

**FOLIO**™ PRESENTS

# magazine event strategies

Sponsorship  
Opportunities

2009

**MARCH 4**

NYC | SHERATON NEW YORK

[www.MagazineEventStrategies.com](http://www.MagazineEventStrategies.com)

FOLIO: PRESENTS

# magazine event strategies



I'm pleased to invite you to join us as a Sponsor of the 3rd annual Magazine Event Strategies Conference, the only conference dedicated to the power of live magazine events.

MES is the only event that focuses entirely on the particular needs of the magazine industry's event producers and marketers. MES offers a unique perspective on the issues, strategies, operational challenges and revenue-generating opportunities of incorporating live events into a Magazines growth strategy. Especially during these challenging economic times, live events can't be a lower priority, they're more essential than ever.

Join us as a sponsor of this one-day forum on the creation and strategy of magazine-powered events and be one of only 6 sponsors to showcase the products, service and technologies that can help Magazine Professionals enhance their live-events.

If you are interested in learning more about the sponsorship opportunities offered, please contact me directly at: 203-262-6471 or [kkoenig@red7media.com](mailto:kkoenig@red7media.com) or Anna Lawler at: 203-852-5681 or [alawler@red7media.com](mailto:alawler@red7media.com)

We look forward to working with you on a great event!

**Kelly Koenig**  
Senior Director Exhibit & Sponsorship Sales

# 2009

## MARCH 4

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**For Sponsorship & Exhibitor  
Information please contact:**

**Kelly Koenig**  
Sr. Director, Exhibit & Sponsorship Sales  
p: 203-262-6471  
e: [kkoenig@red7media.com](mailto:kkoenig@red7media.com)

**Anna Lawler**  
Sponsorship & Exhibit Sales  
p: 203-852-5681  
e: [alawler@red7media.com](mailto:alawler@red7media.com)

### KEYNOTE LUNCHEON SPONSORSHIP

**\$5,000**

Exclusive Sponsor of the Keynote Luncheon: Building Successful Events Through Social Networking presented by Michael Brito, Social Media Strategist, Intel

#### CONFERENCE PRESENCE

- Opportunity to show 1-minute company video and introduce Keynote Speaker
- Opportunity to have company collateral or promotional item distributed at every place seating in the room
- Sponsor logo featured with all onsite signage and promotion of the Keynote Presentation
- Pre-event email blast
- Insert of marketing piece into each portfolio
- One full-conference registration pass providing access to the Magazine Event Strategies Conference and access to Agenda's Best Events XPO Hall
- Logo and 30-word company description and contact information included in onsite event materials and on Summit website
- Post-conference mailing list of all registered attendees for one-time use. Attendee name, title, company name and mailing address will be provided. Emails and phone numbers are not included on this list in accordance with privacy regulations

### PORTFOLIO SPONSOR

**\$2,500**

Exclusive Sponsor of the executive portfolio distributed at registration to all Magazine Event Strategies Conference attendees.

#### CONFERENCE PRESENCE

- Magazine Event Strategies Logo and Sponsor Logo on the Front of the Portfolio
- Insert of marketing piece into each portfolio
- One full-conference registration pass providing access to the Magazine Event Strategies Conference and access to Agenda's Best Events XPO Hall
- Logo and 30-word company description and contact information included in onsite event materials and on Summit website
- Post-conference mailing list of all registered attendees for one-time use. Attendee name, title, company name and mailing address will be provided. Emails and phone numbers are not included on this list in accordance with privacy regulations.

### TRACK SPONSORSHIP

**\$2,500**

(Two available)

Opportunity to sponsor either the B-to-B or B-to-C Track within the Magazine Event Strategies Conference

#### CONFERENCE PRESENCE

- Sponsorship of selected Track provides sponsoring company opportunity to introduce one session in the Track, to be presented by a senior executive of sponsoring company.
- Opportunity to have company collateral or promotional item in the session room
- Sponsor branding on Track signage
- Sponsor branding next to Track description in onsite show materials and signage
- One full-conference registration pass providing access to the Magazine Event Strategies Conference and access to Agenda's Best Events XPO Hall
- Logo and 30-word company description and contact information included in onsite event materials and on Magazine Event Strategies website
- Post-conference mailing list of all registered attendees for one-time use. Attendee name, title, company name and mailing address will be provided. Emails and phone numbers are not included on this list in accordance with privacy regulations

### NOTEPAD AND PEN SPONSOR

**\$2,000**

Exclusive Sponsor of the Event Notepad & Pen (provided by Sponsor) distributed in each of the Magazine Event Strategies session rooms.

#### CONFERENCE PRESENCE

- Sponsor to provide Notepads & Pens that will be distributed to all attendees at registration and will be replenished in the Magazine Event Strategies Session Rooms
- Insert of marketing piece into each portfolio
- One full-conference registration pass providing access to the Magazine Event Strategies Conference and access to Agenda's Best Events XPO Hall
- Logo and 30-word company description and contact information included in onsite event materials and on Magazine Event Strategies Conference website
- Post-conference mailing list of all registered attendees for one-time use. Attendee name, title, company name and mailing address will be provided. Emails and phone numbers are not included on this list in accordance with privacy regulations.

### POWERPOINT DOWNLOAD SPONSOR

**\$1,500**

Exclusive sponsor of the Magazine Event Strategies Presentation Download (Post-Event)

#### CONFERENCE PRESENCE

- Post-event email featuring linked sponsor logo sent to all registered attendees providing instructions on how to download the conference proceedings
- Linked company banner on presentation download page
- One full-conference registration pass providing access to the Magazine Event Strategies Conference and access to Agenda's Best Events XPO Hall
- Logo and 30-word company description and contact information included in onsite event materials and on Magazine Event Strategies website
- Post-conference mailing list of all registered attendees for one-time use. Attendee name, title, company name and mailing address will be provided. Emails and phone numbers are not included on this list in accordance with privacy regulations

### IMPORTANT INSTRUCTIONS

#### For Exhibit and Sponsorship Questions:

Kelly Koenig  
Senior Director Exhibit & Sponsorship Sales  
p. 203-262-6471 • f. 203-286-2600  
kkoenig@red7media.com

Anna Lawler  
Sponsorship & Exhibit Sales  
p. 203-852-5681 • f. 203-549-0779  
alawler@red7media.com

#### I. COMPANY INFORMATION

Company Name \_\_\_\_\_  
Street \_\_\_\_\_ Suite \_\_\_\_\_  
City \_\_\_\_\_  
State/Province \_\_\_\_\_  
Country \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_  
Telephone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_  
Key Contact Name \_\_\_\_\_  
Title \_\_\_\_\_  
Email \_\_\_\_\_  
Web address \_\_\_\_\_

#### III. PAYMENT INFORMATION

CHECK # \_\_\_\_\_ enclosed. Payable in U.S. funds to "Red 7 Media" \*Charges will appear as "Red7Media" on you credit card statement.  
 Credit card  Amex  Mastercard  Visa Total Amount:\$ \_\_\_\_\_  
Credit Card number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Authorized signature \_\_\_\_\_  
Billing (if different from above) \_\_\_\_\_ Street \_\_\_\_\_ Suite \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_ Country \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

#### IV. EXHIBIT SPACE TERMS

Please read the Contract Terms and Conditions below, which constitute an integral part of this agreement.  
Payment schedule is as follows: 50% due w/ signing, 100% due January 19, 2009

Acceptance of this application by Red 7 Media constitutes a contract. Applicant agrees to abide by the Contract Terms and Conditions for the 2009 Magazine Event Strategies Conference

Name (please print) \_\_\_\_\_ Title \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

#### Fax or mail original with payment to:

Red 7 Media, Attn: Len Roberts  
10 Norden Place • Norwalk, CT 06855  
p. 203-899-8465  
f. 203-286-2822

#### II. SPONSORSHIP OPTIONS (Select One)

- Keynote Luncheon Sponsorship
- Portfolio Sponsor
- Track Sponsorship
- NotePad and Pen Sponsor
- PowerPoint Download Sponsor