



# INDUSTRY INSIGHTS SUMMIT

April 29 - May 2, 2009 | Laguna Beach, CA

Sponsors

The Industry Insights Summit is one of the most important events in the entertainment marketing and promotion business... period.

From the unique location in the California beach city of Laguna Beach to the carefully constructed event content, the Industry Insights Summit was created to be the one event that senior-level executives need to attend to find out how to be more efficient, creative and effective on their jobs. The overall Insights program provides all of our sponsors with an unprecedented array of benefits in an effective and positive way. Together, we will create a program that ensures that your marketing messages are delivered and your participation delivers on multiple levels:

The invitation-only aspect of the event guarantees that the participants are pre-qualified and among the most influential decision makers in our industry. That fact, coupled with the intimate Laguna Beach location, makes the Summit one of the most desirable sponsorship opportunities available for anyone that does business within this community. Think intimate, think networking, think exclusive access to 150 of the most influential entertainment marketers in the business.

**Return on Investment:** Entertainment marketers attend Insights events for current information and insights into key business categories. At the same time, they are looking for solutions to enhance their marketing programs and expand their industry knowledge.

**Visibility:** Sponsors receive maximum exposure and have a chance to share their marketing messages before, during and after the events. Depending on each sponsor's level, we provide ongoing exposure through our print, direct mail, email and online efforts. The events have been carefully constructed to elevate the profile of each sponsor as well as provide a powerful and lasting impression with attendees.

**Prestige:** Position your team as the "Thought Leaders" of your industry! Only the Industry Insights Summit delivers such a targeted group of brand and entertainment marketing professionals and your alignment with the events allows sponsors to be seen as leaders in both the entertainment and the marketing communities. Working together, we will identify the type of positioning you are trying to achieve and make sure that we have a coordinated effort to meet your goals.

## **SPONSORSHIP OPPORTUNITIES AT THE 2009 INDUSTRY INSIGHT SUMMIT**

As an invitation-only event, the Summit provides key insights on 8-10 key categories with strongest appeal to both entertainment marketing executives and brand marketers. Attendance is LIMITED to 150 entertainment marketers in film, television, home entertainment, music, gaming, sports, non-profits and more. Attendees must be in the position to select partners, recommend promotional execution and/or define the promotional campaigns for their company's brands and/or entertainment properties. Additional attendees include speakers from the presenting brands, speakers from the Industry Insights Breakfast Series and event sponsors.

A range of sponsorship opportunities are offered, available on a first-come, first-served basis. As always, we will work with each sponsor to customize a sponsorship program that maximizes their activities.

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## **Presenting Sponsors (2):**

The Presenting Sponsorships offer two non-competing companies unprecedented marketing opportunities before, during and after the Industry Insights Summit. In addition to the following items, we will work with you to create various opportunities through a meeting with our event producer and marketing team:

### Overall Benefits:

- Category Exclusivity
- Premier logo positioning on all marketing and event materials as the event's "Presenting Sponsor"
- Company profile in Entertainment Update
- Inclusion on all confirmation materials
- Three (3) complimentary passes to the Summit (accommodations not included)
- Logo exposure, click through and 150 words on Industry Insights Summit website
- Opportunity to access the attendee mailing list one-month prior to the event

### Event Opportunities:

- Customized Speaking Opportunity on your day of choice
- Meet and Greet kiosk with signage in the lobby area every day of the event
- Tier 1 Logo exposure on the Sponsor appreciation sign
- Full-page, color ad in the Industry Insights Source Book
- Literature distribution at the event
- On-screen logo and verbal acknowledgements throughout the event
- Logo exposure on the Sponsor appreciation sign (Best Positioning)
- Opportunity to include an item in the Insights Gift Bag

Sponsorship fee: Contact us for pricing

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## **Platinum Sponsors (2)**

Our Platinum Sponsors have the opportunity to be front of mind with entertainment and brand marketers as a premiere sponsor of the event. In addition to the following items, we will work with you to create various opportunities through a meeting with our event producer and marketing team:

### Overall Benefits:

- Category Exclusivity
- Company logo positioning on all marketing and event materials as the event's "Platinum Sponsor"
- Company profile in Entertainment Update
- Two (2) complimentary passes to the Summit (accommodations not included)
- Logo exposure, click through and 100 words on Industry Insights Summit website
- Opportunity to access the attendee mailing list one month prior to the event



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## Event Opportunities:

- Opportunity to address audience via live 5-minute presentation on your day of choice
- Meet-and-Greet kiosk with signage in the lobby on the same day that you present
- Tier 2 Logo exposure on the Sponsor appreciation sign
- Full-page, color ad in the Industry Insights Source Book
- Literature distribution at the event
- On-screen logo and verbal acknowledgements throughout the event
- Opportunity to include an item in the Insights Gift Bag
- Complete attendee list (provided approximately 14 days after the event)

Sponsorship fee: \$30,000

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## **Gold Sponsors (3 still available):**

### **Confirmed: Brown-Forman, Coca-Cola, Heineken**

Our Gold Sponsorship is ideal for agencies and suppliers. It provides the sponsor with a 5-minute case study opportunity to showcase their work and become part of the event's program. The L.A. Office will work with each Gold Sponsor to provide guidance into the presentation format as the opportunity should be a demonstration of a past or present promotional program and not an overt pitch for the sponsor's products and services. We will work with each sponsor to develop a customized program that addresses their goals at the event and in the event's marketing campaign.

## Overall Benefits:

- Company logo prominently positioned in all materials as a "Gold Sponsor"  
(When grouped with other sponsors, sponsorship is considered a Major Sponsor)
- Two (2) complimentary passes to the Industry Insights Summit (accommodations not included)
- Logo exposure, click through and 50 words on the Insights website

## Event Opportunities:

- Opportunity to address the attendees in a 3-minute video or pre-timed presentation to the audience on one day of the event
- Full-page, b/w ad in the Industry Insights Source Book
- Tier 3 Logo exposure on the Sponsor appreciation sign
- Literature distribution at the event
- On-screen logo exposure and verbal acknowledgements throughout the event
- Opportunity to include an item in the Industry Insights Gift Bag

Sponsorship Fee: \$20,000

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## Special Event Sponsors: (limited availability)

**Confirmed: Defy Gravity Business Solutions, General Growth Properties, The Marketing Store, Surf & Sand Resort, WeTV**

Lunches, Receptions, Dinners and other special events offer participants the chance to interact and start building relationships. As the sponsor of one of these activities, you are providing the opportunity to personalize the event and distribute literature. A pre-planning meeting will help us create ways to integrate your marketing objectives into the event and our production team is available to work with you to enhance your exposure. An additional fee may be required by the event planner depending on needs.

## Overall Benefits:

- Company logo prominently positioned in materials as a "Major Sponsor"
- Two (2) complimentary Industry Insights passes (accommodations not included)
- Logo exposure, click through and 50 words on Insights website

## Event Opportunities:

- Company introduction will be made by the emcee or host prior to the sponsored event
- Kiosk area or 6' draped table at the sponsored event
- Full-page, b/w ad in the Insights Source Book
- Literature, product or premium distribution at the sponsored event
- On-screen logo and verbal acknowledgements throughout the event
- Logo exposure on the Sponsor appreciation sign
- Opportunity to include an item in the Industry Insights Gift Bag

## Event Opportunities:

The following opportunities are available for the event which will take place Wednesday through Saturday, April 29 - May 2, 2009:

- ~~Wednesday Night Reception~~ **Sponsored by Defy Gravity Business Solutions**
- ~~Thursday Afternoon Lunch~~ **Sponsored by The Marketing Store**
- Co-Sponsor of the Thursday Night Reception (\$15,000)
- ~~Co-Sponsor of the Thursday Night Reception~~ **Sponsored by Surf & Sand Resort**
- ~~Thursday Night Dinner~~ **Sponsored by General Growth Properties**
- Thursday and Friday Breakfast (\$15,000)
- Friday Afternoon Lunch (\$20,000)
- ~~Friday Afternoon Reception~~ **Sponsored by WeTV**
- Friday Night Dinner (Call for pricing)
- ~~Saturday Day Sponsor~~ **Sponsored by Evian**
- Saturday Lunch (\$7,500)



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Sponsorship fee: See Above (fees vary based on event)

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## **Product and Supporting Sponsors:**

**Confirmed: Catch The Moment, Deluxe Media Management, Mail Dog**

Showcase your company's products and/or services through sampling at the event.

- Exposure on the Insights website with links to your company's site
- Premium distribution in Insights Gift Bags
- Logo exposure on signage and on-screen recognition

Products and quantities to be discussed

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## **Break Sponsors (2 still available):**

**Confirmed: The CDM Company, Mprinted.com**

Showcase your company during one of the event's 3 breaks.

- Company logo in all materials (identified as a Supporting Sponsor)
- Complimentary event pass
- Opportunity to create a themed environment at a designated break (breaks run approx. 15 mins)
- Logo exposure in the sponsor section of the Insights website
- Full page, black and white ad in the event Source Book
- On-screen logo and verbal acknowledgements during the event
- Premium distribution in the Industry Insights Gift Bags

Sponsorship fee: \$7,500

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## **Gift Bag Distribution:**

Opportunity to distribute premiums in the Industry Insights Gift Bag.

- Distribution of premiums in the Insights Gift Bag
- Logo exposure on signage and on-screen recognition

Sponsorship fee: \$1,000 and 200 products

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## WHAT PEOPLE ARE SAYING

"Our participation at The 2008 Industry Insights Summit turned out to be the catalyst for the expansion of the International Coke Zero promotion for "The Quantum of Solace" to the U.S. The comfortable environment you create at The Summit and the caliber of attendees and presenters is the perfect formula for the relationship building that makes a difference in our business. This is an event that produces results and I will be back!"

*George Leon, EVP Consumer Marketing, Sony Pictures Marketing*

"The Insights Summit was full of unique content and the intimate setting led to great networking and an unexpected partnership for Target!"

*Gaye Dean, Sr. Manager, Licensing, Target Stores*

"Two days after attending Industry Insights and I'm getting calls already from companies wanting to partner with CMS. Very cool venue, awesome attendee list and extremely productive, I'll definitely be back!!"

*Rita Spangler, Marketing Director, Classmates.com*

"The best conference I've been to this year! The opportunity to connect with like-minded people in an entertaining, intimate environment was exceptional. The potential partner connections I made will be invaluable, hearing from and spending time with high level in-the-know decision makers will prove to be a great use of time and help me drive business results. I'll be back!"

*Paula Beadle, VP Experiential Marketing, National Promotions, Washington Mutual*

"Conferences come and go, but there is something special about the Industry Insights Summit. It is a unique opportunity to spend quality time with quality people who are at the top of their game in a very relaxed, no pressure environment. We are all in the relationship business, and Industry Insights is where relationships are made."

*Evan Greene, CMO, The Recording Academy*

"The Industry Insights Forum was a well-organized opportunity to network with key brand executives as well as industry counterparts. We look forward to seeing this event grow in years to come!"

*Cherise McVicar, SVP National Promotions, Buena Vista Pictures Marketing*

"I've been to a LOT of conferences and the Industry Insights Summit was hands down the most organized, most informative, and most enjoyable conference I have ever been to. The speakers were top notch and I left with valuable information I could immediately use to further my business objectives. I can't wait to attend next year!"

*Amy Lorbat-Banks, Global Media Partnerships, Nokia*

"I accomplish more in 2 days attending Industry Summit than I do in 2 months in the office! The group was small enough that I was able to have quality one-on-one time with key representatives from various aspects of the business which led to a major promotion for one of our US locations. I would definitely recommend Industry Insights as the #1 event to attend each and every year."

*Roxanne Holland, External Relations & Strategic Alliances, Madame Tussauds/Merlin Entertainment*

"As a result of the Industry Insights Forum, I created a marketing partnership with an online relationship service company and music retailer FYE."

*Randy Dry, VP, Universal Music*

## Sign up today for a 2009 Industry Insights Summit Sponsorship

For additional information, call Mitch Litvak at (310) 275-2088 or email us at [sponsors@laoffice.com](mailto:sponsors@laoffice.com)