



DECODING THE FUTURE OF ADVERTISING

**'boards.
summit**

OCT. 26-27.09
GRAND HYATT NEW YORK

SPONSORSHIP MENU

The Boards Summit is the largest conference in the world focused on the international business of commercial production. Taking place October 26th and 27th at the Grand Hyatt in New York City, the Boards Summit brings together some of the biggest thinkers and most respected creatives in the business of filmed advertising production and beyond to exploration, and insight into the leading edge of design and creativity.

WHY SPONSOR?

- expose your brands & services to the most influential group of decision-makers in the international commercial production industry
- create a unique opportunity for effective dialogue with current and future clients and partners
- maximize your marketing investment with cost-effective impact
- raise your company's profile within the commercial production community
- support the international commercial production industry and help to nurture and promote its growth and vitality

**LAST YEAR 800 + DELEGATES WERE
IN ATTENDANCE REPRESENTING
OVER 24 DIFFERENT COUNTRIES.**

DELEGATES INCLUDED:

- Agency Producers & Heads of Broadcast
- Creative Directors & Creative Teams
- Production Company Executives, Producers, Bidders, Line Producers
- Directors & DOPs
- Media Executives
- Digital and Interactive Executives
- Broadcast Design Creatives
- Post Production Executives, Producers and Artists
- Editorial Executives
- Animation/VFX Producers & Creatives
- Independent and in-house Reps
- Stock Footage Suppliers & Archive Specialists
- Location Managers & Film Commissions
- Production/Cost Consultants
- Clients/Marketers

TO DISCUSS SPONSORSHIP OPPORTUNITIES CALL OR EMAIL NOW

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SPONSOR MENU

PRESENTING SPONSOR

- Top-billing logo representation – Boards Summit “Presented in association with...” on all promotional materials produced to market the event
- Exclusive Branding opportunity - Your banner hung in the main conference ballroom (Empire State Ballroom), above the panel table on the stage (*client to provide banner – specs to be assigned)
- Naming rights to main conference ballroom (Empire State Ballroom) with branding opportunities at each entrance to the room
- First logo position on the Opening Reel
- Opportunity to produce the Boards Summit Opening Reel at your expense
- Opportunity to provide speaker gifts at your expense
- Opportunity to insert one piece of promotional material into the delegate bag
- Opportunity to contact Summit delegates once in advance of the event in order to promote your company as a sponsor - this will be facilitated through Boards as an email
- Four (4) exclusive 3' x 4' posters onsite to highlight your sponsorship (client provides artwork, Boards prints)
- Full page 4-color advertisement in the October 2009 issue of Boards that will be distributed at the event and to worldwide circulation of 11,000+
- 2 unit web ad in rotation at www.boardsmag.com for 50,000 impressions
- Premium 8' x 10' booth space in the Delegate Lounge (Empire State Ballroom D/E)
- Four (4) passes for full conference registration
- Opportunity to purchase up to 10 additional passes at the early bird rate of \$895

*Opportunity to host the opening or closing cocktail at the venue (first-come, first-served)

PLATINUM SPONSOR

- Platinum-level billing logo representation on all promotional materials produced to market the event
- Opportunity to host one of the official offsite Boards Summit Parties at your expense and planning (choice of launch or closing party) - 2 opportunities
- Sponsorship of one lunch or breakfast on October 26 or 27 (includes signage)
- Exclusive branding opportunity – choice of one (1) of the following:
 - Technology Zone Sponsor
One room dedicated to interactive technology exhibits. Exhibitors would likely include augmented reality technology, 3D technology, the latest cameras like RED, Phantom, and much more. In addition, this room will also feature master classes
 - Delegate Lounge Sponsor
Lounge set up with furniture and meeting tables provided by event and is the location for all coffee breaks/lunches and cocktails
 - Master Class / Workshop Sponsor
Overall branding of all workshop and master classes within breakout room and technology zone.
- Opportunity to contact Summit delegates once in advance of the event in order to promote your company as a sponsor - this will be facilitated through Boards as an email
- Boards will promote the conference to the sponsors' clients if appropriate
- Two (2) exclusive 3' x 4' posters onsite to highlight your sponsorship
- Full page 4-color advertisement in the October 2009 issue of Boards that will be distributed at the event and to worldwide circulation of 11,000+
- 2 unit web ad in rotation at www.boardsmag.com for 50,000 impressions
- Opportunity to insert one piece of promotional material into the delegate bags
- Four (4) passes for full conference registration
- Opportunity to purchase up to 7 additional passes at the early bird rate of \$895

**Sponsor packages can be tailored in part to a specific clients needs. Contact us for further information.

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GOLD SPONSOR

- Prominent logo representation on all promotional materials produced to market the event
 - > Exclusive branding opportunity – choice of one (1) of the following:
 - > Sponsorship of coffee breaks on October 26, 2009 (includes signage at coffee station)
 - > Sponsorship of coffee breaks on October 27, 2009 (includes signage at coffee station)
 - > 8' x 10' booth space in Delegate Lounge (Empire State Ballroom D/E)
 - > Sponsorship of one lunch or breakfast on October 26 or 27 (includes signage)
 - > Branding of the conference registration area – provide banner to skirt along table, rent LCD screen to loop reel, etc.
- Boards will promote the conference to the sponsors' clients if appropriate
- Two (2) exclusive 3' x 4' posters onsite to highlight your sponsorship
- Half-page 4-color advertisement in the October 2009 issue of Boards that will be distributed at the event and to worldwide circulation of 11,000+
- 2 unit button ad in rotation at www.boardsmag.com for 50,000 impressions
- Opportunity to insert one piece of promotional material into the delegate bags
- Three (3) passes for full conference registration
- Opportunity to purchase up to 5 additional passes at the early bird rate of \$895

BRONZE

- Logo representation on all promotional materials produced to market the event
- Opportunity to sponsor one conference session on a first-come, first-serve basis (includes logo on screen during session)
- 2 unit button ad in rotation on www.boardsmag.com for 50,000 impressions
- Opportunity to insert one piece of promotional material into the delegate bags
- Boards will promote the conference to the sponsors' clients if appropriate
- Two (2) passes for full conference registration
- Opportunity to purchase up to five (5) additional passes at the early bird rate of \$895
- Opportunity to purchase an ad in the Boards October 2009 issue at 30% off 1x advertising rates

SILVER

- Branding of the 'extracurricular' gallery outside ballroom. The extracurricular gallery will showcase some of the best after-school endeavors of the creative set.
- Prominent logo representation on all promotional materials produced to market the event
- Boards will promote the conference to the sponsors' clients if appropriate
- Two (2) exclusive 3' x 4' posters onsite to highlight your sponsorship
- Half-page 4-color advertisement in the October 2009 issue of Boards that will be distributed at the event and to worldwide circulation of 11,000+
- 2 unit button ad in rotation at www.boardsmag.com for 50,000 impressions
- Opportunity to insert one piece of promotional material into the delegate bags
- Three (3) passes for full conference registration
- Opportunity to purchase up to 5 additional passes at the early bird rate of \$895

DIGITAL MEDIA SPONSORSHIP

Core elements:

- 360-degree sponsorship of MyEvent, the proprietary event management platform that all Boards Summit delegates use to set up meetings, manage their schedules and follow up after the event.
To include:
 - > Prominent "Powered By..." logo representation on all MyEvent messages exchanged between delegates and the message notifications sent to their email accounts
 - > Prominent "Powered By..." logo representation on all confirmation emails sent to delegates by Boards Summit
 - > Prominent "Powered By..." logo representation on the MyEvent dashboard
 - > Sponsorship of four (4) conference email terminals in the Delegate Lounge (opportunity to provide custom screen frames, mouse pads and splash screen)
 - > Sponsorship of conference WiFi service available on the main conference floor (includes splash screen on login page and a "Powered By..." logo representation on a login instructions card given to all delegates when they check in at the Registration Desk)
 - > Sponsorship of Boards iPhone application
 - > Two (2) exclusive 2' x 3' posters onsite to highlight your sponsorship
 - > Opportunity to run a Twitter contest or other online contest with Boards before and during the Summit

Extra value:

- Opportunity to provide one (1) Delegate Bag insert
- Opportunity to sponsor two (2) conference sessions or a track (on a first come, first served basis)
- Six (6) general conference passes
- Additional general conference passes at discounted rate of \$895
- Premium logo exposure on all promotional material, to include website, advertising in Boards and other trades, direct e-marketing efforts

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A LA CARTE BRANDING OPPORTUNITIES MENU

SPONSORSHIP OF SEATED MASSAGE

- Includes signage highlighting the sponsorship with your logo and notation in conference delegate booklet
- NEAT IDEAS: Do a personal giveaway at the seated massage area branded lotions, hand towels
- NOTE: Neat ideas are at sponsor's expense and must be preapproved by Boards.

DELEGATE BAG SPONSORSHIP

- Put your company's logo or message in the hands of every Summit delegate by supplying the delegate bags for the conference.

PLASMA SCREEN

- Opportunity to have a LCD/Plasma screen with DVD player on a looped reel in a thoroughfare area on the conference level
- Includes rental of one screen & DVD player, client to provide reel

COAT CHECK

- Exclusive branding of the Coat Check on the conference level
- One (1) 3' x 4' poster with your logo highlighting your sponsorship of the Coat Check area
- Insert promotional material or a premium giveaway into the delegate bags
- One (1) pass for full conference registration plus up to three (3) additional passes at the discounted rate of \$995

EXCLUSIVE SESSION SPONSORSHIP

- Individual sessions with 'presented by' status. Company logo will be present throughout the session and will be displayed along side the session description in all marketing materials.

BOOTH SPACE

- 8' x 10' booth space inside the Delegate Lounge to promote your company
- Two (2) passes for full conference registration
- 2 Unit button ad on boardsmag.com for 50,000 impressions
- Option to purchase up to three (3) additional passes at the discounted rate of \$995

FOLDING AGENDA SPONSORSHIP

- Exclusive sponsorship of folding 'Z' agenda distributed to all speakers, and attendees.

COMPANY BRANDED PEN & NOTEPAD

- 1 Opportunity
- Provide notepad and pen to each delegate for note-taking during the Summit. Client provides pen & notepad, Boards will distribute on chairs at opening session

DELEGATE BAG INSERTS / SEAT DROPS

- Boards staff will arrange to drop your promotional material or a premium giveaway on the seats in the conference room OR insert your promotional material into Summit delegate bags.

TABLE TOP SPACE

- Display literature about your company, or a promotional item with your company logo, on a shared table in the Delegate Lounge. Items will be set out and replenished by Boards staff

CUSTOM GOBOS

- Summit Registration
- Welcome Boards Summit attendees with your company's logo at the entrance to the Boards Summit, in the main registration area.

ROOM DISTRIBUTIONS

Price on Application

- Distribute your company's reel or other material to Boards Summit delegates in their rooms.
- Items can include:
 - Newspapers
 - Brochures/flyers/postcards/bound publications
 - Gift baskets/welcome gifts
 - Cost varies on size and weight of item

COMPANY SPONSORED LANYARDS

SOLD

For details on these and to discuss all the varied options and additions available, please contact **Maxine Cherlin** at maxine@boardsmag.com or your Boards Account Manager at **+1-416-408-2300**