



New England Direct Marketing Association

7th Annual Marketing Technology Summit - Sponsorship Opportunities

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

Event Details

November 1, 2016 in Boston, MA at Boston University. 160-180 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 seventh year, this is a fast growing event that has SOLD OUT exhibit and attendee space completely the last 6 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 ExactTarget, a Salesforce.com company, Aprimo, Hubspot, Marketo, Oracle Marketing Cloud, DMM, AcquireB2B, Bluetrain.io, Evergage, Oceanos, Overdrive Interactive, NetProspex, Boingnet, DMM, Madison Logic, Kirkwood Direct, KleerMail and Digital People.

1 Title/Premier Sponsor Slot - 4 Platinum Sponsor Slots – 1 Luncheon Sponsor Slot – Exhibit Opportunities (only 6 left) + more ways to get involved

Sign up online for your choice of sponsorship at <http://bit.ly/1HTyvkf>

Exclusive Premier/title sponsorship (\$2,500)

- **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** – breakout session – 45 minutes + 5 minutes for Q&A, one of two concurrent presentations in the same time block.
- **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; social sites + direct mail.
- **25 event tickets** (includes lunch + coffee breaks) to give away to your prospects, customers or local team (\$3,975 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 6 exhibits (a \$695 value)
- **Post-event registration list** – full contact info, inclusive of email address.
- **Your collateral** on all table place settings.



Platinum Sponsorship (\$2,000)

- **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, one of two concurrent presentations in the same time block.
- **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 (**\$3,180 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 (\$1,500)

- 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.
- **4 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 \$636 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.
- 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 - \$300 – 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 (\$795 value)



**2016 NEDMA Marketing Technology Summit
November 1, 2016 – Boston University, Boston, MA**

SPONSORSHIP RESERVATION FORM

Yes, we'd like to participate in NEDMA's 7th Annual Marketing Technology Summit

Company:

Contact:

E-mail:

Phone:

Please sign us up for the following as described in the 7th Annual Marketing Technology Summit - Sponsorship Opportunities document. Sign up online at <http://bit.ly/1HTyv kf>

Premier/Title Sponsor: \$2,500

Platinum Sponsor: \$1,500

Luncheon Sponsor-: \$1,000

Exhibit package - \$695

Tote Bag Sponsor - (bags provided by sponsor) \$300

Event Program Ad: 4-color full page, \$300; ½ page, \$150

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.

How to sign up:

Reserve and pay online at <http://bit.ly/1HTyv kf> or call Pat Lee, 781-237-1366

Or charge \$ _____ **to** _____ MasterCard; VISA; AMEX
and email this form to events@nedma.com

Name on card:

Card #: _____ Expiration date: _____

Billing address for card (Street # and zip code required):

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.

Thank you for your participation in NEDMA's 7th annual NEDMA Marketing Technology Summit!