

Sponsorship Invitation

PRNews

PR Measurement

Conference

Reputation | Social Media | Public Affairs |
Media Relations | Branding

June 3, 2009 • The National Press Club, DC

There are a limited number of sponsorship slots left for this one-day, information packed conference bringing together 200+ communications executives hungry for measurement intelligence and information on your services.

This is the Must-Attend Conference for Communicators Engaged in Measuring PR, Public Affairs, Social Media and Reputation

The PR News PR Measurement Conference will deliver an intimate gathering of PR, marketing and communications professionals and a high-impact day of intensive learning, networking and sharing of ideas. Sponsorship is limited to seven partners.

Your sponsorship includes:

- ▶ Exhibit table at the Conference
- ▶ Moderating or brief speaking opportunity
- ▶ Recognition of sponsorship throughout the day
- ▶ Distribution of your materials to all attendees
- ▶ Provision of attendee list
- ▶ Logo on all marketing and conference materials in print and online
- ▶ Exposure through press releases
- ▶ Co-branded opportunities
- ▶ Logo on Conference site and PR Peeps social media site
- ▶ and more

Upgrades include sponsorship of:

- ▶ Flashdrives
- ▶ Centerpieces at the networking lunch
- ▶ Post-event reception
- ▶ Coffee Breaks
- ▶ Notepads
- ▶ Water bottles
- ▶ and more!

About the Conference

PR News' PR Measurement Conference is not your typical conference. We've brought together not only the thought leaders in measurement, but experts who are willing to share ideas, tactics and lessons learned from the front lines.

Topics Include:

- ▶ Using PR to drive sales
- ▶ Integrated communications
- ▶ Issues management and messaging
- ▶ Proving pr's value
- ▶ Media relations measurement
- ▶ Social media metrics
- ▶ Digital PR measurement secrets
- ▶ Branding/product launches
- ▶ Reputation management
- ▶ Internal communications
- ▶ Research tools, vendors and resource allocation

Presented by PR News, this conference offers a limited number of sponsor and exhibitor opportunities to connect with these communications professionals. To find out how to become a sponsor, contact Diane Schwartz, VP & Group Publisher, PR News at dschwartz@accessintel.com or 212-621-4964.

What attendees had to say about the March 2009 PR News Media Relations Forum:

- "This was one of the best conferences I've attended."
- "I was very impressed with quality of program, the executive level experience of speakers and the execution of the event."
- "This was by far the best conference I have attended — ever."
- "I gave up basketball tickets for a championship game to attend but it was well worth it!"
- "Great information in a well-planned forum."

Join these sponsors at the June 3 event: BurrellesLuce • Cision • dna13 • VMS
There are just 3 sponsorship slots left! Secure your space today.

www.prnewsonline.com