

promaxbda
EUROPE//2012



CONFERENCE & AWARDS

BARCELONA//MARCH 26-27
HOTEL ARTS BARCELONA

PromaxBDA Europe Conference & Awards

The biggest gathering of marketing, promotion and design professionals in television and entertainment media in Europe is expected to exceed expectations with innovative creative thinkers, inspiring thought-leaders and insightful industry luminaries. With two packed days full of informative sessions and creative solutions, you will walk away with the tools you need to help you stay relevant, successful and creatively motivated.

- WHO:** 700+ top creative and marketing executives from agencies and networks
- WHEN:** March 26-27, 2012
- WHERE:** Hotel Arts Barcelona



THE OFFICIAL PROMAXBDA EUROPE AWARDS SHOW TITLE SPONSOR

Contact for Pricing

The PromaxBDA Europe Awards Show for 2012 will be the highlight of the two-day conference celebrating the best of the best in style! It's an excellent opportunity to be in the spotlight during an evening honoring all of the gold winners. This package presents the host sponsor with the honor of opening the Awards celebration on stage with the PromaxBDA CEO & President in addition to:

- Company logo on large screens in ballroom prior to start of show.
- A special thank you from president and CEO during opening remarks of the conference and a thank you from the awards show host
- Distribution of promotional materials before the start of the show (either as a hand out or a seat drop – to be determined by show organizers)
- Company logo on all appropriate PromaxBDA Europe marketing materials and email communication
- Company logo on conference website, plus a 25-word company description and logo link
- Company logo included in conference program
- Company logo included in conference opening design reel
- Company logo included in awards winners program distributed after the awards show.
- One (1) full-page ad in spring issue of Brief magazine (Value €3,500)
- One (1) full-page ad in conference program (Value €2,000)
- Two (2) registration passes to PromaxBDA Europe Conference & Awards (Value up to €2000)



OFFICIAL PRE-CONFERENCE VIP DINNER (INVITE ONLY)

Contact for Pricing

One company will have the opportunity to exclusively host a VIP Dinner with the highest-level conference executives, speakers, sponsors, advisory council and VIP guests attending the event. The dinner is held at an off-site restaurant on the evening before the conference begins.

- Receive a copy of the VIP Dinner attendee list following the conference
- Five (5) passes to the VIP Dinner for company employees
- Company logo on pre-set VIP dinner menu, arranged by PromaxBDA event staff
- Company logo included on the conference website, plus 25-word company description and logo link
- Company logo on all appropriate PromaxBDA Europe marketing materials and email communication
- Company logo included in conference program
- Company logo included in conference opening design reel
- Opportunity to address and welcome guests at the VIP dinner (optional and must be approved by PromaxBDA)
- One (1) full-page ad in spring issue of Brief magazine (Value €3,500)
- One (1) full-page ad in conference program (Value €2,000)
- Three (3) registration passes to PromaxBDA Europe Conference & Awards (Value up to €3000)



BRANDED VOD PLAYER

€15,000

FOR THE DISTRIBUTION OF ALL AVAILABLE 2012 EUROPE CONFERENCE CONTENT

Reach not only the conference attendees, but brand yourself with the content for an opportunity that lives far beyond the conference

- Company logo on the VOD player along with PromaxBDA logo
- Company logo included on all appropriate PromaxBDA Europe Conference marketing materials and email communication
- Company logo included in the opening design reel
- Company logo included on the conference website, plus 25-word company description and logo link
- One (1) full-page ad in spring issue of Brief magazine (Value €3,500)
- One (1) full-page ad in conference program (Value €2,000)
- Three (3) registration passes to PromaxBDA Europe Conference & Awards (Value up to €3000)

CONFERENCE OPENING COCKTAIL RECEPTION €12,000

The PromaxBDA European conference opening cocktail reception takes place the first evening of the conference. An hour and a half, held at the conference hotel... it's a popular start to the evening and the conference!

It is possible and welcomed that the venue for this event can be located outside the hotel. We explore options if you have a suggestion to best serve your company or profile.

- Official PromaxBDA Europe Conference Opening Cocktail Reception sponsor
- Company logo representation on all appropriate PromaxBDA Europe conference marketing materials, signage and email communication
- Specialty branded cocktail served at the reception
- Signage with company logo at the reception
- Company logo included on conference website, plus a 25-word company description and logo link
- Company logo included in conference program
- Company logo included in the opening design reel.
- One (1) full-page ad in spring issue of Brief magazine (Value €3,500)
- One (1) full-page ad in conference program (Value €2,000)
- Two (2) registration passes to PromaxBDA Europe Conference & Awards (Value up to €2000)

PRE-AWARDS COCKTAIL RECEPTION

€10,000

The PromaxBDA Europe pre-awards cocktail reception is a perfect way to celebrate the great work that is about to be awarded. An affordable option to get your brand/channel top of mind! An hour long event held at the conference venue.

- Official PromaxBDA Europe Pre-Awards cocktail reception sponsor
- Company logo representation on all appropriate PromaxBDA Europe conference marketing materials, signage and email communication
- Specialty branded cocktail served at reception.
- Signage with company logo at the reception
- Company logo included on conference website, plus a 25-word company description and logo link
- Company logo included in conference program
- Company logo included in opening design reel
- One (1) full-page ad in spring issue of Brief magazine (Value €3,500)
- One (1) full-page ad in conference program (Value €2,000)
- Two (2) registration passes to PromaxBDA Europe Conference & Awards (Value up to €2000)

OFFICIAL REGISTRATION DESK SPONSOR

€7,500

- Official PromaxBDA Europe Conference registration desk sponsor
- Company logo on all appropriate PromaxBDA Europe marketing materials and email communication
- Company logo included on conference website, plus a 25-word company description and logo link
- Company logo included in conference program
- One (1) full-page ad in spring issue of Brief magazine (Value €3,500)
- One (1) full-page ad in conference program (Value €2,000)
- Two (2) registration passes to PromaxBDA Europe Conference & Awards (Value up to €2000)

EXHIBITOR PACKAGES

€6,000

(Premium Position Exhibitor for €7,500)

Connect face-to-face and show all the PromaxBDA Europe Conference delegates what your company is capable of, right in the center of the Conference foyer. Included is:

- Plasma TV (included only for Premium Exhibitors)
- Skirted table-top and two chairs
- One (1) full-page ad in conference program (Value €2,000)
- Company logo on all appropriate PromaxBDA Europe marketing materials and email communication
- Company logo included on conference website, plus a 25-word company description and logo link
- Company logo included in conference program
- One (1) registration pass to PromaxBDA Europe Conference & Awards (Value up to €1000)

MORNING TEA SPONSOR

€6,500

Have exclusive rights for branding the morning tea over the two days of the conference. Package includes:

- Company logo included on conference website, plus a 25-word company description and logo link
- Company logo included in conference program
- One (1) full-page ad in spring issue of Brief magazine (Value €3,500)
- One (1) full-page ad in conference program (Value €2,000)
- The venue for this event is located outside of the hotel and sponsors of this event will receive maximum exposure and high visibility.

OFFICIAL LANYARD SPONSOR

€5,000

Lanyards have high visibility and are required for entrance into conference sessions, workshops and seminars. Lanyards will be distributed to all delegates with badges and schedules at registration. Production and shipping of lanyards are the responsibility of the sponsor.

- Branded lanyard with company logo (sponsor to provide at own cost)
- Company logo on all appropriate PromaxBDA Europe marketing materials and email communication
- Company logo included on conference website, plus a 25-word company description and logo link
- Company logo included in conference program
- One (1) registration passes to PromaxBDA Europe Conference & Awards (Value up to €1000)

DELEGATE TOTE BAGS SPONSOR

€5,000

Conference tote bags are one of the single most identifiable marks of the conference – every attendee gets one. Bags will be produced and co-branded by sponsor and PromaxBDA and subsequently distributed by PromaxBDA to all conference attendees. PromaxBDA can also produce the bags, which includes additional fees..

- Company logo on all appropriate PromaxBDA Europe marketing materials and email communication
- Company logo included on conference website, plus a 25-word company description and logo link
- Company logo included in conference program
- One insert into conference tote bag (item is provided at sponsorship expense)
- One (1) registration passes to PromaxBDA Europe Conference & Awards (Value up to €1000)

PROMAXBDA GUIDE TO BARCELONA:

€4,500

An opportunity to be the exclusive Barcelona tour guide by providing valuable local information to every conference attendee. The guide will exist within the PromaxBDA website as a sub-branded page with your company branding and (optional) can be a tote bag insert/printed piece to be given to attendees at the event. For more information, please contact Jay Milla at jay@promaxbda.org.

OFFICIAL MUSIC SPONSOR:

€5,000

A unique opportunity for a music production company/library to sonically brand the conference. The sponsor will supply music to be played during the breaks in the ballrooms and common areas, between sessions and for walk-on music. A slide created by the sponsor will feature on screen periodically throughout the two days.

For example... "The music you are listening too right now is brought to you by..." The sponsor can also put their CD or promotional item in the tote bag as an insert.

Material Distribution – branded premiums at the registration desk

WI-FI SPONSOR

Contact for Pricing

The Wi-Fi sponsor will provide all PromaxBDA delegates with a vital link back to their offices during their stay in Barcelona.

- Branded jump page for every 'connected' web surfing attendee to see!
- One insert into conference tote bag (item is provided at sponsorship expense)
- Company logo on all appropriate PromaxBDA Europe marketing materials and email communication
- Company logo included on conference website, plus a 25-word company description and logo link
- Company logo included in conference program

BRANDED ROOM KEY CARDS

Room keys are a constant companion to all hotel guests. All room keys will be branded with your logo and issued, upon check-in, to all attendees of PromaxBDA Europe, staying in the official conference hotel. Cost of cards and production are at the sponsors expense.

€4,000

CONFERENCE MINI-SCHEDULE

€4,000

Great branding opportunity for any company that wants to attract industry attention. The program hangs off the lanyard, which every delegate will be wearing. They will see your logo every time they check what's up next!

PROMOTIONAL T-SHIRT

€2,000

Sponsor to supply T-shirts in an array of sizes. T-shirts will be placed in the delegate tote bag. There will be only one exclusive T-shirt sponsor. Design must be approved by PromaxBDA and can include sponsor logo.

CHAIR DROP DISTRIBUTION

€2,000

There are three opportunities available for chair drop distribution. Each sponsor supplies up to 800 items for distribution in all session rooms or for a designated session.

- Opportunity to do “seat drop” before session begins (sponsor to provide at own cost)
- Company logo included on conference website, plus a 25-word company description and logo link

DELEGATE TOTE BAG INSERT

€1,500

Sponsors are invited to insert promotional material in all delegate bags.

Get creative and get noticed by every attendee of the conference
Spark conversation, make something useful or convey your message!
Ideas available as to what works best! (sponsor to provide at own cost)



Hotel Arts, Barcelona

Contact us to get the answers you want!

How do I become a **Gold*** Sponsor:
€15,000 in sponsorship

How do I become a **Silver*** Sponsor:
€7,500 in sponsorship

How do I become a **Bronze** Sponsor:
€5,000 in sponsorship

**Please note only Gold and Silver sponsors are guaranteed feature on appropriate weekly emails*

PRINT AND DIGITAL ADVERTISING

Official PromaxBDA Europe Conference Program

Make your mark and choose from the following:

Inside Front Cover	€1,500
Inside Back Cover	€1,500
Back Cover	€2,000
Full Page	€1,200
Half Page	€750

Online And Digital Advertising: €1,500

Get 24 hours, 7-day-a-week coverage from the minute you make your booking. Sponsors supply .jpg or .gif artwork for their own site and get immediate click-through access from the heavily trafficked PromaxBDA Europe Conference website. Technical specs and size available on request.

Note: Front position on PromaxBDA Europe home page will be sold at a premium of €2,500

Brief Magazine And Daily Brief Digital E-newsletter

Please contact us directly to find out more about advertising in Brief magazine and our Daily Brief newsletter.

**For all queries with regard to any partnership or sponsorship opportunity, details or specifications, please contact:
Jay Milla at +1 310 789 1517 or by email at jay@promaxbda.org**