PRESENTED BY PR NEWS

Measurement & Data SUMMIT

SEPTEMBER 8
2022 | NYC

SPONSORSHIPS

LEADING BRANDS & THE BRIGHTEST AGENCIES

*SAMPLE OF PAST ATTENDEES

WHO ATTENDS?

PRNEWS' Measurement & Data Summit draws 100-150 PR and Communications professionals from top corporations, agencies and non-profits each year. Attendees are highly engaged and hungry for partners who can help them strengthen their Data and Measurement strategies. And 89% of attendees classify themselves as decision-makers.

KEY JOB TITLES:

- Chief Communications Officers
- Chief Executive Officers
- VP, Corporate Communications
- VP, Sustainability
- VP, Insights & Analytics
- Heads of Digital Strategy
- Directors of Public Affairs
- Director of Public Relations
- Agency SVPs
- Brand Reputation Strategists
- External Relations Managers
- Public Information Officers

THE IN-PERSON CONFERENCE DESIGNED TO PUSH YOUR PIPELINE INTO HIGH GEAR

Put your people, company and brand at the cutting-edge of the communications community in 2022—by partnering with PRNEWS' hottest event: The Data & Measurement Summit.

Join us and 100-150 PR and Communications professionals in New York City on September 8th for 2023 data trends, measurement best practices and applications.

At the Measurement & Data Summit, you'll reach PRNEWS' highly engaged audience of leading communicators. Our reach has grown significantly since 2020 through our virtual events, bringing a brand-new audience of buyers into the PRNEWS community. We'd love to introduce you to them.

As an event sponsor, you can expect to:

- **Generate leads of highly-engaged prospects**
- **Fill your pipeline with brand new buyers**
- **Reinforce relationships with high-value clients, partners and prospects—and cultivate new ones**

Act now to secure your tabletop booth space for 2022 at the lowest rates and explore sponsorship options that go beyond the booth and leave our attendees talking about you.

AVAILABLE SPONSORSHIPS

KEYNOTE SPONSORSHIP
(1 AVAILABLE)

Visibility doesn't get bigger than our Official Keynote Sponsorship. One of your executives will take the stage to welcome attendees to the most high-profile single gathering at the show, ensuring he/she gets face-to-face with every attendee. Establish your company as an industry thought-leader and align yourself with the biggest content at this year's event. Includes:

- Ability to Play a short (2 min max) sizzle real or opening video prior to the start of the Keynote
- Ability for one executive to give 2-minute welcome remarks and keynote speaker introduction
- Collateral material or gift distributed on all seats in room (Gift provided by sponsor)
- Ability to display any free-standing signage at registration during entire event and in the keynote area (banners provided by sponsor)
- Six-foot draped table in high-traffic area (sponsor sign, internet and electric provided)
- Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to event)
- Partner-Level logo placement on all applicable sponsor signage, event collateral, website and promotions
- Distribution of company marketing collateral at registration desk
- 6 full conference passes, plus 50% discount on up to 7 additional passes
- Post-show attendee list: Name/Title/Company/Physical mailing address provided 72 hours post event

Additional Marketing Exposure:

- Pre-and Post-show email blast to the PRNEWS full database (50,000 contacts)
- 3-month banner ad on PRNEWS website — reach: 68,000 unique visitors per month
- 4x banner ad in the Daily Insights eletter (50,000 subscribers)

COST: $16,495

THOUGHT LEADERSHIP SPONSOR
(2 AVAILABLE)

Demonstrate your expertise and showcase your work in front of a select group of approximately 100 - 150 attendees by having your executive join the speaking faculty as a panelist in one of our sessions or workshops. Our editors will help you select the perfect session to ensure you reach your target audience. (Opportunities go quickly—sign up early).

- Six-foot tabletop display in networking common area (includes internet, electrical, company-branded sign)
- Pre-show or post-show eblast to entire PRNEWS database and event attendees ($5k value!)
- Logo billing on all applicable pre-show marketing and distributed/displayed onsite materials
- Includes 3 full-conference registrations (40% off additional)
- 6 full conference passes, plus a 50% discount on up to 6 additional passes
- Pre-show attendee list: Company/Name/Title (provided 2 weeks prior event)
- Platinum-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 60,000, onsite sponsor signage and event collateral
- Post-Show attendee list: Name/Title/Company/Physical mailing address provided 72 hours post event
- Distribution of company marketing collateral at registration desk

Additional Marketing Exposure:

- 1-month banner ad on PRNEWS website — reach: 68,000 unique visitors per month
- 4x banner ad in the Daily Insights eletter (50,000 subscribers)

COST: $12,495

NETWORKING BREAK SPONSORSHIP
(1 AVAILABLE)

Make our networking break. . . your networking break—capture all of the benefits of the tabletop experience and engage attendees on a more social level while they take a break at the event. This is your chance to get creative, catch their attention, think outside the box with a game or a giveaway. Let us help create something special!

- Sponsor of one of the refreshment breaks taking place during this year's event (choice of break based on order of contract receipt)
- Includes branding on signage at the break and on-screen in refreshment area
- Logo placement on napkins and cups during the designated break and ability to display/distribute company collateral and or gift during the designated break
- 4 full conference passes, plus 50% discount on up to 5 additional passes
- Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- Silver-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 60,000, onsite sponsor signage and event collateral
- Post-show attendee list: Name/Title/Company/Physical mailing address provided 72 hours post event.
- Distribution of company marketing collateral at registration desk

COST: $7,995

BRONZE "TABLETOP EXHIBIT" SPONSORSHIP
(5 AVAILABLE)

This entry level program is designed to provide you the chance to network and connect with this powerful audience all while building your sales pipeline for 2022 and beyond.

- Six-foot draped table in a high-traffic area (sponsor sign, internet and electric provided)
- 2 full conference passes, plus a 50% discount on up to 2 additional passes
- Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- Bronze-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 60,000, onsite sponsor signage and event collateral
- Post-show attendee list: Name/Title/Company/Physical mailing address provided 72 hours post event

COST: $6,495

WIFI SPONSORSHIP
(1 AVAILABLE)

- 3 full conference passes, plus a 50% discount on up to 1 additional pass
- Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- Bronze-Level logo placement on all applicable sponsor signage, event collateral, website and pre-event promotions
- Post-show attendee list: Name/Title/Company/Physical mailing address provided 72 hours post event.
- Logo inclusion in pre-show featured email to attendees shouting out our sponsors and encouraging attendees to network during the event

COST: $5,995

NETWORKING LUNCHEON SPONSORSHIP
(1 AVAILABLE)

Time to take a break from the day and connect during our annual networking lunch. Enjoy a delicious buffet and engage attendees on a more social level.

- Sponsor to receive shout-out and recognition during daily housekeeping notes in sessions
- Sponsor designation during the Luncheon taking place at this year's event
- Ability to work with show management to design a signature "mocktail" to be distributed to attendees in a company branded glass
- Logo placement on the bar cards describing the signature "mocktail"
- Luncheon sponsorship includes exclusive branding on signage and napkins during the lunch and ability to display/distribute company collateral and or gift during the lunch
- 4 full conference passes, plus a 50% discount on up to 2 additional passes
- Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- Silver-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 60,000, onsite sponsor signage and event collateral
- Post-show attendee list: Name/Title/Company/Physical mailing address provided 72 hours post event

COST: $7,995

LANYARD SPONSORSHIP
(1 AVAILABLE)

Have your company hung around the necks of all our attendees—literally wrap them in your branding!

- One color logo placement on the lanyards distributed to all attendees as they check in at registration (lanyard provided by show management)
- Bronze-Level logo placement on all applicable sponsor signage, event collateral, website and pre-event promotions
- Distribution of company marketing collateral at registration desk
- 1 full conference pass, plus a 50% discount on up to 2 additional passes
- Post Show attendee list: Name/Title/Company/Physical mailing address provided 72 hours post event

COST: $3,995

LOOKING FOR A UNIQUE ACTIVATION... OR HAVE QUESTIONS ON SPONSORING?

We've got you. Ask about our custom packages, tailored to your specific marketing goals.

CONTACT:

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