

SPONSORSHIP OPPORTUNITIES



GREAT IDEAS AT C-LEVEL

THE GREAT IDEAS SUMMIT RETURNS TO MIAMI.
FEBRUARY 27-29, 2012 | MIAMI, FL | FONTAINEBLEAU MIAMI BEACH



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce





Promote Your Investment and Maximize Your ROI!

Member / Non-Member

CEO Summit (available to ERA members only)

\$10,000

Unique opportunity to mix and mingle with the top leadership of the industry. This is an invite-only event which consists of an elite group of CEOs from the largest companies in the industry (suppliers must have annual DR revenue of \$20 million+; marketers must have annual DR revenue of \$30 million+). The ERA Board of Directors will also be in attendance. Market your company and take advantage of this exclusive chance to network with some of the most influential leaders of direct response. NOTE: sponsorship includes one invitation for sponsor company CEO only - no exceptions.

- Two 28" x 44" signs and five 8 1/2" x 11" signs placed in prominent locations around the reception promoting the sponsor.
- Cocktail napkins with logos at all bars.
- Literature or other materials placed on a table in a prominent location inside the reception (labor and materials to be paid by sponsor). All literature must be pre-approved and distributed by ERA.

Hotel Room Key Cards

\$10,000 / \$12,000

Be the first to greet attendees as they arrive in Miami! Your company logo can appear on hotel room key cards distributed at the Fontainebleau Miami Beach. Distribution will be targeted to attendees checking into the hotel. This opportunity will ensure that executive professionals attending the event are aware of your participation!

Meet & Greet Lounge

\$10,000/\$12,000

Since the show floor doesn't open until Tuesday, we have designated a place for ERA participants to meet with clients in a convenient, centralized place with coffee on Monday. Visibility opportunities include:

- Four (4) 28" x 44" and Ten (10) 8.5" x 11" signs placed in prominent locations around the area promoting the sponsor
- Listing in the Show Guide of the Meet & Greet Lounge with Sponsor's logo
- Literature or other materials placed on tables (labor and materials to be paid by sponsor)

Badges

\$8,000 / \$9,600

Place your company logo in a prominent position on every single badge at the show.

"Sponsoring ERA events allow us to gain visibility throughout the entire membership; we find it to be an invaluable part of our marketing efforts. There hasn't been an ERA event that I've attended where there isn't some new lead or opportunity worth pursuing."

—Jane Schloth, Vice President of Marketing, OrderMotion, Inc.



Member / Non-Member
\$8,000 / \$9,600

Hotel Room Channel

Have your promotional video running on TV channels in everyone's hotel room!

Closing Reception

\$8,000 / \$9,600

A great way to make one last impression on industry attendees. The reception will feature entertainment, cocktails and heavy appetizers. Visibility opportunities include:

- Two meter boards (3' x 8') placed in prominent locations outside the reception promoting the sponsor.
- One 28" x 44" and six 8 1/2" x 11" signs placed in prominent locations around the reception.
- Cocktail napkins with logos at all bars.
- Literature or other materials placed on a table in a prominent location inside the reception (labor and materials to be paid by sponsor). All literature must be pre-approved and distributed by ERA.

Show Portfolios

\$7,500 / \$9,000

Your company's logo will appear on the show portfolio handed to each conference attendee when they arrive at the event. Plus, you'll receive a complimentary show portfolio insert (see below)! The portfolios will be given to each attendee as they register. This opportunity is guaranteed to give your company extensive exposure to the top attendees! Portfolios will include The Great Ideas Summit 2012 logo.

In-Room Drop

\$7,500 / \$8,600

Welcome attendees staying in ERA's room block at the Fontainebleau Miami Beach to the show! Your promotional product will be placed in all rooms in the ERA room block and is the perfect way to capture the attention of an attendee!

Promotional Video

\$6,500 / \$7,800

Have your logo front and center every time The Great Ideas Summit 2012 promotional video is played on the ERAGreatIdeas.org website and ERA's YouTube Channel. This two-minute promotional video is prominently placed on the homepage of the event website and your logo is displayed at the beginning and end of the video. You can't ask for more impressions and a better ROI than that!

Networking Lunches: Tuesday or Wednesday

\$6,000 / \$7,200 each

You'll be popular when you're sponsoring a fabulous lunch spread for hungry attendees! Visibility opportunities include:

- Two 28" x 44" signs and eight 8 1/2" x 11" signs placed in prominent locations around the lunch area promoting the sponsor.
- Literature or other materials placed on all chairs (labor and materials to be paid by sponsor). All literature must be pre-approved and distributed by ERA.

SPONSORSHIP OPPORTUNITIES



Member / Non-Member
\$6,000 / \$7,200

Opening Reception – Split

The busiest networking event at the show. The reception will feature entertainment, cocktails and delicious food. Visibility opportunities include:

- Two meter boards (3' x 8'), one 28" x 44", and six 8 1/2" x 11" signs placed in prominent locations around the reception promoting the sponsor.
- Cocktail napkins with logos at all bars.
- Literature or other materials placed on a table in a prominent location inside the reception (labor and materials to be paid by sponsor). All literature must be pre-approved and distributed by ERA.

Continental Breakfast: Tuesday and Wednesday

\$5,500 / \$6,600 each

Start an attendee's day off right with a continental breakfast! Visibility opportunities include:

- Two 28" x 44" signs and eight 8 1/2" x 11" signs placed in prominent locations around the breakfast area promoting the sponsor.
- Literature or other materials placed on all chairs (labor and materials to be paid by sponsor). All literature must be pre-approved and distributed by ERA.

Happy Hour: Tuesday

\$5,500 / \$6,600

Who doesn't like happy hour? Build goodwill as the sponsor of this popular end-of-the-day event. Visibility opportunities include:

- Two 28" x 44" and eight 8 1/2" x 11" signs placed in prominent locations around the happy hour area promoting the sponsor.
- Literature or other materials placed on all chairs (labor and materials to be paid by sponsor). All literature must be pre-approved and distributed by ERA.

New Member Reception

\$5,000 / \$6,000

Be the first to welcome all new ERA members and prospects to the show! Sponsors will get the opportunity to network with ERA's newest members at an exclusive reception. Visibility opportunities include:

- Two 28" x 44" signs and five 8 1/2" x 11" signs placed in prominent locations around the reception promoting the sponsor.
- Cocktail napkins with logos at all bars.
- Literature or other materials placed on a table in a prominent location inside the reception (labor and materials to be paid by sponsor). All literature must be pre-approved and distributed by ERA.

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Member / Non-Member

Washington in Miami:

A Networking Reception to Benefit the ERA Political Action Committee (PAC) \$5,000/\$6,000

Celebrate The Great Ideas Summit this year in style by sponsoring the exclusive PAC leadership event on Tuesday, February 28th from 6:00 - 7:30 p.m. The PAC leadership event will include high-powered networking, refreshing cocktails, delicious food and your ability to contribute to the E-Retail PAC, the most important advocacy effort in the industry.

- Two 28" x 44" signs and five 8 1/2" x 11" signs placed in prominent locations around the reception promoting the sponsor.
- Cocktail napkins with logos at all bars.
- Literature or other materials placed on a table in a prominent location inside the reception (labor and materials to be paid by sponsor). All literature must be pre-approved and distributed by ERA.

State of the Industry General Session

\$5,000 / \$6,000

Associate your brand with direct marketing thought-leadership. Visibility opportunities include:

- Two 28" x 44" signs placed in prominent locations promoting the sponsor.
- Your company logo on the presentation screen while attendees enter the room.
- Literature or other materials placed on all chairs (labor and materials to be paid by sponsor). All literature must be pre-approved and distributed by ERA.

Registration Area

\$5,000 / \$6,000

The Great Ideas Summit 2012 will incorporate your logo into the overall signage at the registration area. Your company will be the first brand each prospect, client and partner sees as they register or pick up their badge.

E-mail Banner Ad

\$3,000 / \$3,600

Sponsor a pre-show or on-site promotional e-mail sent to all attendees. Your company logo, a 40-word company description and a link back to your company website will be placed in a prominent position within the e-mail. The pre-show e-mail will be sent to both prospects in the ERA database and pre-registered attendees. The on-site e-mail will go to all verified attendees at the show. Put your brand front and center and sponsor an e-mail!

Revolving Kiosk Panel

\$2,000 / 2,500 per panel

Advertise your message to all 800 attendees by sponsoring a panel on the revolving kiosk. Located outside the registration area where all The Great Ideas Summit attendees are guaranteed to pass multiple times during the show, these kiosks provide high visibility and ROI. Maximize your message and drive traffic to your booth, meeting room or table top.

SPONSORSHIP OPPORTUNITIES



Member / Non-Member

\$1,200 / \$1,500

Show Portfolios Insert

Get the word out about your exhibit by inserting your postcard or promotional piece in The Great Ideas Summit 2012 show portfolios handed to all conference registrants. There is no better way to ensure your company's message gets into the hands of each attendee! Inserts must be no larger than one 8 1/2" x 11" page and are subject to approval by show management. This opportunity is limited to 10 companies; reserve this option early to ensure your company's participation.

"ERA events consistently accelerate ongoing new business discussions. Participating in The Great Ideas Summit and the D2C events have been major sources of connections for me and key venues to help close some of our most important and valued deals in the DR space."

—Bill Ranta, Senior Sales Director, Litle & Co.

Customized Promotions

None of the above opportunities meet your company's promotional goals? We can work with you to create a customized promotional opportunity specifically designed with your goals and budget in mind. To submit your promotional idea, please contact an ERA Sales Manager.

But Wait - There's More!

All sponsors who purchase sponsorship opportunities of \$2,000 or higher will receive an All Access Pass and also have their company logo placed on The Great Ideas Summit show website, in all pre-show and on-site e-mail marketing promotions and on the entrance unit on-site.

For more information or to reserve your place at The Great Ideas Summit 2012, e-mail sponsor@retailing.org or contact an ERA Sales Manager below:

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