and your logo will appear with a direct link to your site.

Member: \$3,000 Non Member: \$4,500

NOTEPADS

Exclusive Sponsorship!

As attendees visit sessions at NCDM, they’ll definitely need an organized place to hold their notes. Help them out with this sponsorship which includes your company’s 1-color logo on the notepads distributed to every attendee.

Member: \$4,000

Non Member: \$6,000



A La Carte Items

AISLE SIGNS

Let your company stand above the rest with this sponsorship, which includes your company's 4-color logo on aisle signs in the Exhibit Hall.

Member: \$900 each Non Member \$1,500 each

PASSPORT TO PRIZES (10 available)

Attendees pick their game cards at registration and must visit all 10 sponsors, who will stamp their cards. When the cards are completed, attendees must drop them in the designated bins inside the Exhibit Hall. Drawings will take place in the Exhibit Hall for the sponsors' prizes. We will promote Passport to Prizes on the website and in other promotions. Each sponsor must provide a gift or gift certificate valued at \$200 or more. Winners must be present to win.

Member: \$500 each Non Member: \$1,000 each

TOTE BAG INSERTS (5 available)

Get additional exposure or make a special offer with this super- easy idea. Your company's promotional item or literature will be placed in the tote bags distributed to every attendee.

Member: \$1,000 each Non Member: \$2,000 each

PENS

Exclusive Sponsorship!

Get your company's 1-color logo in the hands of all attendees with these pens they will use to write all their notes during the show.

Member: \$2,000 Non Member: \$3,500

REGISTRATION COUNTER PANELS

Every person who attends NCDM must begin at the registration counter. Catch their eye at the start of their NCDM experience by placing your company's name and logo on kick panels in the Registration Area.

Member: \$2,000 a pair Non Member: \$3,500 a



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Show Directory Advertising



All **premium** positions must be 4-Color; All other ad positions can be B&W or 4-Color.

PRODUCTION GUIDELINES AND AD SIZES

Trim Size	6" x 10.875"
Full Page Bleed (add 0.125" all around)	6" x 11.125"
Full Page No Bleed	5.5" x 9.875"

- Inside B&W ads will not bleed. All Color ads may bleed. (Add 0.125" all around)
- All ads must be accompanied by print out or proof sheet

Please **FAX** this form to Debra Venedam at:
212.302.7643 or
Email it to dvenedam@the-dma.org

Please **Email** artwork to Debra Venedam at
dvenedam@the-dma.org

ACCEPTABLE SOFTWARE AND FILE TYPE

- High resolution PDF
- High resolution Photoshop CS3 or lower EPS or tiff 300dpi
- Illustrator EPS CS3 or lower
(EPS illustrator files should have all fonts outlined)
- InDesign CS3 MAC format
(all images and fonts should be included)

DEADLINES

Insertion Orders: October 21, 2011
Artwork: Due October 28, 2011

For additional information, please contact
KEVIN FOX at 212.790.1468 or email
kfox@the-dma.org.

ADVERTISING RATES

	DMA MEMBERS	NON MEMBERS
<input type="checkbox"/> 4/Color logo in your Exhibitor Description	\$350	\$450
<input type="checkbox"/> B&W logo in your Exhibitor Description	\$295	\$395
<input type="checkbox"/> 7"x1" Banner across bottom of Directory Page	\$395	\$495
<input type="checkbox"/> Quarter Page Ad	\$495	\$595
<input type="checkbox"/> Half Page Ad	\$595	\$795
<input type="checkbox"/> Full Page Ad	\$1,295	\$1,595
<input type="checkbox"/> Inside Back Cover (4-Color only)	\$1,995	\$2,495
<input type="checkbox"/> Inside Front Cover (4-Color only)	\$2,295	\$2,795
<input type="checkbox"/> Back Cover (4-Color only)	\$2,595	\$3,095
<input type="checkbox"/> Belly Band (price based on provided belly band materials) Call to request pricing.		

Advertiser _____

Company _____

Address _____

City _____ State _____ Zip Code _____

Contact _____

Title _____

Email _____

Phone _____ Fax _____

PAYMENT

Total Amount \$

Check Enclosed (Made payable to DMA)

Visa MasterCard American Express Discover

Card Number _____

Expiration Date _____

Name (as it appears on card) _____

Company Name (if corporate card) _____

Please keep a copy of this form on file for your records.

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Sponsorship Form



CONTACT INFORMATION

Company Contact: _____ Company Name: _____

Title: _____

Address: _____

City/State/Zip: _____ Country: _____

Phone: _____ Fax: _____

E-mail: _____

PAYMENT INFORMATION

Total Cost of Sponsorship: \$ _____ Check #: _____

Make check payable to: NCDM 2010, Memo: Sponsorship

Credit Card: Visa MC AMEX

Credit Card #: _____

Exp. Date: _____

Name on Card: _____

Signature: _____ Date: _____

PLEASE RETURN THIS FORM WITH PAYMENT TO: DMA Attn: Debra Venedam
1120 Avenue of the Americas, New York, NY 10036
or Fax to: 212.302.7643
EMAIL ARTWORK to dvenedam@the-dma.org

QUESTIONS? Contact Kevin Fox at 212.790.1468 or kfox@the-dma.org

TERMS AND CONDITIONS

Sponsor agrees to pay amount indicated above for sponsorship or as determined by Show Management. Payment in full is due upon completion of contract. No refunds will be made after receipt of contract. Acceptance of this application by DMA constitutes a contract. By signing above, sponsor agrees to abide by contract terms and conditions as outlined above.

Some benefits may not be available depending on sponsorship order date. Sponsors are responsible for providing DMA with all company logos and banners for use with any sponsorship. All company logos and banners are subject to approval by Show Management. Sponsorship materials must be received by the Advance/Warehouse shipping deadline. Materials received after this date are not guaranteed to be incorporated into the sponsorship opportunity onsite.

Please keep a copy of this form on file for your records.

IMPORTANT: A FULL PAYMENT MUST ACCOMPANY THIS SPONSORSHIP CONTRACT.

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Sponsorship Form



GOLD SPONSORSHIP

	DMA MEMBERS	NON MEMBERS
<input type="checkbox"/> JUMP DRIVES Exclusive Sponsorship!	\$8,000	\$12,000
<input type="checkbox"/> CYBER LOUNGE Exclusive Sponsorship!	\$10,000	\$15,000
<input type="checkbox"/> AWARDS CEREMONY AND LUNCHEON Tuesday, December 13 Co-sponsor	\$10,000	\$15,000
<input type="checkbox"/> GRAND OPENING RECEPTION IN EXHIBIT HALL Monday, December 12	\$10,000	\$15,000
<input type="checkbox"/> NEW! NETWORKING RECEPTION Tuesday, December 13 —Sold	\$10,000	\$15,000
<input type="checkbox"/> EXHIBIT HALL LUNCH Wednesday, December 14	\$8,500	\$12,500

SILVER SPONSORSHIP

	DMA MEMBERS	NON MEMBERS
<input type="checkbox"/> CONTINENTAL BREAKFASTS Choose One: <input type="checkbox"/> December 12 <input type="checkbox"/> December 13 <input type="checkbox"/> December 14	\$5,000	\$7,500
<input type="checkbox"/> NEW! METER BOARDS	\$5,000	\$7,500
<input type="checkbox"/> REFRESHMENT BREAKS IN EXHIBIT HALL Choose One: <input type="checkbox"/> December 13 <input type="checkbox"/> December 14	\$5,000	\$7,500
<input type="checkbox"/> TRACK SPONSOR Choose from one of the following tracks: <input type="checkbox"/> Database Marketing Strategies <input type="checkbox"/> Interactive Marketing <input type="checkbox"/> Technology for Today & Tomorrow	\$5,000	\$7,500
<input type="checkbox"/> NETWORKING LUNCHEON Monday, December 12	\$7,500	\$10,000
<input type="checkbox"/> TOTE BAGS Exclusive Sponsorship!	\$6,000	\$6,000
<input type="checkbox"/> CONFERENCE AT A GLANCE BADGE INSERT —Sold	\$5,000	\$7,500

BRONZE SPONSORSHIP

	DMA MEMBERS	NON MEMBERS
<input type="checkbox"/> ROOM DROP Choose one: <input type="checkbox"/> December 12 <input type="checkbox"/> December 13	\$3,000	\$5,000
<input type="checkbox"/> REGISTRATION LANYARDS Exclusive Sponsorship!	\$3,750	\$5,750
<input type="checkbox"/> NOTEPADS Exclusive Sponsorship!	\$4,000	\$6,000
<input type="checkbox"/> NEW! EMAIL SPONSORSHIP (5 available)	\$3,000	\$4,500

A LA CARTE ITEMS

	DMA MEMBERS	NON MEMBERS
<input type="checkbox"/> AISLE SIGNS	\$900	\$1,500
<input type="checkbox"/> PASSPORT TO PRIZES (10 available)	\$500	\$1,000
<input type="checkbox"/> TOTE BAG INSERTS (5 available)	\$1,000	\$2,000
<input type="checkbox"/> PENS Exclusive Sponsorship!	\$2,000	\$3,500
<input type="checkbox"/> REGISTRATION COUNTER PANELS	\$2,000	\$3,500