

Coming from AdweekMedia March 27  
(and on demand for 3 months post-event)

# How to Score with Sports Marketing

Online Conference & Expo

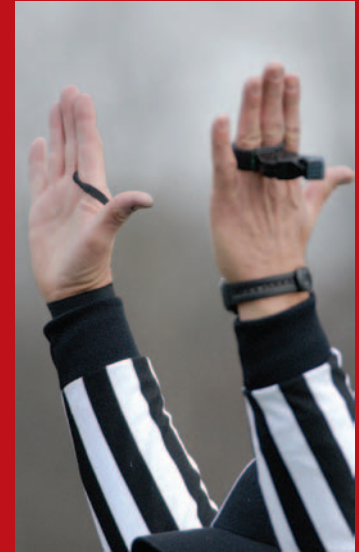
This cutting-edge online conference and expo targeting high-level marketing, advertising and media executives, will provide a live, educational forum on strategies and tactics for marketing traditionally non-sports products via sports tie-ins.

With a dynamic speaker roster and session lineup covering Olympics tie-ins, using technology to access your targets and leveraging sports marketing to reach multicultural audiences, this is an excellent sponsorship opportunity for:

- Sports Marketing brands, agencies and media
- Technology service providers
- Multicultural agencies and associations who want to capture the excitement of sports and the 2008 Olympics to promote their brands

## Sponsorship Benefits:

- Custom-designed booth with on-demand product demos and literature downloads
- Your logo on all event promos and throughout expo environment.  
\*Keynote and Title sponsors also get their logo on registration and landing page
- You see who is in attendance, get attendee profiles, and detailed report on visitors to your booth
- Your experts interact with attendees in real-time, and all interactions are transcribed, so there's no need to take notes for sales follow-up
- 3 months of visibility and lead-generation (Conference/expo is online for 3 months post-event, continuously promoted. And anyone who pre-registered but did not attend will be sent a "sorry we missed you" e-mail with link to the on-demand event)



**FOR INFORMATION,  
PLEASE CONTACT:**

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## AGENDA HIGHLIGHTS:

**11:00 a.m. EST** Keynote—Collision Course: Sports Marketing Pushes Creative and Technology Boundaries

## PANELS:

**1:00 p.m. EST** Target the Beijing 2008 Olympic Games and Gain Access to an Entire New World

The Olympics are a once-in-a-lifetime marketing opportunity, offering exposure to a projected 5 billion+ viewers. This session addresses the challenges in reaching this market and putting together a winning campaign.

**3:00 p.m. EST** Uncover Cutting-Edge Sports Marketing Tactics

Industry experts share how the sports marketing world is making technologies such as broadband, video-on-the-Web and mobile work for them, and give insights on applying these concepts to other industries.

**5:00 p.m. EST** Utilizing Sports Marketing to Reach U.S. Hispanics

35% of Major League Soccer's fans are Hispanic, followed by 16% for the NBA, 13% for the NFL, 12.9% for Major League Baseball and 9% for NASCAR. Experts discuss the top trends in marketing to this consumer segment, the key brands doing it right, and how advertisers can utilize sports marketing techniques to reach U.S. Hispanics.

(See next page for sponsorship details)

## SPONSORSHIP OPPORTUNITIES

### Exclusive Keynote Sponsor (limited to 1) \$35,000

- Sponsor logo on all promotional materials (4 print ads, 3 e-mail pushes, 6 prestitials and Web banners) **\$150K Value**
- Recognition of Keynote Sponsorship via prominent display of logo and video introduction of keynote speaker
- Case Study streaming workshop/session
- Interactive exhibit booth in Exhibit Hall
- 1-week sponsorship of 5 e-newsletters (choose from 11) **\$48K Value**
- Web site module promotion
- Access to attendee profiles and direct online link to registration database
- 1 full-color page in all 3 brands' print editions week of event **\$25K Value**

**Total Promotional Value: \$223K**

**At the Virtual Event:** Sponsor logo prominently displayed throughout event environment, full database report of all registrants from pre-event through 3-month on-demand period, promotions during the virtual event sending attendees from conference floor to tradeshow floor environment, exclusive logo placement on exhibit hall main page with live booth link.

### Title Sponsor (limited to 3) \$25,000

- Sponsor logo on all promotional materials (4 print ads, 3 e-mail pushes, 6 prestitials and Web banners) **\$150K Value**
- Case Study streaming workshop/session
- Interactive exhibit booth in Exhibit Hall
- 1-week sponsorship of 5 e-newsletters (choose from 11) **\$48K Value**
- Web site module promotion
- Access to attendee profiles and direct online link to registration database
- 1 full-color page in all 3 brands' print editions week of event **\$25K Value**

**Total Promotional Value: \$223K**

**At the Virtual Event:** Same as Keynote Sponsor

### Booth Exhibitor \$6,500

- Co-branded banner ads promoting event **\$7K Value**
- E-mail campaign **\$48K Value**
- 1-week sponsorship of 1 e-newsletter **\$11K Value**
- Web site module promotion
- Direct online link to registration database
- Co-promotional full-page ads **\$76K Value**

**Total Promotional Value: \$142K**

**At the Virtual Event:** 4 file downloads, 4 product listings with description, company profile with live link to your Web site from your booth, dedicated online rep interface allowing visitors to chat and/or leave a message for rep, dedicated link to generate traffic and comprehensive lead reports.

**THE FORMAT IS VIRTUAL. THE ROI IS REAL.**

# AdweekMedia

## AUDIENCE DATA

(Stats from Oct. 16, 2007, online conference/expo on latest marketing technologies)

- Average of 8 locations visited per attendee
- Average of 110 visits to each exhibitor's booth
- Average visitor time spent at event was over 2 hours

### Attendee job titles:

- 19% CEO/CFD/COO
- 19% Director
- 18% Manager
- 12% VP
- 6% Account Rep
- 3% Supervisor
- 23% Other

### More than half of attendees were from the following industries:

- Advertising
- Marketing
- PR
- Arts
- Entertainment
- Media

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**Book your  
sponsorship now  
to ensure  
branding exposure  
all pre-event  
promotions!**

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