

ORGANIZED BY

IN PARTNERSHIP WITH



The Executive Network



eMetrics SUMMIT

MILAN - JULY 1-2, 2015





THE EVENT

The eMetrics Summit is the most important event in the world for Digital Marketing Optimization and Web Marketing & Analytics. organized by Business International in partnership with Rising Media.

TOPICS

- + **eMetrics Web:** Optimizing the Web Experience
- + **eMetrics Social:** Social Media Metrics
- + **eMetrics Mobile:** Measuring Mobile Marketing Success
- + **eMetrics email:** Analyze email Marketing Campaign
- + **eMetrics Executive:** With Big Data comes Big Responsibilities
- + **eMetrics Tech:** Leveraging Technology for Marketing Optimization
- + **eMetrics Management:** Optimizing the Organization
- + **eMetrics Strategy Marketing** mix modeling your career

ATTENDEE PROFILE:

CEO, CMO, Online Marketing Manager/Director/ VPS, Social Marketing Manager/ Director, Web Analyst, Corporate Website Owners, CIO, CTO, Business Intelligence practitioners. eMetrics Summit attracts an international audience from every parts of world (USA, Europe, China, India, Japan...)

International Marketing Conference

eMetrics SUMMIT MILAN



#emetricsmi

Organized by

In partnership with



eMetrics SUMMIT

@jimsterne

“So happy to see so many people and so many #emetricsmi tweets at #emetricsmi here in Milan. Thank you for making me feel so welcome”

Jim Sterne, Founder, eMetrics Summit

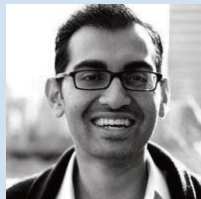
2 Days: Milan, November 26th-27th 2014 – Melià Milan Hotel

More than **200** participants

4 parallel sessions about training and update

More than **40** speakers from Italy and from foreign countries

4 TOP KEYNOTE SPEAKER



Neil Patel
Co-founder
Crazy Egg



Julius van de Laar
Veteran of the Obama
2012 & '08 Campaign



James G. Robinson
Director, News Analytics
The New York Times



Jim Sterne
Founder
eMetrics Summit



SPONSOR



Adobe

BITBANG



InTarget Group



 **MagNews**
E-mail Marketing Solutions by  diennea

tsw
STRATEGIES



eMetricsTM SUMMIT

PARTNER



#assodigitale.it



DailyMedia
Il quotidiano della comunicazione

DailyNet
Il quotidiano del marketing in rete

e&m
economia & management

ENGAGE
CONTEMPORARY MARKETING & MEDIA

MEDIA
DUEMILA+

Gruppo editoriale
MEDIAKEY

mediaforum

netforum
Rivista mensile di comunicazione, marketing e media business in rete

tvn
media
group

ANES
DIGITAL

ASSINTEL
DIGITALE
NETWORK, PROGETTI E CULTURA
PER LE AZIENDE DELLA RETE

Digital Analytics
ASSOCIATION

DMA
ITALIA
Association for Data Driven Marketing

7
AGENCY

UniMoney
Traduzioni Finanziarie

WHOSWHO.it
MANAGER E AZIENDE D'ITALIA



eMetricsTM
S U M M I T

2015 EDITION



SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR

€15.000

- + Gold visibility in all online and offline communications
- + Speech into Plenary Session
- + Exhibition booth – 4x4 mq
- + Special event newsletter
- + Networking activity and lead generation
- + 5 free pass
- + 5 guest free pass
- + Event database

SILVER SPONSOR

€8.000

- + Silver visibility in all online and offline communications
- + Speech into Parallel Session
- + Exhibition booth – 3x3 mq
- + 3 free pass
- + 5 guest free pass
- + Event database



SPONSORSHIP OPPORTUNITIES

BRONZE SPONSOR

€5.000

- + Bronze visibility in all online and offline communications
- + Exhibition booth – 3x3 mq
- + 3 free pass
- + 3 guest free pass
- + Event database

TURNKEY SPONSOR

€3.000

- + Turnkey visibility in all online and offline communications
- + 2 free pass
- + 2 guest free pass
- + Desk



eMetricsTM
S U M M I T

UNIQUE MARKETING
OPPORTUNITIES

eMetrics After Dark Networking Party July 1st - Exclusive

"eMetrics After Dark" is the social networking highlight of eMetrics Summit. The party is open to All Access pass holders, speakers and exhibitors and is a night of fun and networking.

As exclusive Sponsorship, you have the opportunity to personalize the eMetrics after dark with your brand, a speech together the Key Note Speaker and you could do networking with the participants that you will want to meet.

€12.000

eMetrics After Dark Networking Party July 1st

You could have the opportunity to attend the dinner that it will be held in the presence of the Key Note Speaker and of the selected participants and it will allow to establish networking activities with the protagonists of the event.

€3.000

Backpack Sponsorship – Exclusive

The co-branded conference backpack (you and eMetrics) is presented to all Access pass holders and speakers. Bag is produced by organizer.

€5.000

Expo Hall Sponsorship - Exclusive

"Own" the Expo Hall with this sponsorship. In-the-hall branding components include: 244 cm wide x 183 cm high "billboard banner" at the entrance of the hall, aisle signs, and your logo on the Expo Reception drink tickets. Additional on-site branding includes a 2.50 cm "banner" at the bottom of the Expo Hall map page, acknowledgement on agenda page as the Expo Hall sponsor, company description in the conference guide and an exclusive slide in the conference slide deck.

€5.000



Lunch Sponsorship - Exclusive

Exclusive sponsorship includes the visibility through the signage in the lunch area (305cm wide x 122 cm high banner), dessert table signage, on the eMetrics website, in eMetrics Conference Guide and in pre-show e-mail communications and also in the conference kit.

€5.000

Wi-Fi Sponsorship - Exclusive

eMetrics provides free Wi-Fi access for attendees. This sponsorship includes customized messaging on the eMetrics Wi-Fi network "sign-on" page or interstitial, inclusion in the Conference Guide that instructs attendees how to get on the network, as well as inclusion in the eMetrics Conference Guides and in the conference kit.

€5.000

Badge Insert - Exclusive

This sponsorship includes: the opportunity for the attendee to receive a badge holder insert displaying your logo with this high-visibility sponsorship. Acknowledgement of this sponsorship is also included on the eMetrics website and in the Conference Guide. Sponsor is responsible cost, production and shipping of the insert.

€4.000

Pocket Guide - Exclusive

The eMetrics Pocket Guide is a handy reference featuring the conference agenda, and exhibitor list. It is distributed to attendees when they pick up their conference badge. This exclusive sponsorship includes a full-page ad on the back panel of the guide, visibility on the eMetrics website and in the Conference Guide.

€3.500

Lanyard Sponsorship - Exclusive

This high-visibility sponsorship puts your company logo on the lanyard used to hang eMetrics attendee's badges from their necks. Acknowledgement of this sponsorship is also included on the eMetrics website, and in the Conference Guide. Sponsor is responsible for cost, production and shipping of the lanyard with eMetrics approval.

€3.500



eMetricsTM
S U M M I T

UNIQUE MARKETING
OPPORTUNITIES

Expo Hall Aisle Signs - Exclusive

Display your brand prominently throughout the Expo Hall with this sponsorship. These double-sided signs are hung over each row and are used by attendees to locate booth locations

€3.500

Registration Sponsor - Exclusive

Reach everyone who registers online for eMetrics by becoming the exclusive registration sponsor. Your logo/messaging is displayed on all pages of registration. Also includes the opportunity to hand out your promotional items on-site at the conference in registration. Acknowledgement of this sponsorship is also included on the eMetrics website and in the Conference Guide.

€5.000

Keynote Conference Sponsor - Exclusive

eMetrics gives you the opportunity to sponsor the plenary session: visibility of your brand on a roll-up, on the podium, in a slide presentation, the signage out of the hall. Furthermore you will have the opportunity to position a small desk outside the conference room to deliver your material and to make contact with the participants. Acknowledgement of this sponsorship is also included on the Agenda and Exhibitor/Sponsor pages of the eMetrics website, and in pre-show e-mail communications.

€8.000

Conference Communication Sponsorship - Exclusive

Deliver your message to eMetrics attendees right before they attend the conference. As the Conference Communication Sponsor, we'll include your text ad (80 character headline, 60 word description with hyperlinks and logo) in all attendee communications prior to the conference.

€2.500

Notepad Sponsorship - Exclusive

Provide to all registered eMetrics attendees, a branded notepad that will be inserted into the conference kit. Acknowledgement of this sponsorship is also included on the eMetrics website, and in the Conference Guide. The sponsor is responsible for the cost, production and shipping the notepads.

€2.500



#emetricsmi

eMetrics SUMMIT

@JamesGRobinson

"Ciao Italia! Looking forward to speaking at eMetrics Milan this Thursday. (Gelato recommendations welcome)"

James G. Robinson, Director, News Analytics, The New York Times



Pen Sponsorship - Exclusive

Your branded pens will be inserted into the Conference kit.

Acknowledgement of this sponsorship is also included on the eMetrics website, and in the Conference Guides. The sponsor is responsible for the cost, production and shipping the pens.

€2.500

Solution Spotlight (exhibitor only)

This sponsorship gives you the opportunity to promote your product or service at the beginning to one of conference session through a speech or video of 5 minutes.

Messages must be relevant to the session topic and approved by eMetrics.

€1.500

Full Page Advertisements in Conference & Expo Guides

You could place your full page color ad in the official eMetrics Conference Guides where you will have the opportunity to show your products or services.

Back cover €1.500
Inside Front&Back cover - €1.500
Full page - €600

Conference Backpack & Expo Bag Insert

You will reach all eMetrics attendees by distributing your gadget in the Conference backpacks. Sorry, no pens or notepads since those sponsorships are sold separately. The gadget must be approved by eMetrics.

€1.000

Billboard Banner

Your brand will have visibility in front of all eMetrics attendees with a 244 cm wide x 183 cm high "billboard" banner in a well-trafficked area.

€1.800



Meter Boards

You could place your branding with a 1 meter tall sign in high traffic locations throughout the conference and/ or Expo Hall.

€1.000

Lunch & Learn - Exclusive

Lunch & Learn Session must be approved by the Conference Chair and includes:

- opportunity to distribute promotional material
- advertising (quarter page) in the conference guide
- opportunity for your prospective customers to register at the event with a special price (-20% discount)
- visibility of your brand on the eMetrics website and in the conference guide as Lunch & Learn Sponsors
- technical equipment

€7.500

Official Passport Program (exhibitor only)

You will have the opportunity that your stand will become an "obligatory stop" for all participants of SMX. Exhibitors will have a special stamp to record the visit of each participant on their stands. Each participant can collect a stamp on their "passport attendee" for each visit made and they will have a chance to win special prizes at the end of the event by handing passport.

Front Cover €1.500
Participation - €550

Vip Lounge

You could sponsor the VIP lounge which it will be branded with your logo and where you can place your promotional materials, reserved for the participants that you will invite in the lounge for one to one meetings.

€5.000

Morning Workshops	€6.000
Afternoon Workshop	€4.000

EXHIBITION AREA

SHELL SCHEME SOLUTION 18 mq	€7.000
SHELL SCHEME SOLUTION 15 mq	€6.000
SHELL SCHEME SOLUTION 12 mq	€5.000
SHELL SCHEME SOLUTION 9 mq	€4.000
SHELL SCHEME SOLUTION 6 mq	€2.500

See you on 1st & 2nd July!



CONTACT

Sponsorship Opportunities
commerciale@businessinternational.it