



MEDIA AD SALES SUMMIT

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JAN 23-25, 2019 MIAMI, FL

 **matrix**

MEDIA AD SALES SUMMIT

Why Sponsor?

The Media Ad Sales Summit is a great opportunity to get you and your brand in front of industry leaders and decision makers across advertising/agencies, media, and technology companies. Now in its 3rd year, this niche event provides an intimate setting focused on quality over quantity when it comes to content, attendees, and overall experience.

Throughout the 3 day event, there will be an abundance of networking opportunities that will enable you to directly connect to key stakeholders and decision makers.

As a sponsor, you will be afforded the opportunity to be a part of advancing the future of media ad sales both at the event and all year through! Elevate your company's profile, become a sponsor today!

ABOUT MEDIA AD SALES SUMMIT



Mark Gorman

We started the Media Sales Symposium three years ago as a way to deliver our customers and partners a place where the future of media ad sales conversation took center stage. Shining a light on the often-underserved areas of media ad sales, the event proved valuable from both a networking and content perspective. Now in year three, we are expanding the event (Media Ad Sales Summit), bringing together the buy *and* sell side of the advertising business in an effort to get candid about the good, the bad, and the ugly at the intersection of media and technology.

Our goal is to provide a forum where industry leaders can collaborate on what's driving advertising revenue. This year we will not only have keynote and panel sessions, but also bring forth interactive roundtables to help write the rules for advancing the future of media ad sales.

New this year! We will be utilizing sponsorship dollars to compensate qualified attendee's registration for the event. We are eager to ensure that each of the top media companies, agencies, and advertisers have a seat at the table.

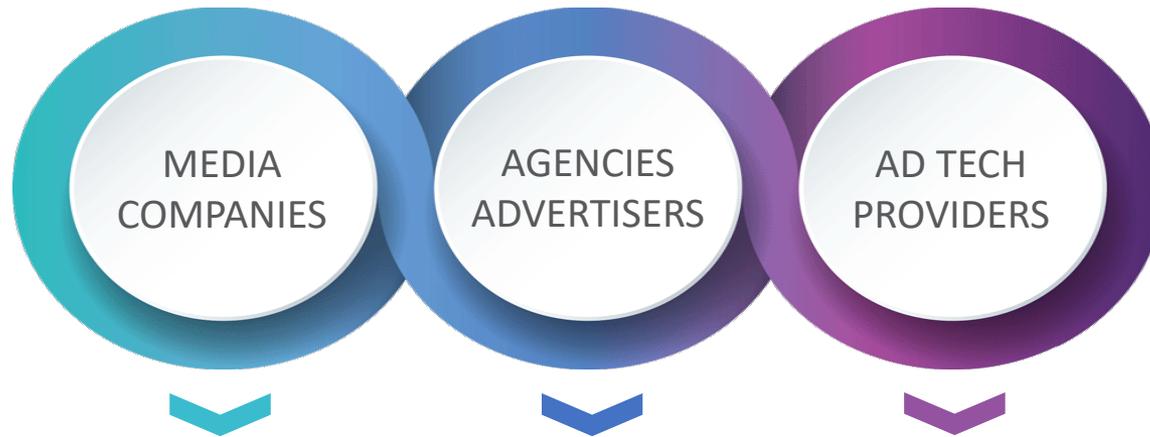
We welcome your support to join us in creating what will be a niche event focused on quality attendance and content shaping how we as an industry evolve.

Mark Gorman

CEO
Matrix Solutions

WHO ATTENDS?

The Media Ad Sales Summit is designed specifically for those invested in the future of media ad sales. Including C-level executives at media companies, advertising agencies, advertisers, and ad tech companies whom are committed to collaboration and advancement of media ad sales.



BROADCAST TV

CABLE

RADIO

PUBLISHERS

DIGITAL

OUT OF HOME

CEO

CIO/
CTO

CRO

VP
SALES

DIR.
SALES

VP Ad
Ops

CMO

GM

GSM

THE VENUE

NOBU HOTEL AT EDEN ROC

The Nobu Hotel at Eden Roc is conveniently located in Miami Beach, minutes away from Lincoln Road, Ocean Drive, Wynwood Art District, Bal Harbour Shops, and easy access to Miami and Fort Lauderdale International Airports. Featuring Japanese influenced décor, the hotel boasts tranquil space inside and out.

Taking advantage of the hotel's breathtaking views, the Media Ad Sales Summit will utilize both indoor and outdoor space – including breakfast, lunch, and cocktail receptions on the spa terrace overlooking the Atlantic Ocean.

Additionally, for our partner sponsors, individual meeting room space will be made available in addition to the main conference space.

FOR MORE, VISIT:
NOBUHOTELMIAMIBEACH.COM



Nobu Hotel at Eden Roc
 4525 Collins Avenue
 Miami Beach, FL 33140



SPONSORSHIP OPPORTUNITIES

PARTNER SPONSORSHIP

As an exclusive partner of the Media Ad Sales Summit, you will have access to all aspects of the Summit, including attendees, speakers, content and more. Additionally, you can capitalize on your very own meeting room space made available throughout the duration of the Summit to host meetings, provide demos, or more.

Media Ad Sales Summit partners may also share a video message with all attendees and present two-minute welcome remarks (after breakfast or lunch one of the days).

Beyond the walls of the Summit, Partner Sponsors' logos will appear on the Matrix Solutions' website for one year, be given the ability to send an e-mail to all Matrix Solutions users, and be featured in one monthly Matrix Solutions' eNewsletter (which is shared with all Matrix users via an alert in the platform).

AVAILABLE: 3 INVESTMENT: \$20,000

PACKAGE INCLUDES:

- Designation as preferred partner (via logo) on the Matrix Solutions' website home page (matrixformedia.com)
- Access to your own meeting room throughout the duration of the Media Ad Sales Summit, including Wi-Fi, electricity, board room style table and chairs.
- Exclusive e-mail sent to all Matrix Solutions' platform users
- Full page ad in the Media Ad Sales Summit program
- Video message at the Media Ad Sales Summit (to be played each day of event, no longer than 2 minutes).
- Opportunity to provide welcome remarks prior to start of sessions (after breakfast or lunch one of the days, no longer that 2 minutes)
- Opportunity to provide signage at the Media Ad Sales Summit
- Pre-show and Post-show attendee list
- Opportunity to provide promotional materials
- Opportunity to provide Summit bag insert
- Three complimentary Summit registrations
- Sponsor logo included on Media Ad Sales Summit web page
- Sponsor recognition in Summit promotions including print, email and event website

*ALL SPONSOR PROVIDED MATERIALS WILL BE PRE-APPROVED BY MATRIX SOLUTIONS

SUPPORTER SPONSORSHIP

As a supporter of the Media Ad Sales Summit, you will have access to attendees and the opportunity to reach Matrix Solutions' users through advertorial included in Matrix Solutions' eNewsletter (sent to over 10K users).

Supporters will also receive a button ad/link on the Media Ad Sales Summit web page, two complimentary registrations, the opportunity to provide promotional materials, and sponsorship recognition alongside all Media Ad Sales Summit promotions, including print, e-mail, and event website.

AVAILABLE: 5 INVESTMENT: \$10,000

PACKAGE INCLUDES:

- Banner ad and hyperlink on Media Ad Sales Summit web page
- Opportunity to provide an advertorial in Matrix Solutions' monthly eNewsletter (shared online and via alert notification to all users in Matrix platform)
- Half page ad in the Summit program
- Post-show attendee list
- Opportunity to provide promotional materials
- Two complimentary conference registrations
- Sponsor recognition in Summit promotions including print, email and event website

***ALL SPONSOR PROVIDED MATERIALS WILL BE PRE-APPROVED BY MATRIX SOLUTIONS**

SPONSORSHIP OPPORTUNITIES

LOUNGE

Be the exclusive sponsor of the Summit lounge area. A great space directly adjacent to the main conference area, offering up space for attendees to kick their feet up, grab a beverage, and respond to any business as usual necessities.

COCKTAIL RECEPTION

Serve as our official sponsor of the cocktail reception happening after the first full day of Summit sessions (Thursday evening).

AVAILABLE: 1 INVESTMENT: \$7,500

PACKAGE INCLUDES:

- Opportunity to provide signage at the Media Ad Sales Summit
- Post-show attendee list
- Opportunity to provide promotional materials
- One complimentary conference registration
- Sponsor logo included on Media Ad Sales Summit web page
- Sponsor recognition in Summit promotions including print, email and event website

AVAILABLE: 1 INVESTMENT: \$7,500

PACKAGE INCLUDES:

- Opportunity to provide signage at the Media Ad Sales Summit
- Opportunity to provide welcome remarks prior to start of sessions (after breakfast or lunch one of the days)
- Post-show attendee list
- Opportunity to provide promotional materials
- One complimentary conference registration
- Sponsor logo included on Media Ad Sales Summit web page
- Sponsor recognition in Summit promotions including print, email and event website

SOLD

SPONSORSHIP OPPORTUNITIES

REGISTRATION

As our registration sponsor, all event lanyards will be sporting your logo. And your logo will be included at the registration area, welcoming attendees.

MEETING ROOM

As a meeting room sponsor, you will be provided access to a meeting room equipped with WiFi, electricity, and board room style seating.

AVAILABLE: 1 INVESTMENT: \$6,000

PACKAGE INCLUDES:

- Post-show attendee list
- Opportunity to provide promotional materials
- One complimentary conference registration
- Sponsor logo included on Media Ad Sales Summit web page
- Sponsor recognition in Summit promotions including print, email and event website

AVAILABLE: BASED ON AVAILABILITY INVESTMENT: \$6,000

PACKAGE INCLUDES:

- Opportunity to provide signage at the Media Ad Sales Summit
- Post-show attendee list
- Opportunity to provide promotional materials
- One complimentary conference registration
- Sponsor logo included on Media Ad Sales Summit web page
- Sponsor recognition in Summit promotions including print, email and event website

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SPONSORSHIP OPPORTUNITIES

LATE NIGHT BEACH HAPPY HOUR

Be the exclusive sponsor of the late night happy hour on the beach! This event will serve as the official after party and include games and drinks while waterfront and in the sand.

AVAILABLE: 1 INVESTMENT: \$6,000

PACKAGE INCLUDES:

- Opportunity to provide signage at the Media Ad Sales Summit
- Post-show attendee list
- Opportunity to provide promotional materials
- One complimentary conference registration
- Sponsor logo included on Media Ad Sales Summit web page
- Sponsor recognition in Summit promotions including print, email and event website

LUNCHEON (THURSDAY OR FRIDAY)

Luncheon sponsors will have the opportunity to provide attendees with 5 minute demo presentation during the lunch, as well as the opportunity to provide promotional materials.

AVAILABLE: 1 EACH INVESTMENT: \$5,000

PACKAGE INCLUDES:

- Demo Presentation (5 minutes)
- Post-show attendee list
- Opportunity to provide promotional materials
- One complimentary conference registrations
- Sponsor logo included on Media Ad Sales Summit web page
- Sponsor recognition in Summit promotions including print, email and event website

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SPONSORSHIP OPPORTUNITIES

GIVE ME A BREAK

As our break sponsor, your video message will be played during three breaks during the Summit. Two Thursday and one Friday.

SESSION SPONSOR

As a session sponsor, you will be able to present your thought leadership topic as part of the Summit agenda to all attendees (no sales pitches please)! Additionally you will be afforded the opportunity to provide promotional materials at the event.

AVAILABLE: 1 INVESTMENT: \$4,500

PACKAGE INCLUDES:

- Video message at the Media Ad Sales Summit (to be played during 3 breaks of the event, no longer than 2 minutes).
- Post-show attendee list
- Opportunity to provide promotional materials
- One complimentary conference registration
- Sponsor logo included on Media Ad Sales Summit web page
- Sponsor recognition in Summit promotions including print, email and event website

AVAILABLE: 2 INVESTMENT: \$4,000

PACKAGE INCLUDES:

- 15 Minute session followed by 5 minute Q & A
- Post-show attendee list
- Opportunity to provide promotional materials
- One complimentary conference registrations
- Sponsor logo included on Media Ad Sales Summit web page
- Sponsor recognition in Summit promotions including print, email and event website

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SPONSORSHIP OPPORTUNITIES

BREAKFAST (THURSDAY OR FRIDAY)

Breakfast sponsors will have the opportunity to get their brand in front of attendees during the first meal of the day.

AVAILABLE: 1 INVESTMENT: \$4,000

PACKAGE INCLUDES:

- Post-show attendee list
- Opportunity to provide promotional materials
- One complimentary conference registrations
- Sponsor logo included on Media Ad Sales Summit web page
- Sponsor recognition in Summit promotions including print, email and event website

WELCOME RECEPTION

Be the brand that attendees first see at the reception welcoming them to the Summit. Weather permitting, the welcome reception will be hosted on the breathtaking spa terrace overlooking the Atlantic Ocean on Wednesday evening during the Summit.

AVAILABLE: 1 INVESTMENT: \$4,000

SOLD

PACKAGE INCLUDES:

- Opportunity to provide signage at the Media Ad Sales Summit
- Post-show attendee list
- Opportunity to provide promotional materials
- One complimentary conference registration
- Sponsor logo included on Media Ad Sales Summit web page
- Sponsor recognition in Summit promotions including print, email and event website

SPONSORSHIP OPPORTUNITIES

SUMMIT BAGS

Have your logo front and center on all Summit bags. Every attendee gets a bag.

WATER BOTTLES

Every attendee will receive a water bottle at the event and additional water bottles will be placed throughout the event. Get attendees attention with your branding on that water bottle!

AVAILABLE: 1 INVESTMENT: \$4,000

PACKAGE INCLUDES:

- Post-show attendee list
- Opportunity to provide promotional materials
- One complimentary conference registration
- Sponsor logo included on Media Ad Sales Summit web page
- Sponsor recognition in Summit promotions including print, email and event website

AVAILABLE: 1 INVESTMENT: \$3,500

PACKAGE INCLUDES:

- Post-show attendee list
- Opportunity to provide promotional materials
- One complimentary conference registrations
- Sponsor logo included on Media Ad Sales Summit web page
- Sponsor recognition in Summit promotions including print, email and event website

SPONSORSHIP OPPORTUNITIES

CASE STUDY

As a case study sponsor, you will be part of a round robin case study session (scheduled for Friday of Summit), whereby you will get 10 minutes to present your case study followed by a 5 minute Q&A.

AVAILABLE: 4 INVESTMENT: \$3,000

PACKAGE INCLUDES:

- 10 Minute session followed by 5 minute Q & A
- Post-show attendee list
- Opportunity to provide promotional materials
- One complimentary conference registrations
- Sponsor logo included on Media Ad Sales Summit web page
- Sponsor recognition in Summit promotions including print, email and event website

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QUESTIONS?

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