



Mastering the Management of Affiliate Programs



FT. LAUDERDALE - OCT 9 - 10, 2012 ♦ SAN FRANCISCO - APR 15-16, 2013 ♦ CHICAGO - JUNE 2013

2012 - 2013 SPONSORSHIP OPPORTUNITIES

PRODUCED BY
risingmedia

PART OF
**Data Driven
Business Week**

SPONSORSHIP OPPORTUNITIES



Launched in October 2011

Fort Lauderdale • Oct 9-10, 2012

San Francisco • Apr 15-16, 2013

Chicago • Jun 2013

Affiliate Management Days is the must attend event for affiliate managers who are responsible for their company's affiliate marketing strategy, management and operations. Whether you have an existing affiliate program or you are creating a new initiative, AM Days offers you the most valuable insight into how other online retailers are successfully implementing and managing their affiliate programs.

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.



SPONSORSHIP PACKAGES

PLATINUM LEVEL SPONSORSHIP

\$20,000 (Exclusive to 2)

- Double tabletop display (includes two 6' draped tables with four chairs, if needed)
- 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
- Access to either; one (1) pre-conference and one (1) post-conference email or postal opt-in attendee list through a bonded mail house (sponsor is responsible for any additional costs)

GOLD LEVEL SPONSORSHIP

\$12,500 (Exclusive to 3)

- Double tabletop display (includes two 6' draped tables with four chairs, if needed)
- 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, Inc.)
- 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
- Access to either; one (1) pre-conference and one (1) post-conference email or postal opt-in attendee list through a bonded mail house (sponsor is responsible for any additional costs)

SPONSORSHIP PACKAGES (cont)

SILVER LEVEL SPONSORSHIP

\$7,500

- Tabletop display (includes one 6' draped table with two chairs, if needed)
- 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

BRONZE LEVEL SPONSORSHIP

\$3,500

- Tabletop display (includes one 6' draped table with two chairs, if needed)
- 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



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: \$1,500 Back Cover: \$2,000

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 \$3,000

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

CONFERENCE BAG/FOLDER \$3,500

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 (Limited to 1 per day) \$2,500

This is the opportunity to greet all the attendees as they arrive for lunch. As the sponsor you will have the ability to have company information at each table (or chair) as well as napkins with company logo, and plenty of signage with company name and logo explaining that you are the exclusive lunch sponsor offering prominent brand recognition.

REGISTRATION (Limited to 1 Sponsor) \$7,500

- 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

Sponsorship Inquiries:

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Boston • Sep 30 - Oct 4, 2012
 Stockholm • Oct 15 - 16, 2012
 Düsseldorf • Nov 6 - 7, 2012
 Melbourne • Nov, 2012
 London • Nov 27 - 28, 2012
 Toronto • Mar 18 - 21, 2013
 San Francisco • Apr 14 - 18, 2013
 Chicago • June 2013



DC - Gov • Sep 17 - 18, 2012
 Boston • Sep 30 - Oct 4, 2012
 Düsseldorf • Nov 6 - 7, 2012
 London • Nov 27 - 28, 2012
 Toronto • Mar 18 - 21, 2013
 San Francisco • Apr 14 - 19, 2013
 Chicago • June 2013



Boston • Oct 3 - 4, 2012
 San Francisco • Apr 16 - 17, 2013



Paris • Jun 7 - 8, 2012
 Melbourne • Aug 2012
 Ft. Lauderdale • Oct 9 - 11, 2012
 Stockholm • Oct 15 - 16, 2012
 Toronto • Mar 18 - 21, 2013
 München • Apr 9 - 10, 2013



it's all about the conversion

Ft. Lauderdale • Oct 9 - 11, 2012
 Düsseldorf • Nov 6 - 7, 2012
 London • Nov 27 - 28, 2012
 San Francisco • Apr 15 - 17, 2013
 Chicago • June 2013



Boston • Oct 3 - 4, 2012
 San Francisco • Apr 18 - 19, 2013



Helsinki • Oct 17 - 18, 2012
 Vancouver • Oct 2012



Sydney • Sep 10 - 13, 2012
 Fort Lauderdale • Oct 28 - Nov 1, 2012



Chicago • Sep 27 - 28, 2012



London • Nov 15 - 16, 2012



London • Sep 19 - 20, 2012
 Berlin • Feb 2013



Hamburg • Nov 12 - 13, 2012



Boston • Oct 1 - 3, 2012
 San Francisco • Apr 15 - 17, 2013



Ft. Lauderdale • Oct 9 - 10, 2012
 San Francisco • Apr 15 - 16, 2013
 Chicago • June 2013