



**MARKETING +
PUBLISHING SERVICES
CONFERENCE & EXPO**
A DIGITAL BOOK WORLD/PUBLISHERS LAUNCH EVENT

Strategy and Solutions for Innovation in Digital Publishing

September 26th, 2013

Metropolitan Pavilion, New York City

Sponsorship Opportunities

Program Description:

Digital Book World and Publishers Launch Conferences present the Marketing +Publishing Services Solutions Expo, a one-day event providing the opportunity for solution providers to present their state-of-the-art business process solutions directly to a targeted audience of highly-qualified publishing companies who are actively seeking your solutions.

The Expo provides the latest industry overviews, emerging best practices, and new developments and service-offerings in digital publishing in:

- Marketing
- Editorial/Production
- Digital Asset Management and Distribution
- Rights and Royalties

Conveniently located in the heart of New York City at the Metropolitan Pavilion, the Expo is distinguished from other conferences in that it is solution-driven and programmed to satisfy the specific needs of its individual attendees. Attendees will benefit from direct access to experts—like you—in areas that are currently “pain points” at publishing companies – where problems exist and solutions need to be found.

Program Organization:

Modern Book Marketing: Tools, Techniques and Services:

A full-day program developed in conjunction with Pete McCarthy, a digital marketer formerly at Random House and Penguin and one of the industry’s leading experts on marketing strategy and innovation in the digital age, featuring a two-hour “speed-dating” and “ask the experts” session in which attendees will break into smaller groups to get their specific questions answered by vendors and selected industry leaders.

Innovations in Publishing Services and Solutions

Three 2 ½ hour solutions summits on editorial/production; digital asset and distribution, and rights and royalties. Each summit will consist of 75 minutes of best practice presentations followed by 75 minutes of “ask the experts” meetings in small groups with vendors and industry leaders, running concurrently.

Attendees can buy tickets to one or both tracks, participating in the program according to their needs, as the tracks run concurrently.

Marketing Exposure:

The Expo will be promoted extensively through the leading providers of news and analysis to digital publishing professionals: Digital Book World, *PublishersLunch* and *TheShatzkinFiles*. Taken together, the Expo will be promoted to a universe of 75,000 direct subscribers, several hundred thousand monthly web visitors and over 200,000 social media followers. Moreover, the Expo will be promoted through a free webinar, promoted by the aforementioned media, designed to draw interest to the Expo and to the solution providers participating in it.

Solution Speed Dating Sessions:

As noted, the Expo will include several dedicated sessions within the conference day when attendees can meet with qualifying publishing service providers in a small group setting.

Known as “solution speed dating”, these will be comprised of four 15-minute sessions (with 5 minute transitions in between) that will take place at sponsor-managed tables, each of which will seat 8 to 10 conference attendees. Speed dating table sponsors will have the opportunity to give a quick pitch for their services, answer questions, and collect contact information for future follow up.

One of the greatest values of the speed dating process is that it allows conference participants to “self-select” their interest in a particular product offer and therefore pre-qualify themselves as leads. Equally important, however, the speed-dating process is a great opportunity for our sponsors to gain immediate and direct feedback on the strength of their offer from a broad cross section of potential customers.

Platinum Sponsorship Package:

- Participation as a speaker (15-minute presentation) during the conference sessions prior to the speed dating sessions, during which your presenter is featured as an “industry expert”. Consultation about your presentation will be provided by the conference organizers.
- Opportunity to host one (1) Solution Speed Dating Session (1 session consists of 4 15-minute rounds of 8-10 attendees each with 5 minutes between rounds)
- One (1) Table-top display in the Expo Hall - a dedicated table will be set up throughout the day where you can give demonstrations, display marketing collateral, and engage with conference attendees
- Primary logo placement in all marketing materials – print, online, and onsite
- Participation in a free pre-event webinar introducing Expo attendees (and potential attendees) to your solution(s)
- Names and contact information for all self-selected attendees in sponsors’ subject area(s)
- Company listing in online sponsor directory. Listing can include brief company profile and description of your featured services and solutions.
- Company listing in pre-event e-mail to attendees highlighting the services and solutions that you plan to feature at the Expo
- 2 complimentary event passes for staff to the Marketing and Publishing Services Conference and Expo, and free passes for 10 additional vendor prospects for the Publishing Services Conference only
- Full-page ad in Expo program guide (print and online versions)
- Company listing and description in the Expo program guide (print and online versions)
- Opportunity to include one (1) promotional item in official registration packet distributed onsite to attendees

Price: \$17,500 (limited to two)

Round Table Sponsorship Package:

- Opportunity to host one (1) Solution Speed Dating Session (1 session consists of 4 15-minute rounds of 8-10 attendees each with 5 minutes between rounds)
- One (1) Table-top display in the Expo Hall - a dedicated table will be set up throughout the day where you can give demonstrations, display marketing collateral, and engage with conference attendees
- Names and contact information for all self-selected attendees in sponsors' subject area(s)
- Company listing in online sponsor directory. Listing can include brief company profile and description of your featured services and solutions.
- Company listing in pre-event e-mail to attendees highlighting the services and solutions that you plan to feature at the Expo
- 2 complimentary event passes for staff to the Publishing Services Conference only
- Company listing and description in the Expo program guide (print and online versions)
- Opportunity to include one (1) promotional item in official registration packet distributed onsite to attendees
- Price: \$5,000

Please note:

For sponsors under contract before the August 1, fees related to the sponsorship will be discounted by 10%.

Additional speed-dating tables can be purchased by the same company as long as they are purchased in different subject areas, and can be purchased at \$2,500 per additional table purchased.

The availability of sponsorships may be restricted to ensure the proper balance in the range of solutions represented.