

YOUR SPONSORSHIP OPPORTUNITIES for the DMLA Conference

The New Yorker Hotel, New York, 22 - 24 OCTOBER 2017






Ahead of the Curve: People, Products and Ideas

Establish a strong presence at **DMLA's 2017 Annual Conference** at the New Yorker Hotel, NYC, 22-24 October 2017 by becoming a Conference Sponsor. The **DMLA Conference** is the largest gathering of still and moving image companies in North America. You'll want your brand front and center in front of the best minds in the creative industry!

Choose a level that suits your budget, from a Platinum Sponsor to a branded merchandise sponsor - imagine arranging for all attendees to carry a coffee cup with your logo on it throughout the conference! Sponsorship is a great way to bring about business discussions and new prospects or to unveil a new product from your company.

There are plenty of traditional and innovative promotional opportunities and the DMLA is also happy to collaborate and create a custom sponsorship package to meet your specific needs. Build your package from those listed here or suggest some ideas of your own to create the best match for your brand. All sponsorships are available on a first-come, first-served basis. To secure your spot, please contact **MOCA's Andrea Stern and Mary Egan**, andrea@themoca.co.uk / mary@themoca.co.uk or **Cathy Aron, DMLA Executive Director** at 714-815-8427 or cathy@digitalmedialicensing.org, who will help you put together the best Conference sponsorship package.

Whatever you choose, being a sponsor is a great way to increase your visibility and impact at the Conference.

Sponsorship Packages		
PLATINUM	GOLD	SILVER
		
\$20,000	\$15,000	\$10,000
Major Corporate Sponsors will receive: <ul style="list-style-type: none"> • Major conference acknowledgement, with individual announcement as major sponsor to DMLA, and promotion on DMLA and associated websites and social media • Host to the Opening Reception Networking Opportunity – <u>Platinum Sponsor only</u> • Four, Three or Two free conference attendee passes to the DMLA Conference for Platinum, Gold and Silver 		

sponsorships respectively

- Logo displayed on our “Thank You Sponsors” signage and conference slide show
- Free DMLA exhibition table in the Exhibit/Networking Area. The table size is a standard size approximately 80 cm x 150cm Roller-up banners are acceptable to allow you to promote your company
- Opportunity to insert your literature into every delegate conference bag
- Selection of one panel session to promote your company, either as a PowerPoint/Keynote presentation for approximately 5 mins before the session starts
- Post conference marketing sponsored email blast to promote product to attendees – Platinum sponsor only
- Name and logo on all relevant session signage
- Recognition in the conference program (both print and online)
- Name and logo on the conference sponsor webpage both DMLA and MOCA
- Billboard in rotation on DMLA homepage

15% discount from fees listed below for DMLA Members

Remember you can build your own sponsorship package from those listed below to create the perfect corporate package that promotes your brand. Or bring us your ideas and we will help to make them happen.

STANDARD PACK – All sponsors receive the following benefits:

- | | |
|---|--|
| <ul style="list-style-type: none">• Name and logo on all relevant session signage• Name and logo on the conference sponsor webpage | <ul style="list-style-type: none">• Billboard in rotation on DMLA homepage• Recognition in the conference program (both print and online) |
|---|--|

BRONZE PACK PROMOTION – Benefits of sponsorships over \$2000:

Standard Package PLUS:

- Logo displayed on our “Thank You Sponsors” signage and conference slide show

- Announcement of your sponsorship sent to our DMLA Mailing list and shared through the DMLA website and social media
- Opportunity to insert your literature into every delegate conference bag
- Free DMLA exhibition table in the Exhibit/Networking Area

The Platinum hosted Opening Reception Networking Opportunity

Get to meet new industry folk and long standing friends, chat over a glass of wine about work and life and the joys of New York



Platinum Package PLUS:

- Your logo on cocktail napkins at the event
- Additional attendees admitted to the Reception

Film the Conference

Help record the hi-lights this year by filming the seminars and interviews with attendees

This is a trade sponsorship

Bronze Promotion Package PLUS:

- One free attendee in addition to support staff





Session Sponsorship

Highlight a new product, collection or focus with a branded infomercial. What better opportunity to put your company in front of the image community

\$2250

Bronze Promotion Package

Cocktails ~ Happy Networking

Surprise your friends and industry colleagues – invite them to taste your company branded cocktail at a hosted drinks gathering

\$2500

Bronze Promotion Package



Coffee Cups

Put your brand in the hands of all the event delegates

\$2500

+ cost of production

Bronze Promotion Package



Popcorn Cart

Salty or Sweet this will be an all-time favorite with your colleagues at the Conference. Make sure your brand is prominent on the popcorn cartons!

\$2000

+ cost of production

Bronze Promotion Package



Photo Booth

They'll be queuing up to share a moment with colleagues and friends at the Conference

\$2000

Bronze Promotion Package

Expresso Bar

It's intense and hard work at the Conference, help to keep us on our toes with piping hot coffee!

\$2000

Bronze Promotion Package





Branded Cupcakes & Dessert Bar

Delight your industry colleagues with your colorful company branded cupcakes!

\$2000

Bronze Promotion Package

More Bronze Sponsorship Opportunities



T-shirts

The design is yours to create, and your company branding on T-shirts given to every delegate

\$2500

+ cost of production

Bronze Promotion Package



Lanyards

Have continuous branding promotion throughout the event. Design it yourself!

\$3000

+ cost of production

Bronze Promotion Package



Delegate Bags

High-visibility branding on the bag that every delegate receives on registration

\$2500

+ cost of production

Bronze Promotion Package

Standard Sponsorship Opportunities

Halloween Goody Bag!

Let's celebrate the ghosts and ghouls of Manhattan! Fill up a branded bag with tasty treats and goodies...

\$1500

Standard Sponsorship Package



Games Corner

Hone your strategic prowess with a game of Jenga! Sponsor a Game Corner, a place to relax in the midst of intense negotiation and information gathering

\$1500

Standard Sponsorship Package





Pens

Your company name and logo on pens given to each delegate

\$900

+ cost of production

Standard Sponsorship Package



Notebooks

Your company name and logo on notepads given to each delegate

\$900

+ cost of production

Standard Sponsorship Package

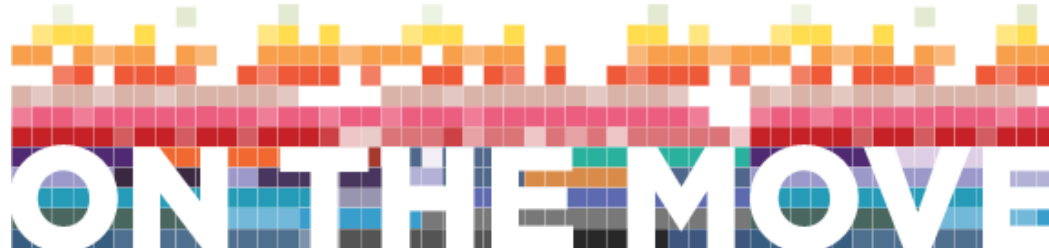


Registration Material

Your flyer in the delegate bag will reach every attendee

\$375

The MOCA - Ministry of Copyright, Cultural and Creators' Assets is a leading international consultancy specializing within the media industry. We offer a range of services and advise on strategic policy, workflow practices, challenges and obstacles to help deliver successful sales opportunities and increase brand exposure for your work.



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