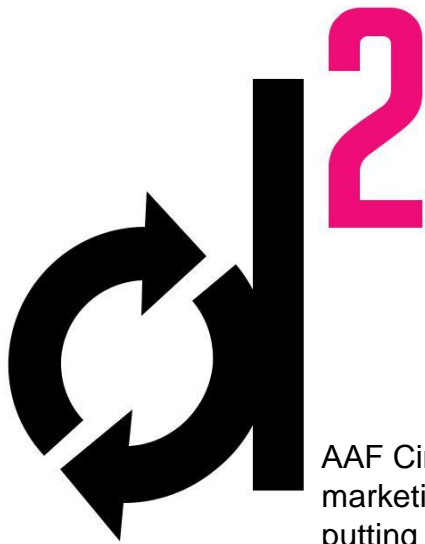


MARCH 29-30, 2016
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SPONSORSHIP OPPORTUNITIES

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AAF Cincinnati's Digital Dialogue, now in its eighth year, is the one digital marketing conference to focus on customer centricity - the concept of putting your customers at the center of your business and marketing decisions. And it's more important than ever in a digital world.

The wealth of consumer marketing and customer-centric companies in the Cincinnati area makes the Digital Dialogue conference the perfect place to connect brands, retailers, and technology in a way that will build consumer relationships and foster long-term loyalty.



SPONSORSHIP OPPORTUNITIES



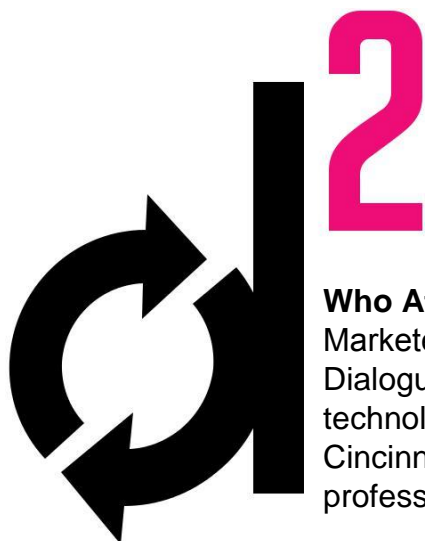
Why Sponsor

Digital Dialogue sponsorships offer unique branding opportunities and exclusive connections with top-tier marketers, agency executives, and technology leaders. Via sponsorship, you will:

- Gain prominent branding at an event that brings together the best and brightest minds in digital – whether from brands, retailers, agencies, research or technology companies.
- Demonstrate your thought leadership and showcase your company at an event focused on customer-centric marketing, where it's headed, and how to succeed.
- Contribute to a high quality event celebrating innovation and marketing sophistication in Cincinnati.
- Have the chance to customize your Sponsor package to meet your specific branding, thought leadership and lead generation goals.



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Who Attends

Marketers' growing interest in the digital space suggests the 2016 Digital Dialogue will host more than 400 brand marketers, agency executives, and technology leaders from the Cincinnati region and beyond.

Cincinnati, with the highest per-capita concentration of branding professionals in the world, puts you and your brand in good company.

Sponsor Benefits

A variety of sponsorship packages are available and can be customized to meet your unique needs. Sponsorships are designed to deliver visibility for your brand, lead generation, individual attendee engagement and whatever else you may want it to deliver.



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PLATINUM SPONSORSHIP PACKAGE \$25,000

PRE-CONFERENCE PROMOTION:

- Designation as a Platinum sponsor on event website and registration page including detailed company profile with links to thought leadership content
- Designation as a Platinum sponsor in all Digital Dialogue advertising, PR, social media, and email promotions to a regional database of 10,000+ marketers
- Email reminder to all registrants about visiting your booth at the conference with details of booth interactive offering)

ON-SITE AT DIGITAL DIALOGUE, HYATT REGENCY CINCINNATI:

- Inclusion in all onsite signage, registration area and banquet room
- Popup booth or table-top display in event lobby for entire conference
- Full-page ad in the conference participant program book
- Distribution of sponsor-provided materials, brochures, promotional items in the attendee bags
- Ten complimentary full conference admissions
- Additional full conference registrations at discounted rate

CHANCE TO SAY “YES” OR “NO” TO SPECIAL OPPORTUNITIES:

- Opportunity to welcome everyone to the 2015 Digital Dialogue and introduce a keynote speaker each morning
- Opportunity to include a Register to Win at your pop up promotional table and announce winner during your welcome remarks
- Opportunity to contribute one post on the event blog and participate in social media interviews
- Opportunity for additional branding through ownership of conference related VIP event for invited attendees (options tbd)
- Participation in event PR opportunities with organizer and partner sponsors (options tbd)
- Post-conference copy of attendee roster and survey results

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GOLD SPONSORSHIP PACKAGE \$15,000

PRE-CONFERENCE PROMOTION:

- Designation as a Gold sponsor on event website and registration page including detailed company profile with links to thought leadership content
- Designation as a Gold sponsor in all Digital Dialogue advertising, PR, social media, and email promotions to a regional database of 10,000+ marketers
- Email reminder to all registrants about visiting your booth at the conference with details of booth interactive offering

ON-SITE AT DIGITAL DIALOGUE, HYATT REGENCY CINCINNATI:

- Inclusion in all onsite signage, registration area and banquet room
- Popup booth or table-top display in event lobby for entire conference
- Full-page ad in the conference participant program book
- Distribution of sponsor-provided materials, brochures, promotional items in the attendee bags
- Seven complimentary full conference admissions
- Additional full conference registrations at discounted rate

CHANCE TO SAY “YES” OR “NO” TO SPECIAL OPPORTUNITIES:

- Opportunity to welcome everyone to the 2015 Digital Dialogue and introduce an after-lunch keynote speaker both days
- Opportunity to include a Register to Win at your pop up promotional table and announce winner during your welcome remarks
- Opportunity to contribute one post on the event blog and participate in social media interviews
- Opportunity for additional branding through ownership of an event breakfast, lunch or after-party for all attendees
- Participation in event PR opportunities with organizer and partner sponsors (options tbd)
- Post-conference copy of attendee roster

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SILVER SPONSORSHIP PACKAGE \$10,000

PRE-CONFERENCE PROMOTION:

- Designation as a Silver sponsor on event website and registration page
- Designation as a Silver sponsor in all Digital Dialogue advertising, PR, social media, and email promotions to a regional database of 10,000+ marketers
- Inclusion in email reminder to all registrants about visiting your booth with details of booth interactive offering

ON-SITE AT DIGITAL DIALOGUE, HYATT REGENCY CINCINNATI:

- Inclusion in all onsite signage, registration area and banquet room
- Popup booth or table-top display in event lobby
- Half-page ad in the conference participant program book
- Distribution of sponsor-provided materials, brochures, promotional items in the attendee bags
- Four complimentary full conference admissions
- Additional full conference registrations at discounted rate

CHANCE TO SAY “YES” OR “NO” TO SPECIAL OPPORTUNITIES:

- Opportunity to introduce late afternoon keynote speaker on first day
- Opportunity to include a Register to Win at table or booth and announce winner during your afternoon speaker intro
- Opportunity to contribute one post on the event blog and participate in social media interviews
- Post-conference copy of attendee roster

BRONZE SPONSORSHIP PACKAGE \$7,500

- Company logo in the sponsor section on event website and registration page
- Opportunity to welcome the audience at one breakout session on day 1 of the conference
- Half page ad in the conference participant program book
- Inclusion in all onsite signage, registration area and banquet room
- Distribution of sponsor-provided materials, brochures, promotional items in the attendee bags
- Three complimentary full conference admissions
- Additional full conference registrations at a discounted rate
- Copy of attendee roster

CONTRIBUTING SPONSORSHIP PACKAGE \$5,000

- Company logo in the sponsor section on event website
- Half page ad in the conference participant program book
- Inclusion in all onsite signage, registration area and banquet room
- Distribution of sponsor-provided materials, brochures, promotional items in the attendee bags
- Two complimentary full conference admissions
- Additional full conference registrations at a discounted rate

SUPPORTING SPONSORSHIP PACKAGE \$2,500

- Company logo in the sponsor section on event website
- Quarter page ad in the conference participant program book
- Inclusion in all onsite signage, registration area and banquet room
- Distribution of sponsor-provided materials, brochures, promotional items in the attendee bags
- One complimentary full conference admission
- Additional full conference registrations at a discounted rate



SPONSORSHIP OPPORTUNITIES

