



Sponsorship Opportunities

Lotame Spark Client Summit 2017 | March 7 | Cipriani Wall Street, New York City

Lotame Spark is our annual flagship event for Lotame clients. Each year, the focus is to provide our global client base with a full day of actionable insights, networking and best practices that can be immediately used to enhance data strategies year-round. For sponsors, the event provides a unique opportunity to connect with an engaged audience in an informal, collaborative setting. **NEW** this year, the conference agenda will include **more break-out sessions and networking opportunities!**

More than 250 senior level executives from Lotame's marketer, agency and publisher clients from around the world are expected to attend. **Get your brand front and center at Lotame Spark 2017!**

EARLY-BIRD discount ends October 31, 2016!

Four Premier Sponsorships available!

Plus, Exclusive Sponsor Marketing Opportunities

Conference: 9:00am-4:30pm

Cocktails & Networking: 4:30-6:00pm

As of August 23, 2016 and subject to change.



55 Wall St, New York, NY 10005



Sponsorship Opportunities

2017 Sponsorship Packages & Promotional Opportunities

NEW! All sponsors will automatically be included in the new 2017 post-event Summary Report & attendee "Thank You" email. Become one of four **Premier Sponsors**, or select from a list of **exclusive sponsorship opportunities**.

Premier Sponsor Package **Available: 4** **Investment: \$20,000 (Early-bird: \$15,000)**

Premier Sponsor Deliverables

Description

Demonstration Table	Sponsor receives opportunity to showcase their product during the networking portions of the day (i.e. breaks, lunch). Prime product demonstration footprint including the opportunity to display signage/materials in dedicated networking areas throughout day.
Branded Demo Wall	Sponsor receives opportunity to brand the free-standing wall directly behind table. Sponsor to provide artwork & graphics; Lotame to provide specs & cling wrap production.
Logo Inclusion on Main Presentation Screen	Sponsor company logo displayed on main ballroom screen during summit program breaks
Guest Passes & Prime Seating	Three (3) summit attendee passes for non DMP clients in a prime seating area during conference presentations.
Event Program Guide	Sponsor company logo, 125-word company description and URL included in digital event program guide

For more information visit www.lotamespark.com or email marketing@lotame.com



Sponsorship Opportunities

Event Website	Logo and link to company website included on summit microsite
Social Media	Social media integration, including Twitter feed representation during summit
Dedicated Signage	Thank you signage with logo throughout the event (incl. table signage)
Speaker introduction	Sponsor company has the opportunity to introduce a Lotame speaker session on stage or moderate (Lotame to approve)
Stage Mention	Announced Thank You via verbal mention
Swag Bag	Opportunity to place branded item in Lotame swag bag. Swag bag will be provided to all attendees. Giveaway to be approved by Lotame; Sponsor to provide.
Marketing Materials	Sponsor company logo will be included in dedicated marketing communications to clients and attendees leading up to the event
Discount on Exclusive Sponsor Opportunities	Premier sponsors who would like to participate in one of our exclusive opportunities listed on page 4 will receive a 20% discount off their selection.
Digital Q&A Spotlight	Exclusive opportunity to be seen as a thought leader. Q&A with sponsor on what they think of this year's event theme (or topic of choice to be approved by Lotame). Q&A will be published on Lotame's blog prior to the event and promoted via social media channels.

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Sponsorship Opportunities

Select from the following list of sponsor marketing opportunities (you do not need to be a Premier Sponsor to participate).

Exclusive Sponsorship Opportunities	Inventory	Cost	Learn More
Cocktail Party Sponsorship	1	\$11,500	Page 5
Fueling Station Sponsorship	1	\$7,500	Page 6
Welcome Breakfast Sponsorship	1	\$7,000	Page 7
Work-Group Sponsorship (Break-out sessions)	3	\$6,000	Page 8
Official Wi-Fi Sponsorship	1	\$4,000	Page 8
Charging Station Sponsorship	1	\$4,000	Page 9
Lanyard Sponsorship	1	\$4,000	Page 10
Stretch It Out! Sponsorship	1	\$3,000	Page 10

EARLY-BIRD DISCOUNT! Receive 15% off the opportunities listed above. Offer ends October 31, 2016.
Or, combine any 2 sponsorships above and receive 10% off the total cost! *Combo offer not applicable for Premiers.*

Note: Lotame has sole discretion for determining the sponsorship types that will be accepted for Lotame Spark 2017.

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Sponsorship Opportunities

Cocktail Party Sponsorship: 1 available

Investment: \$11,500

Immediately following the Summit, guests will be invited to cocktails and light bites in Cipriani's Mezzanine overlooking the main ballroom. Lotame is offering one partner an exclusive opportunity to sponsor the cocktail reception from 4:30-6:00pm.

In 2015, 200+ guests attended the cocktail party. Sponsorship includes:

- Two (2) passes to the Summit Cocktail party
- Branding in party space
- Signature cocktail (we'll help you get creative with the name!)
- Branded cocktail napkins + drink stirrers
- Branded cocktail centerpieces
- Logo, company description & link to your website on our dedicated event website
- Logo, 75-word company description & URL in program guide
- Social media presence on dedicated twitter feeds, Facebook
- Opportunity to place one branded item in swag bag (Giveaway to be approved by Lotame; Sponsor to provide)

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Sponsorship Opportunities

Fueling Station Sponsorship: 1 available

Investment: \$7,500

Lotame will have two break stations set up at the Summit, one in the morning and another in the afternoon. Break stations will include a variety of snack items and will be located on the outskirts of the main ballroom. Beverage service will run all-day. Sponsorship includes:

- Free-standing signage in snack break area. Lotame provides all snack bar signage production. You have the option to design or we can design with your logo and colors.
- Can develop dedicated tagline or fueling station language (Use a branded theme or name the snack bar station. Get creative!)
- Branded coffee sleeves
- One (1) Summit pass
- Announced thank you via verbal mentions
- Logo, 75-word company description & URL in program guide
- Logo, company description and link to your website on our dedicated event website

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Sponsorship Opportunities

Welcome Breakfast Sponsorship: 1 available

Investment: \$7,000

Guests will be greeted to breakfast and networking in a dedicated event space before the Summit begins. Exclusive opportunity to sponsor the entire breakfast! Sponsorship includes:

- Two (2) Summit Attendee Passes
- Small demo table to display materials while networking over breakfast
- Logo, 75-word company description & URL in program guide
- Pop-up signage in dedicated breakfast area
- Branded napkins (for breakfast only)
- Announced thank you via verbal mentions
- Logo displayed on screen during summit program breaks
- Social media presence on dedicated twitter feeds, Facebook
- Logo, company description and link to your website on our dedicated event website

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Sponsorship Opportunities

Work-group Sponsorship: 3 available

Investment: \$6,000

An opportunity to be the exclusive sponsor for one of three break-out sessions tailored for a niche group of attendees. Session topics TBD. Sessions will take place in three separate spaces, simultaneously. Sponsorship includes:

- One (1) summit attendee pass
- Sponsor branding and relevant materials will be displayed in break-out area while the work-group session is taking place
- Logo, 75-word company description and URL in event program
- Logo and link to company website on summit website

Official Wi-Fi Sponsorship: 1 available

Investment: \$4,000

Help attendees get connected throughout the annual Lotame Spark Summit as the Official Wi-Fi Sponsor. Sponsorship includes:

- Branded username and password (Get creative and match to your brand or service names!)
- Company logo on signage that includes Wi-Fi login instructions
- Sponsor announced thank you via verbal mentions
- Logo, company description & link to your website on our dedicated event website
- Logo, 75-word company description & URL in program guide

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Sponsorship Opportunities

Charging Station Sponsorship: 1 available

Investment: \$4,000

Lotame will provide an all-day charging station so attendees can plug in their phones and/or laptops throughout the day! Sponsorship includes:

- One (1) summit attendee pass
- Branded charging station that charges up to 16 devices at once (7 feet tall)
- One piece of take-away collateral
- One chair to sit and network with attendees during breaks (optional)
- Bonus Offer! For an extra \$1,000 you can sponsor the photo booth charging station for up to 18 devices which allows attendees to snap a branded photo and send directly to their email or social media account while they wait! You may also include information about your company on a 23" interactive touchscreen that comes built-in. Also includes QR Code & NFC chip.

Note: charging station specs outlined above are dependent upon the charging station vendor and are subject to change

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Lanyard Sponsorship: 1 available

Investment: \$4,000

Sponsor name and/or logo will appear on all attendee lanyards that hold each badge. Lanyards will be distributed during conference check-in.

Stretch It Out! Sponsorship: 1 available

Investment: \$3,000

Lotame supports the idea of working well. Let's shake up the day by waking up our muscles and our minds after sitting down most of the day! Sponsor can lead session on stage or Lotame can bring in a trained professional to offer a few exercises that attendees can participate in from their seats for roughly 5-10 minutes in between sessions. Sponsorship includes:

- One (1) summit attendee pass
- Sponsor announced thank you via verbal mentions
- Branded Working Well giveaway (Ideas: stress ball, yoga mat, healthy snack). Swag to be approved by Lotame; Sponsor to provide
- Logo, 75-word company description and URL in event program
- Logo and link to company website on summit website

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