



SPONSORSHIP OPPORTUNITIES

The Event & Arena Marketing Conference is the only conference dedicated to the talented professionals that cross the entire scope of the live entertainment industry: marketing, publicity, promotions, group sales, live touring shows and arenas. Networking, educating and sharing trends and ideas across these disciplines through various industry leaders is a critical aspect of not only the Event & Arena Marketing Conference, but the success of the live entertainment industry.

The conference includes speakers, concurrent and panel sessions, roundtable discussions, networking opportunities and sponsored meals and entertainment activities by industry leaders.

This year an estimated 300 live entertainment industry professionals will gather in Vancouver, British Columbia. They will discuss the latest trends and topics, learn new marketing & publicity methods, hear about new touring shows and network with peers.

Whether you have been a previous sponsor or are considering sponsorship of the conference for the first time, we invite you to participate in this exciting conference designed to educate and inspire. Sponsorship is based on availability. If you have any questions, please contact us at:

info@eventarenamarketing.com



WHO ATTENDS EAMC?

Approximately 300 people from the live entertainment industry attend the conference each year.

Attendees represent marketing, publicity, promotions, group sales, live touring shows, arenas and industry vendors from throughout North America.

46% of attendees are senior level execs (director, VP, GM, etc)

62% of attendees are employed by arenas/venues

14% of attendees are employed by touring shows

16% of attendees are employed by industry vendors

33% of attendees are new each year to the conference

100% of attendees have fun and learn from the most talented people in the live entertainment industry

LIVE ENTERTAINMENT INDUSTRY SNAPSHOT:

AEG Live/Facilities
Air Canada Centre
American Airlines Arena
American Airlines Center
BankAtlantic Center
CAJUNDOME
Cirque du Soleil
FELD Entertainment
Fox Theatre/Olympia Entertainment
Global-Spectrum
Harlem Globetrotters
Honda Center
IMG – Stars On Ice

Madison Square Garden
Prudential Center
Rose Quarter
Rupp Arena
SMG Venues
STAPLES Center
Target Center
Ticketmaster
US Airways Center
VEE Corporation
VenuWorks
WWE
...and many more venues from small, medium and large markets!



EXCLUSIVE BREAKFAST, LUNCH OR EVENING EVENT SPONSOR - \$15,000

This sponsorship package allows you to make a presentation to all EAMC attendees while they're a captive audience at your meal. It's the best opportunity to thank people for their contributions throughout the year, share new & exciting information on your event or venue, present awards, etc. EAMC can assist you in making the most of this moment!

- Exclusive sponsorship of a conference breakfast, lunch or evening event for approximately 250 people, including A/V for programming*
- Exclusive opportunity to place items on tables or distribute at doors on ingress or egress.
- Opportunity to participate in a sponsor break-out presentation**
- Eight (8) complimentary conference registrations
- ~~~~*Early Bird Special! Sign and pay by January 31, 2012 and receive three (3) additional free registrations!*~~~~
- Twelve (12) FREE job postings on EAMC website from receipt of signed contract and check through December 31, 2012
- Twelve (12) FREE job posting email blasts to EAMC database from receipt of signed contract and check through December 31, 2012
- Company logo included in the official conference notebook
- Opportunity to place an ad in the EAMC Notebook distributed to all attendees***
- Announcement of sponsorship on EAMC Facebook Page and Twitter
- Two exclusive messages from sponsor posted on EAMC Facebook & Twitter pages from receipt of signed contract and check through December 31, 2012. Message must be approved by EAMC.
- Inclusion of sponsor name in EAMC email blast
- Opportunity to include message in two (2) scheduled EAMC email blasts on mutually agreed upon dates. Message must be approved by EAMC
- Opportunity to put item in attendee welcome bags
- Recognition in conference ads placed in trade publications****
- Company logo on EAMC website from receipt of signed contract and check through December 31, 2012
- Company logo on EAMC banner located in the registration area and displayed throughout the conference
- Recognition of sponsor at event during conference (time TBD by EAMC)
- Mention on website & notebook agenda schedules
- Inclusion in EAMC Silent Auction and/or raffle (item(s) to be provided by sponsor). Money raised supports EAMC Internship & Scholarship programs
- Opportunity to provide prizes for team building event
- Opportunity to provide T-shirts for EAMC interns to wear during conference (Based on availability. Interns wear different shirt each day)

**EAMC will provide meal options. A/V includes 2 large screens, projection, sound board, DVD player, mic & podium*

***Sponsor breakout presentations will be limited to the number of rooms available and assigned on a first come, first serve basis with priority given to the higher level sponsors. Deadlines for commitment will be provided. If sponsor does not commit by the deadline provided, EAMC cannot guarantee a space. Screen & projector will be included. TV, DVD player & internet are available upon request at an additional cost to sponsor.*

****Specs: 8.5" x 11"; black and white or four-color; one-sided; submitted in PDF format. Deadline will be provided closer to conference.*

*****Inclusion in trade ads will be subject to when signed contract and check are received.*



NETWORKING BREAK SPONSORSHIP - \$7500

This sponsorship package allows you to set up visual displays, distribute hand-outs, and interact with EAMC attendees one-on-one during a networking break between sessions. Networking breaks are typically 15 minutes in length.

- Exclusive opportunity to place items on snack tables or distribute hand-outs.
- Opportunity to participate in a sponsor break-out presentation*
- Four (4) complimentary conference registrations
- ~~~~Early Bird Special! Sign and pay by January 31, 2012 and receive two (2) additional free registrations!~~~~
- Nine (9) FREE job postings on EAMC website from receipt of signed contract and check through December 31, 2012
- Nine (9) FREE job posting email blasts to EAMC database from receipt of signed contract and check through December 31, 2012
- Company logo included in the official conference notebook
- Opportunity to place an ad in the EAMC Notebook distributed to all attendees**
- Announcement of sponsorship on EAMC Facebook Page and Twitter
- One (1) exclusive message from sponsor posted on EAMC Facebook & Twitter pages from receipt of signed contract and check through December 31, 2012. Message must be approved by EAMC.
- Inclusion of sponsor name in EAMC email blast
- Opportunity to include message in one (1) scheduled EAMC email blast on mutually agreed upon dates. Message must be approved by EAMC
- Opportunity to put item in attendee welcome bags
- Recognition in conference ads placed in trade publications***
- Company logo on EAMC website from receipt of signed contract and check through December 31, 2012
- Company logo on EAMC banner located in the registration area and displayed throughout the conference
- Recognition of sponsor at event during conference (time TBD by EAMC)
- Mention on website & notebook agenda schedules
- Inclusion in EAMC Silent Auction and/or raffle (item(s) to be provided by sponsor). Money raised supports EAMC Internship & Scholarship programs
- Opportunity to provide prizes for team building event
- Opportunity to provide T-shirts for EAMC interns to wear during the conference (Based on availability. Interns wear different shirt each day)

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CONFERENCE SPONSORSHIP - \$5000

This sponsorship package allows you to receive some of the benefits an EAMC sponsor with a smaller level of commitment. EAMC will assign conference sponsors to various events.

- Opportunity to participate in a sponsor break-out presentation*
- Two (2) complimentary conference registrations
- ~~~~Early Bird Special! Sign and pay by January 31, 2012 and receive one (1) additional free registration!~~~~
- Three (3) FREE job postings on EAMC website from receipt of signed contract and check through December 31, 2012
- Three (3) FREE job posting email blasts to EAMC database from receipt of signed contract and check through December 31, 2012
- Company logo included in the official conference notebook
- Opportunity to place an ad in the EAMC Notebook distributed to all attendees**
- Announcement of sponsorship on EAMC Facebook Page and Twitter
- Inclusion of sponsor name in EAMC email blast
- Opportunity to put item in attendee welcome bags
- Recognition in conference ads placed in trade publications***
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- Opportunity to provide prizes for team building event

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Other sponsorship opportunities include, but are not limited to:

- Room keys (sponsor is responsible for sponsorship fee and all costs associated with producing and distributing keys)
- Welcome bags (sponsor is responsible for sponsorship fee and all costs associated with producing bags. Bags must be high quality and approved by EAMC Executive Board)
- Teambuilding activity sponsor

EAMC will design sponsorship packages based on specific needs and requirements. Contact us today!