

# Digital Entertainment Media + Marketing Excellence • Conference & Awards



November 29-30, 2006

Los Angeles Hyatt Regency Century Plaza

**Looking for a complete 360** view on the rapidly evolving digital entertainment, marketing and media landscape? Attend DEMMX – showcasing and honoring Digital Entertainment, Media + Marketing Excellence. In its third year, DEMMX Conference and Awards is the ultimate event to network with the top thought leaders and showcase the hottest talent! From music and the movies to videogames, sports and electronic media, the dynamic digital space is blowing tradition out of the water in a revolution already in full swing. DEMMX Conference will give you a complete view of the state of the digital nation with insights, analysis and predictive information that will make you smarter both professionally and personally.

**DEM MX Conference** is produced with support from the Mobile Marketing Association, the premier global association dedicated to stimulating the growth of mobile marketing and its associated technologies. MMA's annual general meeting and Mobile Marketing Forum will take place on November 28th culminating with the 2006 MMA Awards, which honors contributions of leading companies and individuals that have significantly influenced the global mobile marketing industry.

**THE 2006 DEM MX AWARDS** The DEMMX Event also features the 2006 DEMMX Awards, honoring the top visionaries, innovators, entrepreneurs and brand marketers in digital entertainment. Presented by Billboard, the 2006 DEMMX Awards are chosen by a top-flight jury of industry executives. With 22 award categories, outstanding work includes creative campaigns from music, film/TV + video, Videogames and best of show. All DEMMX attendees are invited to a festive cocktail party and the awards celebration, which will take place at dinner on Wednesday evening, November 29th, at the Hyatt Regency Century Plaza.

**WHO SHOULD ATTEND** DEMMX Conference and Awards is **attended by 400+ senior-level executives** and decision-makers in the music, technology, gaming, animation, film, TV, talent, entertainment and video industries. Last year's attendees included representatives from the following brands:

AOL	Cadbury Schweppes	ESPN	Kraft	Motorola	Verizon
Accenture	Cisco	Fox	Lexus	MSNBC	Yahoo
American Airlines	Citigroup	General Motors	Merrill Lynch	Samsung	
BBDO	Coca-Cola	HBO	Microsoft	Sony	

**DEM MX Conference is designed for influential decision-makers** including C-level executives and Senior Vice Presidents, Vice Presidents or Directors of:

Business Planning and Development	Digital Marketing	Information Marketing
Internet Advertising	Marketing and Communications	Product Management
Sales and Promotions	Search Marketing	Strategic Alliances
Technology and Media	Broadcast	Publishing

## THE TOP FIVE REASONS TO ATTEND

Don't get lost in the digital divide – DEMMX will propel you into the future, armed with actionable strategies to leverage your own brand content, technology and individual assets in the digital entertainment space. Here are the top five reasons to attend:

1. You'll hear from widely recognized experts on the latest trends in digital entertainment and media, including branded and embedded entertainment, videogames and mobile.
2. Be the first to get the inside track on new product launches.
3. Who's making money? Profit from the insights and experience of successful marketers who have found the magic formula for ROI.
4. Find out how user-generated content, open source programming and on-demand downloads are becoming the new paradigm.
5. Network socially and commercially with other creative executives who are making the digital space a goldmine.

## COMPREHENSIVE MARKETING AND PR COVERAGE

Marketing efforts for DEMMX Conference and Awards include unprecedented exposure in participating publications — Adweek, Brandweek, Mediaweek, Billboard and The Hollywood Reporter – direct marketing campaigns and PR blitzes.

### contacts

#### Registration

646.654.7268

conferences@vnubusinessmedia.com

#### Sponsorship

Cebele Marquez

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#### Speakers

Rachel Williams

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#### General Information

Jaime Kobin

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**ADWEEK BRANDWEEK MEDIAWEEK**



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Century Plaza  
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**Ticket prices**

Early Bird special  
\$995  
Regular rate  
\$1,195  
On-site registration  
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**SPONSORSHIP OPPORTUNITIES**

**Presenting Sponsor** Sponsorship Fee: \$70,000 (Exclusive)

**The Presenting sponsor of the DEMMX Conference & Awards. Maximum exposure! Prime billing second only to the presenting VNU companies (Adweek Magazines, Billboard, The Hollywood Reporter and Nielsen Entertainment).**

- > Presenting sponsor designation: "DEMMX Conference & Awards presented by (company name)"
- > Sponsor logo and designation as "Presenting Sponsor" on promotional materials, including pre-event conference ads in all host publications, brochures, emails, press releases, conference web site, on-site signage, conference program, badges and attendee bags
- > Opportunity for Sponsor representative to give a 5-minute welcome to attendees at event keynote
- > Opportunity to host one Sponsored Open Workshop, a 45-minute workshop session created by sponsor and open to conference attendees (workshop content to be approved by conference organizers)
- > Seat on conference Advisory Board and invitation to all exclusive Advisory Board events
- > Opportunity to present an award at the DEMMX Awards
- > One full page/4c ad in Sponsor's publication of choice during the week of the event
- > Attendee bag insert
- > 6' tabletop exhibit or Sponsor booth (provided by Sponsor)
- > 100-word sponsor description in event program
- > Six passes to the DEMMX Conference & Awards for Sponsor representatives
- > Four passes to the DEMMX Conference & Awards for Sponsor guests
- > List of attendees (approximately 20 days after event)

**In-Association Sponsor** Sponsorship Fee: \$35,000 (2 non-competitive)

**In Association sponsor of DEMMX Conference & Awards. Significant brand recognition and exposure at the Conference (including the awards show).**

- > Sponsor logo and designation as "In-Association Sponsor" on promotional materials, including pre-event conference ads in all host publications, brochures, emails, press releases, conference web site, on-site signage, conference program, badges and attendee bags
- > Opportunity to host one Sponsored Open Workshop, a 45-minute workshop session created by sponsor and open to conference attendees (workshop content to be approved by conference organizers)
- > Opportunity to present an award at the DEMMX Awards
- > 1/2 page/4c ad in Sponsor's publication of choice during the week of the event
- > Attendee bag insert
- > 6' table top exhibit area or Sponsor booth (provided by Sponsor)
- > 100-word sponsor description in event program
- > Four passes to the DEMMX conference & awards for Sponsor representatives
- > List of attendees (approximately 20 days after event)

**WORKSHOPS & TECHNOLOGY/ MOBILE PROVIDERS**

**Sponsored Open Workshop** Sponsorship Fee: \$12,500 (Exclusive – 2 available)

A powerful opportunity designed to further your company's position as an industry leader. With guidance by conference organizers, your company will create a 20-minute session to promote your company's products and services in relation to the overall conference programming. Benefits include logo in conference ads, web site, program and session signage; A/V equipment for session including screen, mic and podium; session description in event program; 100-word sponsor description in event program; attendee bag insert; two conference passes and conference attendee list.

**Mobile Treasure Hunt** Sponsorship Fee: \$10,000\* (Exclusive – 2 days)

Have this powerful group of attendees experience your technology firsthand! Use your technology to enable attendees to participate in the Mobile Treasure Hunt – a series of 8 questions regarding conference programming, industry facts and your company. Mobile-related prizes to be awarded at the end of day two. Benefits include introduction of treasure hunt by company representative with a 10-minute presentation on the company; opportunity to assist in the development of questions; logo and promotion of treasure hunt in conference ads, web site and program; 100-word sponsor description in event program; attendee bag insert; two conference passes and conference attendee list.

\* Sponsor is responsible for the set-up, implementation and costs associated with the mobile treasure hunt as well as mobile-related prizes.

**Text Messaging Q&A** Sponsorship Fee: \$10,000 (Exclusive – 2 days)

Official provider of the text messaging Q&A. Attendees will have the opportunity after each session to ask questions by text messaging via your company's products/services. The conference moderator will distribute the questions to the panel members. Benefits include introduction of text messaging by company representative; logo and promotion of text messaging in conference ads, web site and program; logo and text messaging instructions on screen during all general sessions; 100-word sponsor description in event program; attendee bag insert; two conference passes and conference attendee list.

**Official DEMMX Blog** Sponsorship Fee: \$10,000\* (Exclusive)

Continue the networking long after DEMMX is over by creating a blog exclusive to conference attendees. Your company, along with conference organizers, will be able to select one of the conference sessions to link to the blog. Panelists will be invited to participate as leaders in the blog. Benefits include recognition as official provider of conference blog in conference ads, web site and program; 100-word sponsor description in event program; attendee bag insert; two conference passes and conference attendee list.

\* Sponsor is responsible for the set-up, implementation and costs associated with the blog. Blog to be running for a 6-month period from date of conference.

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## (SPONSORSHIP OPPORTUNITIES continued)

### MEALS, BREAKS AND RECEPTIONS

#### **Breakfast** Sponsorship Fee: \$10,000 for 2 days (Exclusive)

Welcome attendees with a cup of java and breakfast treats as you host the conference breakfast. The breakfast area will be customized to promote your company's products and services. Whether it's company-branded napkins, coffee sleeves or a themed environment, your company's message will be prominently displayed during the breakfast. Additional benefits include logo in conference ads, web site, program and breakfast signage; hotel room drop inviting attendees to the breakfast; attendee bag insert; 75-word sponsor description in event program and two conference passes.

#### **Lunch** Sponsorship Fee: \$15,000 (Exclusive - 2 available)

Great platform to promote your company's products/services to conference attendees with a 10-minute presentation (includes A/V equipment). As host of the lunch, your company will have access to conference organizer assistance in the merchandising of the lunch to assure maximum exposure for your company. Additional benefits include logo in conference ads, web site, program and lunch signage; attendee bag insert; 100-word sponsor description in event program; two conference passes and conference attendee list.

#### **VIP Reception Host** Sponsorship Fee: \$20,000 (Exclusive)

Host the premier business networking opportunity at the event. As exclusive sponsor of the reception, your company will have the opportunity to address guests in a casual and entertaining setting. Benefits include merchandising of the reception venue with guidance by conference organizers; A/V equipment including plasma screens (2) to display company logo/video; logo in conference ads, web site, program and reception signage; attendee bag insert; 100-word sponsor description in event program; four conference passes; 10 guest passes to reception and conference attendee list.

#### **Café Ole Break** Sponsorship Fee: \$6,500 (Exclusive - 2 available)

Host daily networking breaks by offering specialty coffee & tea to conference attendees. Benefits include incorporating your company's logo and brand message on cup holders, napkins and/or coffee mints; logo in conference ads, web site, program and break signage; attendee bag insert; 50-word sponsor description in event program and one conference pass. Discounted fee available if you host both days!

#### **Interactive Candy Shop** Sponsorship Fee: \$15,000 (Exclusive - 2 days)

Host what's sure to be a very popular destination - the "Interactive Candy Bar" - providing attendees with favorite candy treats and high-speed Internet access to check email during the conference. Sponsor splash page will be created to promote the company. Additional benefits include logo in conference ads, web site, program and shop signage; 4 computer terminals; attendee bag insert; 100-word sponsor description in event program; two conference passes and conference attendee list.

### OTHER SPONSORSHIPS

**Speaker & Press Lounge Sponsor** Sponsorship Fee: \$10,000 (Exclusive - 2 days) Significant Brand Exposure! Host the speaker/press lounge and promote your company to industry leaders and influentials. Benefits include logo in conference ads, web site, program and lounge signage; logo in speaker/press pre-event confirmation letter; lounge merchandising including plasma screen to feature company logo/video; attendee bag insert; 75-word sponsor description in event program and two conference passes.

#### **Badge-Back Ad** Sponsorship Fee: \$6,000 (Exclusive)

Company logo/message on back of laminated attendee name badges. Benefits include logo in conference ads, web site and program; attendee bag insert; 50-word sponsor description in event program and one conference pass.

#### **Lanyards** Sponsorship Fee: \$5,000 (Exclusive)

Company branded lanyards. Benefits include logo in conference ads, web site and program; attendee bag insert; 50-word sponsor description in event program and one conference pass.

#### **Sponsored Hotel Key** Sponsorship Fee: \$4,000 (Exclusive)

Company-branded hotel keys provided to over 300 attendees staying at the host hotel. Your company's brand is the first that attendees see. Benefits include logo in conference ads, web site and program; attendee bag insert; 50-word sponsor description in event program and one conference pass.

#### **Tabletop Exhibit Space** Sponsorship fee: \$4,000 (Non-exclusive)

Promote your product, company and services to conference attendees. Tabletop exhibit includes a draped 6' table and electrical drop. Additional benefits include logo in conference ads, web site and program, attendee bag insert; 50-word sponsor description in event program and one conference pass.

#### **Attendee Bag Insert** Sponsorship Fee: \$3,000 (Non-exclusive)

Company product, media kit or promotional product included in attendee, speaker and press gift bag.

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