



# 2011 **STORYWORLD** conference + expo

san francisco • oct 31-nov 2

## **EXHIBIT AND SPONSORSHIP OPPORTUNITIES**

- **Join the leading companies engaged in the transmedia conversation**
- **Brand your company as a key partner in this fast-growing new industry**
- **Network onsite and build valuable relationships that will benefit your business**

StoryWorld Conference + Expo is a dynamic 2 1/2-day event designed to inform media producers and storytellers about the latest trends in transmedia, as well as an opportunity to network and make deals with cross-platform media partners. StoryWorld is comprised of an advisory council of the industry's leading practitioners—all experts at the forefront of transmedia productions—to develop the program and drive the discussion around the commercial opportunities in transmedia.

The program will provide attendees with case studies and how-to advice on driving new revenues and adapting business models to capitalize on cross-platform content strategies.

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# StoryWorld Conference + Expo 2011 Detail Sheet

## CONFERENCE/EXPO LOCATION:

Parc 55 Wyndham Hotel  
Union Square  
San Francisco, CA

## CONFERENCE DATES:

October 31 – November 2, 2011

## EXHIBIT DATES/HOURS:

### Monday, October 31, 2011

8 am – 9 am  
12 pm – 1:30 pm  
3:25 pm – 4:00 pm

### Tuesday, November 1, 2011

8 am – 9 am  
12 pm – 1:30 pm  
3:25 pm – 4:00 pm

## ANTICIPATED ATTENDANCE:

300-400 forward-thinking media professionals in the business of cross-platform content production, from the publishing, game development, film, and television industries.

## EXHIBIT SIZE:

Table-top displays

## NUMBER OF TABLE-TOP DISPLAYS:

Limited to 20 tables— this is an exclusive opportunity to market to this burgeoning audience

## EXHIBIT SPACE:

One table per Associate Level Sponsor  
Two tables per Executive Level Sponsor

## SPONSORSHIP AND EXHIBITOR FEES:

Executive Level Sponsors (includes 2 table-top displays) – \$10,000  
Associate Level Sponsors (includes one table-top display) – \$5,000  
\$2,900 per table-top display for the StoryWorld Conference + Expo

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**PURPOSE OF EVENT:**

Learn from media companies already profiting from a transmedia approach and make deals with potential partners across creative industries—film, publishing, games, television and more.

**ATTENDEE PROFILE INCLUDES:**

Transmedia content developers  
Book publishing professionals  
Television development and acquisition professionals  
Film professionals  
Advertising agencies and multi-media marketing firms  
Game developers (including web, video, roleplaying and alternate reality games)  
Mobile developers  
Production companies  
Literary and entertainment agencies  
Writers and content creators  
Media consultants  
Any firm or professional in the business of producing cross-platform content

**EXHIBITOR PROFILE:**

Media outlets interested in partnering with other media platforms  
(film, television, gaming, book publishers)  
Content creators  
Content distributors/creative agents/licensors  
Merchandise companies  
Talent and marketing agencies  
Social media solutions  
Infrastructure and hosting providers  
SEO and marketing services



## **Earn Attention for Your Brand Through Pre-Event, On-Site, and Post-Event Multi-Media Channels**

### **PRE-EVENT:**

- Inclusion in our regular e-blasts and online communications to prospective attendees, including LinkedIn, Facebook and Twitter
- High-visibility logo placement at StoryWorldConference.com
- One button ad to be placed onto StoryWorldConference.com
- Marketing tools to promote your participation at StoryWorld Conference + Expo on your web site and through your own communications with your clients
- Exclusive VIP pass distribution to your key clients

### **ON-SITE:**

- High-visibility logo placement throughout the show
- Meet with pre-qualified media professionals who are looking for new content solutions for cross-platform productions
- Marketing collateral distributed at registration for StoryWorld Conference + Expo
- Company information included in the on-site materials distributed to attendees

### **POST-EVENT:**

- Inclusion in a post-event “Sponsor Spotlight” email blast to the attendee list



## **Sponsorship and Exhibitor Opportunities**

### **EXECUTIVE SPONSOR: \$10,000 (LIMITED TO 2)**

- In-program demo session during lunch on one of the conference days
- Branding and credit for being “Breakfast and Lunch” sponsor for one day. This includes the opportunity to distribute an additional promotional item to the attendees.
- 2 tables in the exhibit area at StoryWorld Conference + Expo
- 6 full-conference passes for your exhibit personnel and VIP business partners
- Primary logo placement in all marketing materials (this does not include the pieces that have been produced prior to sponsor commitment)
- Online ad and company listing on StoryWorldConference.com
- Distribution of materials at registration
- Information included in on-site materials distributed to attendees

### **ASSOCIATE SPONSOR: \$5,000 (LIMITED TO 4)**

- 4 full-conference passes for your exhibit personnel and VIP business partners
- 1 table in the exhibit area at StoryWorld Conference + Expo
- Primary logo placement in all marketing materials (this does not include the pieces that have been produced prior to sponsor commitment)
- Online ad and company listing on StoryWorldConference.com
- Distribution of materials at registration
- Information included in on-site materials distributed to attendees

### **EXHIBITOR: \$2,900**

- 1 table in the exhibit area at StoryWorld Conference + Expo
- Listing of your company name on StoryWorldConference.com
- Listing of your company name in onsite materials distributed to attendees



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