

20TH ANNUAL

# INTERACTIVE MEDIA

CONFERENCE & TRADESHOW

MAY 6-7, 2009 ASTOR CROWNE PLAZA NEW ORLEANS, LA



MAY 7, 2009

## POSITION YOUR COMPANY AS A LEADER IN THE INTERACTIVE MEDIA ARENA

Join media executives, decision-makers, sales managers, publishers, and editors from leading content Web sites in New Orleans for the **20th Annual Interactive Media Conference & Tradeshow**. The event is a rare opportunity for representatives of newspapers, television, radio, magazines and Web-only outlets to come together to network and jointly discuss their common struggles in new media. Our award-winning, knowledgeable speakers will address pressing issues facing online media today, including:

- Thriving in Lean Times
- Doing More With Less
- Social Networking on Your Web site
- Rethinking the Newsroom
- Real Ideas That Work to Grow Revenue
- Giving Users More Control
- The Latest iPhone and Mobile Applications
- Increasing Time on Your Web site

Don't miss your chance to be a part of this interactive media experience and gain valuable market exposure to more than 350 Presidents, CEOs, CMOs, SVPs, VPs, Directors of Marketing, Corporate Communications executives, Business Managers, and members of the press.

**PLUS:** The 14th-annual **EPpy Awards**, honoring the best Internet services presented by media-affiliated companies, including newspapers, radio, TV / Cable, and magazines. Presented by *Editor & Publisher* and *Mediaweek*, this competition encompasses over 30 categories recognizing the creative uses of technology to disseminate news.

### TOP AUDIENCE SEGMENTS AT THE INTERACTIVE MEDIA CONFERENCE & TRADESHOW

Newspaper Publishers, News Syndicates & Newsstands . . . . .	41%
Computer Data, Software, Web Design & Internet Services . .	15%
TV, Cable & Radio Broadcasters . . . . .	11%
Publishers (non-newspaper) & Printing Services . . . . .	10%
Adverting and Marketing Services . . . . .	6%
Libraries & Museums . . . . .	6%
News Bureaus & Information Providers . . . . .	3%
Business & Financial Services . . . . .	3%

#### SPONSORSHIP & EXHIBIT INFORMATION:

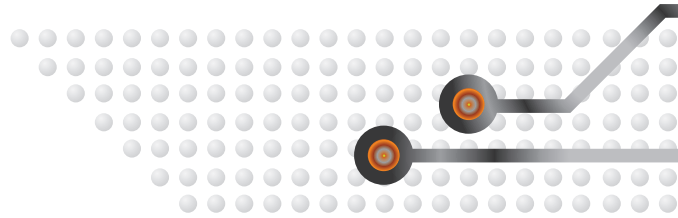
CHAS MCKEOWN, E&P Publisher • 646.654.5120 (Eastern US/New England/Eastern Canada)  
MICHELE TUCKER • 606.376.7022 (Mid-West/Western US)  
BETSY MALONEY • 301.656.5712 (South East US) / JOHN GROSFELD • 650.759.8728

[www.InteractiveMediaConference.com](http://www.InteractiveMediaConference.com)

#### PAST ATTENDING COMPANIES INCLUDE:

- ADICIO INC
- ADVERTISING COUNCIL
- AMERICAN SOCIETY NEWSPAPER EDITORS AOL
- ASSOCIATED PRESS
- BOSTON GLOBE
- BOSTON HERALD
- CBSNEWS.COM
- CHICAGO SUN TIMES
- CHICAGO TRIBUNE INTERACTIVE
- CLEAR CHANNEL RADIO
- CNET NETWORKS
- CNN
- COMEDY CENTRAL
- CONSUMER REPORTS
- DALLAS MORNING NEWS
- DISCOVER MAGAZINE
- DOLAN MEDIA MGMT
- DOUBLECLICK
- DOW JONES NEWSWIRES
- ESPN
- FOOD NETWORK
- FORBES
- GE CAPITAL
- GOOGLE INC.
- HUFFINGTON POST
- INTEGENT
- KIPLINGER.COM
- LOS ANGELES TIMES-WASHINGTON POST NEWS SERVICE
- MEDIA GENERAL BROADCAST GROUP
- MICROSOFT
- MIT
- MSNBC.COM
- MTV NETWORKS
- NBC TELEVISION NETWORK
- NCAA
- NEW YORK TIMES
- NEWSDAY
- NEWSPAPER ASSOCIATION OF AMERICA
- OMNITURE
- ONLINE NEWS ASSOCIATION
- PBS INTERACTIVE
- RHODES UNIVERSITY
- SCRIPPS PRODUCTIONS
- SWIFT NEWSPAPERS INC.
- TACODA SYSTEMS
- THE NY OBSERVER
- THOMSON REUTERS
- TIME INC
- TRIBUNE MEDIA SERVICES
- TURNER BROADCASTING
- UNIVISION ONLINE
- US NEWS WORLD REPORT
- USA TODAY
- VIACOM INC.
- WALL STREET JOURNAL ONLINE
- WASHINGTON POST
- WASHINGTON POST NEWSWEEK
- YAHOO!





## SPONSORSHIP OPPORTUNITIES

### PRESENTING SPONSOR (Exclusive) \$35,000

As the Presenting Sponsor of the Interactive Media Conference & Tradeshow, your company will have the highest level of exposure to the leaders of industry participating in this much anticipated, established event. Your company's logo will be incorporated into the official Interactive Media Conference & Tradeshow logo with the phrase "presents." This logo will appear on all event marketing materials and signage. Exposure extends beyond the conference to the media network powered by The Nielsen Company.

#### Presenting sponsorship includes the following benefits:

- Official recognition as the Presenting Sponsor in all conference marketing materials
- Company logo integrated into official conference logo with phrase "presents" (see example to the right)
- 3-minute welcome address by a company executive during the conference
- Sponsor logo/name on marketing materials
- Logo and link on event Web site
- Sponsor logo/name on signs at conference (provided by Editor & Publisher/Mediaweek)
- 20 ft. X 8 ft. premium exhibit space
- 8 conference registrations and 2 half-price conference registrations (additional exhibit only passes are available at \$50 each)
- Company recognition each day in the general session room
- Insert in the attendee tote bag (insert provided by the sponsor)
- Pre and post conference attendee lists in electronic form (name, company and address only)
- Full page ad in June issue of *Editor & Publisher* (or equivalent dollar discount off *Mediaweek* ad)



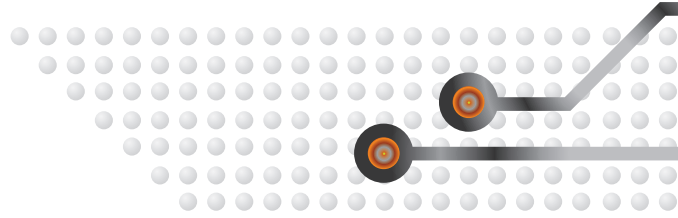
### ASSOCIATION SPONSOR (Two Available) \$25,000

As an Association Sponsor, your company's logo will be incorporated into the Interactive Media Conference logo along with the phrase "in association with." This sponsorship is designed to give you the second highest visibility with attendees at this powerful industry event.

#### Association sponsorship includes the following benefits:

- Official recognition as an Association Sponsor in all conference marketing materials
- Company logo integrated into official conference logo with the phrase "In Association with" (see example to the right)
- 1-minute welcome address by a company executive during the conference
- Sponsor logo/name on marketing materials
- Logo and link on event Web site
- Sponsor logo/name on signs at conference (provided by Editor & Publisher/Mediaweek)
- 20 ft. X 8 ft. premium exhibit space
- 6 conference registrations and 2 half-price conference registrations (additional exhibit only passes are available at \$50 each)
- Company recognition each day in the general session room
- Insert in the attendee tote bag (insert provided by the sponsor)
- Pre and post conference attendee lists in electronic form (name, company and address only)
- Half page ad in June issue of *Editor & Publisher* (or equivalent dollar discount off *Mediaweek* ad)





## **SPONSORED PRE-CONFERENCE CASE STUDY/ WORKSHOP OPPORTUNITY: \$19,500 (Two available)**

As a Case Study/Workshop presenter your company will have the opportunity to educate and influence a very targeted audience in an intimate environment. Nielsen will provide all of the operational and marketing needs to ensure your program is promoted to the right audience to ensure a successful program.

### **BENEFITS**

- Opportunity to present a 50 minute case study/workshop presentation during breakfast prior to opening session of the conference
- Nielsen to promote case study/workshop presentation to IMC attendees
- Nielsen to provide continental breakfast and A/V needs
- Sponsor logo/name on marketing materials
- Logo and link on event Web site
- Sponsor logo/name on signs at conference (provided by *E&P/Mediaweek*)
- 20 ft. X 8 ft. premium exhibit space
- 4 conference registrations and 2 half-price conference registrations (additional exhibit only passes are available at \$50 each)
- Company recognition each day in the general session room
- Insert in the attendee tote bag (insert provided by the sponsor)
- Pre and post conference attendee lists in electronic form (name, company and address only)
- 50% off full page ad in June issue of E&P (or equivalent dollar discount off *Mediaweek* ad)

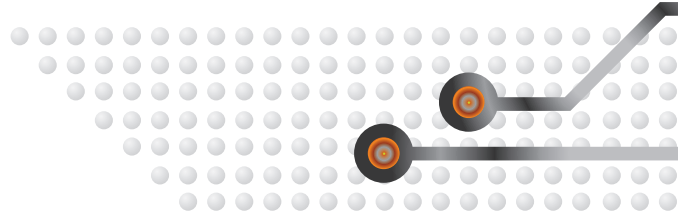
## **IMC VIDEO SHOWCASE SPONSORSHIP: \$15,000 (Exclusive)**

Conference sessions, EPpy Awards program and interviews with key IMC executive attendees will be captured throughout the conference and posted to the Editor & Publisher and Mediaweek Web sites for playback for months following the live event. As a sponsor of the Online Video Showcase your company will receive exclusive exposure and branding on the landing page as well as on the video player.

### **BENEFITS**

- Official recognition as the IMC Video Showcase sponsor
- High visibility branding on the IMC Video Showcase Web page, which will appear on the E&P and Mediaweek Web site
- Opportunity to provide 3-5 minute video segment to be posted with Video Showcase
- Sponsor executive interview video to be first to run on Video Showcase
- Sponsor logo/name on marketing materials as Video Showcase Sponsor
- Logo and link on event Web site
- Sponsor logo/name on signs at conference (provided by *E&P/Mediaweek*)
- 8 ft. X 10 ft. premium exhibit space
- 3 conference registrations and 2 half-price conference registrations (additional exhibit only passes are available at \$50 each)
- Insert in the attendee tote bag (insert provided by the sponsor)
- Pre and post conference attendee lists in electronic form (name, company and address only)
- 50% off full page ad in June issue of E&P (or equivalent dollar discount off *Mediaweek* ad)





## PRIMARY EVENT SPONSOR: \$12,500

### BENEFITS:

- Welcoming remarks – opportunity to address the audience (2-3 minutes) and introduce the Opening Keynote Speaker
- Sponsor logo/name on marketing materials as Primary Sponsor
- Logo and link on event Web site
- Sponsor logo/name on signs at conference (provided by *E&P/Mediaweek*)
- 20 ft. X 8 ft. premium exhibit space
- 4 conference registrations and 2 half-price conference registrations (additional exhibit only passes are available at \$50 each)
- Company recognition each day in the general session room
- Insert in the attendee tote bag (insert provided by the sponsor)
- Pre and post conference attendee lists in electronic form (name, company and address only)
- 50% off full page ad in June issue of *E&P* (or equivalent dollar discount off *Mediaweek* ad)

THE J. M. SMITH FOUNDATION  
KNIGHT FOUNDATION  
PRESENTS

EDITOR & PUBLISHER and **MEDIAWEEK**

INTERACTIVE MEDIA  
CONFERENCE & TRADESHOW



## EPpy™ AWARDS LUNCHEON (THURSDAY, MAY 7TH): \$10,000

### BENEFITS:

- Welcoming remarks at Awards Luncheon – opportunity to address the audience (2-3 minutes)
- Sponsor logo/name on marketing materials, including EPpy Awards program
- Logo and link on event and awards Web site
- Sponsor logo/name on signs at conference (provided by *E&P/Mediaweek*)
- 8 ft. X 10 ft. premium exhibit space
- 3 conference registrations and 2 half-price conference registrations (additional exhibit only passes are available at \$50 each)
- Company recognition each day in the general session room
- Insert in the attendee tote bag (insert provided by the sponsor)
- Pre and post conference attendee lists in electronic form (name, company and address only)
- 50% off full page ad in June issue of *E&P* (or equivalent dollar discount off *Mediaweek* ad)

## CYBER CAFE: \$7,000

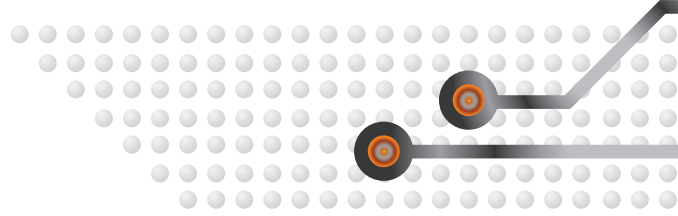
### BENEFITS:

- Sponsor logo/name on signs placed in CyberCafe area (provided by *E&P/Mediaweek*)
- Logo and link on event Web site
- Logo on Cyber Café terminals' splash pages
- 8 ft. X 10 ft. premium exhibit space
- Optional – Sponsor can provide coffee cups and/or napkins
- 2 conference registration and 2 half-price conference registrations (additional exhibit only passes are available at \$50 each)
- Company recognition each day in the general session room
- Insert in the attendee tote bag (insert provided by the sponsor)
- Pre and post conference attendee lists in electronic form (name, company and address only)
- 35% off full page ad in June issue of *E&P* (or equivalent dollar discount off *Mediaweek* ad)

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[www.InteractiveMediaConference.com](http://www.InteractiveMediaConference.com)





## ATTENDEE BADGE LANYARDS: \$7,000

### BENEFITS:

- Sponsor logo (one color) on attendee nametag lanyards (provided by E&P and Mediaweek)
- Sponsor logo/name on signs at conference (provided by E&P and Mediaweek)
- Logo and link on event Web site
- 8 ft. X 10 ft. exhibit space
- 2 conference registration and 2 half-price conference registrations (additional exhibit only passes are available at \$50 each)
- Company recognition each day in the general session room
- Pre and post conference attendee lists in electronic form (name, company and address only)
- 35% off full page ad in June issue of E&P (or equivalent dollar discount off Mediaweek ad)

## LUNCHEON SPONSOR (WEDNESDAY, MAY 6TH): \$6,000

### BENEFITS:

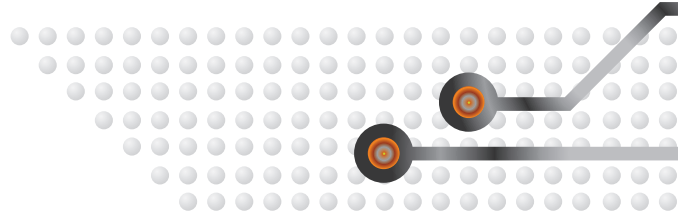
- Sponsor logo/name on marketing materials, including Eppy Awards program
- Place cards on Buffet and tables "Sponsored by....." (E&P will provide)
- Sponsor may place promotional materials on tables
- Logo and link on event Web site
- Sponsor logo/name on signs at conference (provided by E&P/Mediaweek)
- 8 ft. X 10 ft. premium exhibit space
- 2 conference registrations and 2 half-price conference registrations (additional exhibit only passes are available at \$50 each)
- Company recognition each day in the general session room
- Insert in the attendee tote bag (insert provided by the sponsor)
- Pre and post conference attendee lists in electronic form (name, company and address only)
- 50% off full page ad in June issue of E&P (or equivalent dollar discount off Mediaweek ad)

## BREAKFAST SPONSORSHIP (MAY 6TH & MAY 7TH): \$6,000

### BENEFITS:

- Sponsor logo/name on marketing materials, including Eppy Awards program
- Place cards on Buffet and tables "Sponsor by....." (E&P will provide)
- Sponsor may place promotional materials on tables
- Logo and link on event Web site
- Sponsor logo/name on signs at conference (provided by E&P/Mediaweek)
- 8 ft. X 10 ft. premium exhibit space
- 2 conference registrations and 2 half-price conference registrations (additional exhibit only passes are available at \$50 each)
- Company recognition each day in the general session room
- Insert in the attendee tote bag (insert provided by the sponsor)
- Pre and post conference attendee lists in electronic form (name, company and address only)
- 50% off full page ad in June issue of E&P (or equivalent dollar discount off Mediaweek ad)





## RECEPTION SPONSOR (WEDNESDAY, MAY 6TH): \$6,000

### BENEFITS:

- Welcoming remarks at Reception – opportunity to address the audience (2-3 minutes)
- Sponsor logo/name on marketing materials
- Logo and link on event Web site
- Sponsor logo/name on signs at conference (provided by E&P/Mediaweek)
- 8 ft. X 10 ft. premium exhibit space
- 2 conference registrations and 2 half-price conference registrations (additional exhibit only passes are available at \$50 each)
- Company recognition each day in the general session room
- Insert in the attendee tote bag (insert provided by the sponsor)
- Pre and post conference attendee lists in electronic form (name, company and address only)
- 50% off full page ad in June issue of E&P (or equivalent dollar discount off Mediaweek ad)

## ATTENDEE TOTE BAG SPONSOR: \$6,000

### BENEFITS:

- Sponsor logo (one color) on attendee tote bags (provided by E&P and Mediaweek)
- Sponsor logo/name in attendee program
- Logo and link on event Web site
- 8 ft. X 10 ft. premium exhibit space
- 2 conference registrations and 2 half-price conference registrations (additional exhibit only passes are available at \$50 each)
- Company recognition each day in the general session room
- Insert in the attendee tote bag (insert provided by the sponsor)
- Pre and post conference attendee lists in electronic form (name, company and address only)
- 35% off full page ad in June issue of E&P (or equivalent dollar discount off Mediaweek ad)

## ATTENDEE BADGE-BACKS: \$5,000

### BENEFITS:

- Sponsor logo/artwork (on back) of laminated attendee name badges
- Logo and link on event Web site
- Sponsor logo/name in attendee program
- 8 ft. X 10 ft. exhibit space
- 2 conference registrations and 1 half-price conference registration (additional exhibit only passes are available at \$50 each)
- Company recognition each day in the general session room
- Pre and post conference attendee lists in electronic form (name, company and address only)
- 35% off full page ad in June issue of E&P (or equivalent dollar discount off Mediaweek ad)

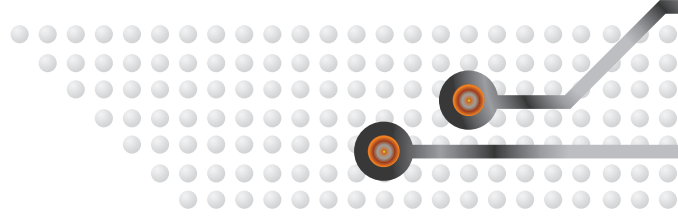


## CONFERENCE T-SHIRTS: \$5,000

### BENEFITS:

- Sponsor to provide t-shirt
- Logo and link on event Web site
- Sponsor logo/name in attendee program
- 8 ft. X 10 ft. exhibit space
- 2 conference registrations and 1 half-price conference registration (additional exhibit only passes are available at \$50 each)
- Company recognition each day in the general session room
- Insert in the attendee tote bag (insert provided by the sponsor)
- Pre and post conference attendee lists in electronic form (name, company and address only)
- 35% off full page ad in June issue of E&P (or equivalent dollar discount off Mediaweek ad)





## **PENS & NOTEPADS:** \$5,000

### **BENEFITS**

- Sponsor provides the pens & pads
- Logo and link on event Web site
- Sponsor logo/name in attendee program
- 8 ft. X 10 ft. exhibit space
- 2 conference registrations and 1 half-price conference registrations (additional exhibit only passes are available at \$50 each)
- Company recognition each day in the general session room
- Insert in the attendee tote bag (insert provided by the sponsor)
- Pre and post conference attendee lists in electronic form (name, company and address only)
- 20% off full page ad in June issue of *E&P* (or equivalent dollar discount off *Mediaweek* ad)

## **WIFI ACCESS SPONSOR:** \$4,500

### **BENEFITS:**

- Logo and link on event Web site
- Sponsor logo/name in attendee program
- Signage at registration desk
- 8 ft. X 10 ft. premium exhibit space
- 2 conference registration and 1 half-price conference registrations (additional exhibit only passes are available at \$50 each)
- Company recognition each day in the general session room
- Insert in the attendee tote bag (insert provided by the sponsor)
- Pre and post conference attendee lists in electronic form (name, company and address only)
- 35% off full page ad in June issue of *E&P* (or equivalent dollar discount off *Mediaweek* ad)

## **SESSION SPONSORSHIPS:** \$2,000

\* Available only to exhibitors

### **BENEFITS**

- Opportunity to introduce one of the conference sessions
- Logo presence on screen while company representative is on stage
- Logo on Easel on stage during session

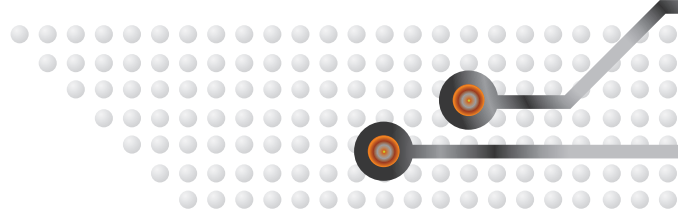
## **EXHIBIT HALL**

### **EXHIBIT SPACE:** \$2,500

#### **BENEFITS:**

- 8 ft. X 10 ft. exhibit Exhibitors logo/name in attendee program
- Logo and link on event Web site
- 1 conference registration and 1 exhibit hall only pass (additional exhibit only passes are available at \$50 each)
- Pre and post conference attendee lists in electronic form (name, company and address only)
- 20% off full page ad in June issue of *E&P* (or equivalent dollar discount off *Mediaweek* ad)
- Additional \$500: Insert in the attendee tote bag (insert provided by exhibitor)





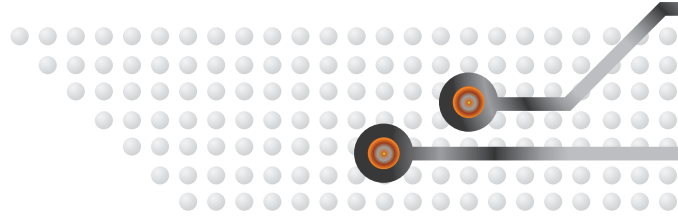
## INTEGRATED PRINT AND ONLINE OPPORTUNITIES "INTERACTIVE MEDIA CONFERENCE" WEBINAR

Opportunity to host a worldwide audience of marketing and advertising executives with a content rich 45-60 minute Webinar streaming live over the internet two to four weeks prior to the conference. Content will be focused on the theme of the conference and may include key conference presenters and sponsor executives. Exclusive sponsor benefits include-logo attribution, all marketing, attendee recruitment and execution, and a complete registration list with name, company, title and contact information. This is a great opportunity to brand your company and promote it's association with the conference in a highly targeted interactive environment.

- Nielsen will produce an editorially driven Webinar focused on the theme of the upcoming conference, hosted exclusively by your company
- Sponsors will have the opportunity to align their products & solutions with quality content and be positioned as a thoughtleader with a speaking role on the Webinar panel
- Extensive marketing will be executed by Nielsen to reach your target audience with logo placement on online e-mail invitations, newsletters, and banners ads.
- Q&A Session and polling questions during the live Webinar provide valuable insight to your target audience's perception of your brand and services; sponsor will have the opportunity to ask up to 5 questions during the live presentation
- Contact information of all registrants for the live Webcast and on demand Webinar downloads will be provided to the sponsor
- Prominent logo placement on the interactive Webcast player
- 3 month archive period where the Webcast is available for viewing

**WEBINAR COST:** \$25,000 as a stand alone sponsorship  
\$15,000 as an add on to any event sponsorship





## INTERACTIVE MEDIA CONFERENCE CUSTOM MEDIA COVERAGE

This is the ideal sponsorship for companies that want to extend their marketing message into print and online in the companion special report that will appear in Editor & Publisher. This report includes special content that puts your message into a highly relevant, impactful context. For the advertorial, we do the interview, writing, and design for you.

### DIAMOND PACKAGE \$9,400

- 1 full-page color ad in Custom Media section in Editor & Publisher
- 1 full-page advertorial interview
- 100K ROS banners impressions on Editor & Publisher.com and Mediaweek.com.
- 1-week sponsorship of two e-newsletters
- Premium logo placement on online version of the Custom Media section, which includes direct link to sponsor's Web site

### PLATINUM PACKAGE \$8,000

- 1 full-page page color ad OR advertorial in Custom Media section in Editor & Publisher
- 100k ROS banners impressions on Editor & Publisher.com and Mediaweek.com
- 1 week sponsorship of two e-newsletters
- Premium logo placement on online version of the Custom Media section, which includes direct link to sponsor's Web site

### GOLD PACKAGE \$5,500

- 1 half-page color ad in Custom Media section and 1 half-page interview in the Custom Media section in Editor & Publisher
- 50K ROS banner impressions on Editor & Publisher.com and Mediaweek.com.
- 1-week sponsorship of one e-newsletter
- Premium logo placement on online version of the Custom Media section, which includes direct link to sponsor's Web site

### SILVER PACKAGE \$4,500

- 1 half-page color ad or advertorial in Custom Media section in Editor & Publisher
- 50k ROS banner impressions on Editor & Publisher.com and Mediaweek.com
- 1 week sponsorship of one e-newsletter
- Premium logo placement on online version of the Custom Media section, which includes direct link to sponsor's Web site

