



## New England Direct Marketing Association

January 26, 2018 - Bentley University, Waltham, MA

### *8<sup>th</sup> Annual Marketing Technology Summit - Sponsorship Opportunities*

*Get your brand (and solutions) in front of New England's brightest and most influential marketers*

#### **Event Details**

180-200 New England marketers participate. Not throngs of tire-kickers, but those who are serious about learning about the technologies available to them in all aspects of marketing.

In its eighth year, this is a fast growing event that has SOLD OUT exhibit and attendee space completely the last 7 years.

A day-long educational event (8:30 am to 5:00 pm) includes lunch and plenty of opportunities to make business contacts.

Past sponsors and exhibitors include Act-On, Salesforce.com, Ship-Right Solutions, Aprimo, Classic Envelope, Hubspot, Marketo, Oracle Marketing Cloud, DMM, AcquireB2B, Bluetrain.io, Evergage, Oceanos, Overdrive Interactive, NetProspex, Boingnet, DMM, Madison Logic, BKM Marketing, KlearMail and Digital People.

### ***1 Title/Premier Sponsor Slot - 4 Platinum Sponsor Slots - 1 Luncheon Sponsor Slot - Exhibit Opportunities + more ways to get involved***

Sign up online for your choice of sponsorship at <http://bit.ly/2xzmm0R>

#### **Exclusive Premier/title sponsorship (\$4,000)**

- **Exclusive opportunity to introduce your brand** to audience just prior to the Keynote (2 to 3 minute welcome address – the only sponsor who gets this advantage)
- **Speaking slot** – general session – 45 minutes + 5 minutes for Q&A
- **Promotion of your company - preferred placement** including logo prominence for all pre and post-event publicity through NEDMA's website, MTech site, email to NEDMA's internal list of 4,500 New England direct marketers and potential clients; all social sites + direct mail.
- **25 event tickets** (includes lunch + coffee breaks) to give away to your prospects, customers or local team (\$4,225 value).
- **Pre-Show Premier Sponsor Email (exclusive)**; craft a short message that NEDMA will send on your behalf to all pre-registered attendees.
- **4 color full page ad** inside front cover of Event Program
- **Full conference exhibit package:** A reserved booth space; free WiFi + electricity. This venue allows for only 8 exhibits (a \$795 value). Includes opportunity to host a roundtable discussion.



- **Post-event registration list** – full contact info, inclusive of email address
- **Your collateral** on all table place settings.

#### **Platinum Sponsorship (\$3,000)**

- **Opportunity to introduce your brand to the audience** (2-3 minutes) just prior to the general session which follows the keynote.
- **Speaking slot – breakout session** – 45 minutes + 5 minutes for Q&A
- **Promotion** - placement including logo/link prominence for all pre and post-event publicity through NEDMA's microsite home page, email, social + direct mail.
- **20 event tickets** (includes lunch + coffee breaks) to give away to your prospects, customers or team (\$3,380 value).
- **4 color half page ad** in Event program – (a \$150 value)
- **Post-event registration list** –full contact info, inclusive of email address.
- **Your marketing materials displayed** on each attendee table
- **NEDMA's e-newsletter** - Share your special offer or preview/demo (free trial, white paper, etc) distributed to the entire NEDMA list of 4,000+ New England direct marketers after the event.

#### **Luncheon Sponsor (\$2,000)**

- Your brand prominently displayed with **signage**
- Half-page **4-color ad** in the program guide
- **5 passes** to the MTech Summit for company employees, your clients or prospects (\$795 value)
- **Post-event registration list** – full contact info, inclusive of email address for two time use.
- Your **marketing materials displayed** on each attendee table for the whole day.

#### **Exhibit only package - \$695**

- **Reserved space** for your tabletop display with an 8' table + 2 chairs, free WiFi + electricity.
- **5 free passes** to the sessions and lunch; use them for folks who work your booth or offer them to your best clients and prospects (a \$875 value).
- **10 discounted passes** to offer to those you'd like to have attend and visit your exhibit
- Complete access to the **post-event registration list** –full contact info, inclusive of email address.
- Opportunity to host a roundtable discussion.



- Inclusion in all promotional materials, signage, event programs, pre and post-event marketing (frequent emails to NEDMA's internal list of 4,500+ New England marketers), plus direct mail and social).

**Tote Bag Sponsorship - \$450 – Tote bags provided by sponsor**

Fantastic visibility. Your brand will be carried around and displayed all day ... and will be taken home. Includes **5 passes** to the Summit (\$845 value)

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**SPONSORSHIP RESERVATION FORM**

Yes, we'd like to participate in NEDMA's 8<sup>th</sup> Annual Marketing Technology Summit

Company:

Contact:

E-mail:

Phone:

Please sign us up for the following as described in the 8<sup>th</sup> Annual Marketing Technology Summit - Sponsorship Opportunities document. Sign up online at <http://bit.ly/2xzmmOR>

Premier/Title Sponsor: \$4,000

Platinum Sponsor: \$3,000

Luncheon Sponsor-: \$2,000

Exhibit package - \$695

Tote Bag Sponsor - (bags provided by sponsor) \$450

Event Program Ad: 4-color full page, \$450; ½ page, \$350

I understand that availability is on a first-come basis, and that I will receive notification once my reservation with payment has been accepted. There are no refunds.

**Reserve and pay online** at <http://bit.ly/1HTyvkf>, call Beth Drysdale, 781-237-1366,

**Or charge \$** \_\_\_\_\_ **to** \_\_\_\_\_ MasterCard; \_\_\_\_\_ VISA; \_\_\_\_\_ AMEX  
and email this form to [beth@nedma.com](mailto:beth@nedma.com)

Name on card:

Card #:

Expiration date:

Billing address for card:

**To pay by check** - Checks, made payable to NEDMA, Inc. should be mailed to:  
NEDMA, 396 Washington Street, Suite 387, Wellesley, MA 02481.



**Questions?** Contact Beth Drysdale or Pat Lee at [events@nedma.com](mailto:events@nedma.com).

*Thank you for your participation in NEDMA's 8<sup>th</sup> annual NEDMA Marketing Technology Summit!*