



TWO SPONSORSHIP LEVELS:

- **Conference Sponsors** will be positioned as such and promoted on the specific sponsored conference agenda page with logo prior to the conference. Sponsor logo also appears on printed onsite materials and is recognized onstage in the general session room.
- **Exhibitors** achieve onsite presence at the selected ANA national industry conference with a dedicated tabletop exhibit located outside the general session room.

NOTE: There is a renewal deadline for incumbent sponsors approximately 60 days prior to the event. After that time, sponsorships are available on a first come first served basis. ANA releases the attendee list with name, title and company onsite only.

OTHER SPONSORSHIP OPTIONS:

- **ANA Strategic Partner Program:** ANA's most exclusive sponsorship level is that of ANA Strategic Partner. Strategic Partners are provided year-round access, involvement, and networking with various ANA member touch points including national industry conferences, the Masters of Marketing Annual Conference, Members Only Conferences, committee meetings, webinars, e-newsletters and more. The ANA Strategic Partner program is limited to twelve participants and has been sold out since its inception in 2010. 2012 partners include: A+E Television Networks, Active International, BrightLine, Google, McCann Worldgroup, Meredith, Microsoft Advertising, The New York Times, Ogilvy, Scripps Networks Interactive, Starcom MediaVest Group and USPS.
- **ANA Thought Leadership Program:** The cornerstone of the Thought Leadership Series program is a sole sponsored custom digital magazine which is filled with actionable advice, case studies, trends and best practices supplied by our Thought Leader. Other ANA member touch points include exhibition at the Annual Masters of Marketing, one Webinar Wednesday, e-newsletter contributions, and advertising in ANA magazine. The ANA Thought Leadership program is limited to twelve participants. 2012 partners include DPAA, Conde Nast, X+1, USPS, Yahoo!, Millennial Media, SAS, Decideware, TVB, Clear Channel Media + Entertainment and GfK MRI. Companies that would like to learn more about this program may request the 2013 Thought Leadership overview.
- **ANA Magazine Advertising** - If you would like to add a Full Page/4C ad in ANA magazine to any sponsorship package listed throughout the 2013 opportunities in this packet, the additional charge is \$3,500 net. If you would like to purchase an ad page separately from a sponsorship the cost is \$4,500 net for a Full Page/4C ad. ANA Magazine reaches 10,000+ senior level marketers – ANA members - and in 2013 is issued bi-monthly!



SUITE OF OPTIONS & BENEFIT LISTING:

Available at 9 ANA National Industry Conferences (check conference snapshots beginning on page 4 for specific availability):

CONFERENCE SPONSORSHIP LEVEL:

- **BREAKFAST:** The breakfast includes a 2 – 3 minute welcome on stage in the general session room or up to a 15 min content session inside the breakfast room, 3 complimentary registrations, one piece of collateral into the conference booklet, logo on website and on supporting onsite materials as a Conference Sponsor. Sponsor may also choose to have additional signage or distribute additional materials/collateral around the designated breakfast area.
- **AM COFFEE BREAK:** The AM coffee break includes 3 complimentary registrations, one piece of collateral in the conference booklet, ability to distribute materials, collateral or promotion items on the coffee stations during the designated break and logo attribution as a Conference Sponsor. There will be a 15-20 minute hard stop in the agenda for the AM Coffee break. The AM coffee break sponsor will also have the ability to show up to a :60 video/sizzle reel within the General Session room to indicate the start of the AM break.
- **PM COFFEE BREAK:** The PM coffee break includes 3 complimentary registrations, one piece of collateral in the conference booklet, ability to distribute materials, collateral or promotion items on the coffee stations during the designated break and logo attribution as a Conference Sponsor. This break is available all afternoon but there is not a hard stop in the agenda.
- **LUNCH:** Includes a 15-20 minute speaking opportunity in the lunch room, 3 complimentary registrations, one piece of collateral in the conference booklet, ability to distribute materials, collateral or promotion items at the luncheon and logo attribution as a Conference Sponsor.
- **PRE-RECEPTION:** Includes a 1-hour open bar and passed Hors d'oeuvres, 3 complimentary registrations, ability to display signage and distribute materials/gift bags if desired, and one piece of collateral (8 ½ x 11 sheet) in the conference booklet sponsor section. The sponsor may choose to provide entertainment or decoration.
- **DINNER:** This exclusive dinner sponsorship opportunity includes 4 complimentary registrations, ability to distribute materials/gift bags at each table, one VIP table with ANA's assistance to invite selected attendees to dine with your executive team and one piece of collateral (8 ½ x 11 sheet) in the conference booklets sponsor section. The dinner sponsor may welcome the attendees from a podium; provide additional entertainment such as a musician, comedian or band toward the end of the dinner to ensure that there is plenty of time for conversation and networking.
- **POST-RECEPTION:** 1 hr. standard full bar cocktail reception, 3 full complimentary passes, ability to display signage and distribute materials/gift bags if desired, and one piece of collateral (8 ½ x 11 sheet) in the conference booklet sponsor section. The sponsor may choose to provide entertainment or decoration.



- **WIFI:** The Wi-Fi package includes sponsorship of the Wi-Fi services within the general session room throughout the conference. Package includes 3 complimentary registrations, one piece of collateral in the conference booklet, Wi-Fi cards with sponsor logo and log-in information available to each attendee at the registration desk and logo recognition onstage as a Conference Sponsor.
- **LIVE VIDEO STREAMING:** Sponsorship of the video streaming includes logo placed predominantly in the video screen and along with the other Conference Sponsors down the right hand side of the player, logo also as listed on the onsite agenda page, plus sponsor attribution under the Live Stream Registration section of the agenda to say “Live Streaming Option Sponsored by XXXX”; Logo listed as a Conference Sponsor on onsite materials (binder), mentioned onstage as the live streaming sponsor along with logo on screen in general session; 3 complimentary registrations (with additional passes to be purchased at the ANA member rate); and piece of collateral (8 ½ x 11) sheet to be included in the conference booklet sponsor section.
- **MOBILE TEXT Q&A:** This unique sponsorship allows attendees to text in questions for the Q&A portion of each presentation. Sponsorship of the Mobile Text Q&A includes logo on the text Q&A slide including the ability to add a 140 character “insight” or “did you know” on each slide under the logo attribution. The slide will appear in the general session room when polling takes place at the end of each session. Also includes 3 complimentary registrations with additional passes for purchase at the ANA member rate, listing as a conference sponsor on materials and logo posted on the website agenda, one page of collateral (8 ½ x 11 sheet) included in the sponsor section of the conference booklet.
- **IN-ROOM TV CHANNEL:** Exclusive sponsorship of one in-room TV channel in the hotel guest rooms for the duration of the conference; Company logos on promotional/on-site materials and on Webpage as a Conference Sponsor; One room drop is INCLUDED in the sponsorship - this includes a one-time standard room drop to promote the in-Room channel in each guest room;) 3 complimentary registration (additional passes at ANA member rate).

EXHIBITOR SPONSORSHIP LEVEL:

- Exhibitors will receive one 6’ skirted tabletop located outside the general session room, plus one complimentary registration (additional passes may be purchased at the ANA member rate). Exhibitors may distribute materials, collateral or other promotional items from their tabletop display. Additional signage or displays may be used in lieu of the tabletop, but the display should not exceed approximate 6x8 foot print. A/V is not included – internet or equipment may be rented directly through the facility if needed.

****Please note the Annual Masters of Marketing has additional opportunities and some of the above may be tweaked for this event.***

Note: A/V including screen/projector/mic/ podium are NOT included in any sponsorship packages above. In addition, any additional activation such as talent, music, decoration, lighting, etc. are NOT included. Both A/V needs and additional activation fees are the responsibility of the sponsor.

Attendee Lists: ANA will provide the attendee list onsite only including name, title and company. No contact information will be provided, or a list furnished prior to the event.

MEDIA LEADERSHIP CONFERENCE

CONFERENCE SNAPSHOT:

LOCATION: JW Marriott, Miami, FL

DATES: February 24-26, 2013

DESCRIPTION: It has become a tradition! The ANA TV & Everything Video Forum, now rebranded as the Media Leadership Conference, is the industry's annual kick-off event. It's a happening that brings together all key industry stakeholders-clients, agencies, media companies, researchers, etc. The conference explores the use of video on any type of screen or device-on mobile phones, tablets, computers, at point of sale, on traditional television, and more. TV and video continue to present great opportunities to advertisers. Marketer case studies and insights will be front and center as well as leaders from the research and agency creative communities. In 2013, the conference will expand from a one day format to a two day format outside of NYC at the JW Marriott in Miami, FL.

EXPECTED ATTENDEES: 300+

LAST YEAR'S AGENDA: <http://www.ana.net/conference/show/id/TAF-FEB12>

CONFERENCE SPONSORSHIP LEVEL OPTIONS:

- Sunday Night Opening Reception: \$18,000
- Sunday Night Opening Dinner: \$40,000
- Breakfast – Day 1: \$18,000
- Breakfast – Day 2: \$18,000
- WI-FI: \$15,000
- Text Q&A: \$15,000
- Video Streaming: \$15,000
- AM Coffee Break– choose Day 1 or Day 2: \$12,500
- PM Coffee Break –Day 1: \$10,000

EXHIBITOR LEVEL OPTION:

- Tabletop Exhibit: \$6,000

2012 SPONSORS/EXHIBITORS INCLUDED: Google (Presenting Sponsor), Collective, Videology, VEVO, Zoom Media, Tremor Video, Kantar Video, AT&T AdWorks, Rovi and Ad-ID.



ADVERTISING LAW & PUBLIC POLICY CONFERENCE

CONFERENCE SNAPSHOT:

LOCATION: Four Seasons, Washington, DC

DATES: March 19-20, 2013

DESCRIPTION: ANA's Advertising Law and Public Policy Conference is the industry's leading conference for anyone interested in top level analysis of the legal and political environment for advertising and marketing. Year after year, our slate of speakers from key national regulators and law enforcement officials, top law firms, and leading marketers discuss developments you need to know to navigate through the turbulent environment for advertising and marketing. Once again, the conference will be held in Washington, DC to bring you the latest on the important legal and regulatory developments that have occurred over the past year. Continuing Legal Education (CLE) credits will be provided.

EXPECTED ATTENDEES: 200+

LAST YEAR'S AGENDA: <http://www.ana.net/conference/show/id/LAW-MAR12>

CONFERENCE SPONSORSHIP LEVEL OPTIONS:

- Breakfast – Day 1 or 2: \$15,000
- Wi-Fi: \$15,000
- Text Q&A: \$15,000
- AM Coffee Break – Day 1 or 2: \$12,500
- PM Coffee Break – Day 1 or 2: \$10,000
- Lunch – Day 1 or 2: \$20,000

EXHIBITOR LEVEL OPTION:

- Tabletop Exhibit: \$5,000

2012 SPONSORS/EXHIBITORS INCLUDED: Frankfurt Kurnit, Reed Smith, Davis & Gilbert, Extreme Reach, Venable, Proskauer Rose, Davis Wright Termaine, Polsinelli Shugart, GALA, Kramer Levin, Venable & Evidon.

BRAND MASTERS CONFERENCE

CONFERENCE SNAPSHOT:

LOCATION: Four Seasons, Palm Beach, FL

DATES: April 16-18, 2013

DESCRIPTION: ANA is well known for its Fall Annual "Masters of Marketing" Conference - which offers an opportunity to learn and engage with the leaders of the marketing community who have built brands, leveraged the expanding array of media, made marketing more accountable and improved the quality of their marketing organizations. We are pleased to offer a special Spring version of the Masters of Marketing - the *ANA Brand Masters Conference* – in 2013 which will be moving out of NYC to a multiple day, resort location.

EXPECTED ATTENDANCE: 300+

2012 AGENDA: <http://www.ana.net/conference/show/id/WFA-MAR12>

CONFERENCE SPONSORSHIP LEVEL OPTIONS:

- Tuesday Night Opening Reception: \$18,000
- Tuesday Night Opening Dinner: \$40,000
- Wednesday Breakfast – Day 1: \$18,000
- Thursday Breakfast – Day 2: \$18,000
- WI-FI: \$15,000
- Text Q&A: \$15,000
- Video Streaming (if available): \$15,000
- AM Coffee Break– choose Day 1 (Wed) or Day 2 (Thurs): \$12,500
- PM Coffee Break –Day 1 (Wed): \$10,000

EXHIBITOR LEVEL OPTION:

- Tabletop Exhibit: \$6,000

2012 SPONSORS/EXHIBITORS INCLUDED: The New York Times (presenting sponsor), Security Point Media, Evidon, Millward Brown, ThinkVine, Landor and Criteo.



ADVERTISING FINANCIAL MANAGEMENT CONFERENCE

CONFERENCE SNAPSHOT:

LOCATION: The Phoenician, Phoenix, AZ

DATES: May 5-8, 2013

DESCRIPTION: The annual ANA Advertising Financial Management Conference is the only event of its kind. It brings together top marketing finance and procurement professionals from the client side with agency CFOs and other key industry stakeholders interested in efficiencies, cost savings, return on investment, and delivering greater value to organizations. Attendance at the Advertising Financial Management Conference has been surging and the event had close to 600 registrants in 2012.

EXPECTED ATTENDANCE: 500+

2012 AGENDA: <http://www.ana.net/conference/show/id/AFM-MAY12>

SPONSORSHIP OPTIONS:

CONFERENCE SPONSORSHIP LEVEL OPTIONS:

- Opening Night Reception - Sunday: \$18,000
- Opening Night Dinner - Sunday: \$40,000
- Breakfast – Monday, Tuesday or Wednesday: \$18,000
- Lunch – Tuesday: \$25,000
- Pre-Reception – Tuesday: \$18,000
- Dinner – Tuesday: \$35,000
- AM Coffee Break– choose Monday, Tuesday or Wednesday: \$12,500
- PM Coffee Break –choose Monday or Tuesday: \$10,000
- WI-FI: \$15,000
- Text Q&A: \$15,000
- Video Streaming (if available): \$15,000

EXHIBITOR LEVEL OPTION:

- Tabletop Exhibit: \$6,000

2012 SPONSORS/EXHIBITORS INCLUDED: Active International (Presenting Sponsor), MediaOcean, Reed Smith, Decideware, Strata Marketing, TAG Worldwide, Freedman International, Media Audit Council, APR, ImServices, ISD, Firm Decisions, SQAD and NetSuite.

DIGITAL & SOCIAL MEDIA CONFERENCE

CONFERENCE SNAPSHOT:

LOCATION: Ritz-Carlton Laguna Niguel, Dana Point, CA

DATES: July 14 – 16, 2013

DESCRIPTION: The ANA Digital & Social Media Conference will be a must-attend event for anyone who is trying to navigate their brands through this ever-changing media landscape. Digital media has become a part of consumer's daily lives and they have become accustomed to viewing content and connecting with people wherever and whenever they want. Social media and viral videos have especially exploded in the last few years. Despite this rapid growth, clients have many questions and their issues include measurement, agency selection, internal org structure, and relinquishing control to the consumer while trying to influence the dialogue.

EXPECTED ATTENDANCE: 300+

2012 AGENDA: <http://www.ana.net/conference/show/id/DSM-JUL12>

CONFERENCE SPONSORSHIP LEVEL OPTIONS:

- Sunday Night Opening Reception: \$18,000
- Sunday Night Opening Dinner: \$40,000
- Breakfast – Day 1: \$18,000
- Breakfast – Day 2: \$18,000
- WI-FI: \$15,000
- Text Q&A: \$15,000
- Video Streaming (if available): \$15,000
- AM Coffee Break– choose Day 1 or Day 2: \$12,500
- PM Coffee Break –Day 1: \$10,000

EXHIBITOR LEVEL OPTION:

- Tabletop Exhibit: \$6,000

2012 SPONSORS/EXHIBITORS INCLUDED: Meredith (Presenting Sponsor), SAY Media, Telemetry, Demand Media, About.com, Wildfire, AddThis, Undertone, avVenta, CriticalMass, Evidon, Bazaar Voice and Ad Data.



ANNUAL MASTERS OF MARKETING CONFERENCE

CONFERENCE SNAPSHOT:

LOCATION: JW Marriott Desert Ridge, Phoenix, AZ

DATES: October 3-6, 2013

DESCRIPTION: Join the nation's chief marketing officers and leaders from the agency and media worlds for our industry's signature event. This conference offers an opportunity to learn and engage with the leaders of the marketing community who have built brands, leveraged the expanding array of media, made marketing more accountable and improved the quality of their marketing organizations. You can learn more about the conference on our website <https://annual.ana.net/>.

EXPECTED ATTENDANCE: 1800

2012 AGENDA: <https://annual.ana.net/annual/html/doc/about>

CONFERENCE SPONSORSHIP LEVEL – the following options all have incumbents and the right of first refusal to renew:

- Pre-Receptions (3) - \$30,000 - \$50,000 each
- Post-Receptions (3) - \$30,000 - \$50,000 each
- Dinners (3) - \$150,000 each
- Breakfasts (3) - \$30,000 each
- Lunch (1) - \$100,000
- WI-FI in General Session or in Guest Rooms: \$25,000 - \$30,000
- Text Q&A: \$25,000
- In-Room TV Channel: \$25,000
- Video Streaming (if available): \$25,000
- AM Coffee Break (3) or PM Coffee Breaks (2): \$25,000 each
- Mobile Charging Station Kiosk: \$25,000
- Shuttle Buses: \$25,000
- Golf & Tennis Tournament: \$50,000
- Fun Run: \$25,000
- Conference Bags: \$25,000
- Room Keys: \$25,000
- **2012 Sponsors included:** A+E Television Networks, Active International, BrightLine, Google, McCann Worldgroup, Meredith, Microsoft Advertising, The New York Times, Ogilvy, Scripps Networks Interactive, Starcom MediaVest Group and USPS. Plus, Bloomberg, Investor's Business Daily, Tremor Video, Undertone, WebMD, AT&T AdWorks, Yahoo, VEVO, NuvoTV, Clear Channel Media + Entertainment, AMC Networks, AddThis, AD-ID, Extreme Reach, Univision and avVenta.



EXHIBITOR LEVEL – the following exhibitors have the right of first refusal to renew:

- 10x10 Exhibit: \$18,000
- **2012 Exhibitors included:** Advertising Database, Salesforce Marketing Cloud, Landor, TAB/OAAA, ThinkVine, The New York Times, Millennial Media, Lippincott, X+1, Delta Sky Media, Evidon, USPS, DPAA, JumpTap, Hulu, ClearChannel, BazaarVoice, Martha Stewart Living Omnimedia, Arbitron, Brightline, TVB, Experian Marketing Services, Simulmedia, AOL, General Growth Properties, Gfk MRI, MPA, Digilant, Turn, Deluxe and Rovi.

MULTICULTURAL MARKETING & DIVERSITY CONFERENCE

CONFERENCE SNAPSHOT:

LOCATION: JW Marriott, Los Angeles, CA

DATES: November 3-5, 2013

DESCRIPTION: Just this past May 2012, it was widely reported that for the first time, racial and ethnic minorities now make up more than half the children born in the U.S. While this shift was expected, the official announcement was nonetheless a landmark as the multicultural market is increasingly becoming the new general market. Today's multicultural market is rapidly growing and evolving into a new type of customer, influencing overall culture more than ever in music, fashion, food, dance and more. Members of this market are younger, more acculturated, more tech-savvy and most importantly, have tremendous buying power that cannot be ignored. Diversity has also become a key business imperative that is driving not only the internal workforce, but also community outreach and product development. The ANA Multicultural Marketing & Diversity Conference recognizes the intersection of multicultural marketing and diversity management in driving strong business growth.

EXPECTED ATTENDANCE: 500+

2012 AGENDA: <http://www.ana.net/conference/show/id/MCC-OCT12>

CONFERENCE SPONSORSHIP LEVEL OPTIONS:

- Opening Night Reception - Sunday: \$18,000
- Opening Night Dinner - Sunday: \$50,000
- Breakfast – Monday or Tuesday: \$18,000
- Lunch – Tuesday: \$30,000
- Pre-Reception – Monday: \$18,000
- Dinner – Monday ANA Multicultural Excellence Awards: \$50,000
- AM Coffee Break– choose Monday or Tuesday: \$12,500
- PM Coffee Break –choose Monday or Tuesday: \$10,000
- WI-FI: \$15,000
- Text Q&A: \$15,000

EXHIBITOR LEVEL OPTION:

- Tabletop Exhibit: \$6,000

2012 SPONSORS/EXHIBITORS INCLUDED: McCann Worldgroup (Presenting Sponsor), nuvoTV, MundoFox, Time Warner, Terra Networks, ImpreMedia, Arbitron, VEVO, ESPN DEPORTES, CAB, Ace Metrix, ShipShapes, Intel, SoiTV, Lopez Negrete, 3AF, Geoscape, NTD TV and Meredith Hispanic Ventures.

MOBILE MARKETING CONFERENCE

CONFERENCE SNAPSHOT:

LOCATION: TBD in NYC

DATES: TBD 2013

DESCRIPTION: The ANA Mobile Marketing Conference is a must-attend event for anyone who is trying to navigate their brands through this ever-changing landscape. According to the 2012 ANA Digital/Social Media survey results; about 90% of marketers currently use or plan to include mobile marketing as part of their overall mix. The development of new mobile technologies has created enormous opportunities, providing marketers with the ability to engage their customers anywhere at any time. However, although mobile marketing is a rapidly growing area, marketers are faced with issues such as the inability to have metrics to prove ROI and the lack of understanding of mobile marketing within their organization.

EXPECTED ATTENDANCE: 350+

2012 AGENDA: <http://www.ana.net/conference/show/id/MOB-NOVE12>

CONFERENCE SPONSOR LEVEL OPTIONS:

- Breakfast: \$20,000
- AM Coffee Break: \$15,000
- PM Coffee Break: \$12,500
- Wi-Fi: \$12,500
- Live Video Streaming (if available): \$12,500
- Text Q&A: \$12,500

CONFERENCE SPONSOR LEVEL OPTIONS:

- Tabletop Exhibit: \$5,000

2012 SPONSORS/EXHIBITORS INCLUDE: MediaVest (Presenting Sponsor), Mojiva, Millennial Media, AT&T Ad Works, Evidon and Snip



CREATIVITY CONFERENCE

CONFERENCE SNAPSHOT:

LOCATION: TBD - NYC

DATES: TBD 2013

DESCRIPTION: Creativity is the foundation for long-term, effective brand building. Companies who are brave will be able to break through today's cluttered, fragmented world where consumers control whether to allow your marketing messages in or not. The ANA Creativity Conference is for anyone who is passionate about driving creativity and inspiring your team to take bold risks. You will learn from top client-side marketers and other experts who will provide actionable tips to take back to your organization.

EXPECTED ATTENDANCE: 250-300

2012 AGENDA: <http://www.ana.net/conference/show/id/CRE-DEC12>

CONFERENCE SPONSOR LEVEL OPTIONS:

- Breakfast: \$20,000
- AM Coffee Break: \$12,500
- PM Coffee Break: \$10,000
- Wi-Fi: \$12,500
- Live Video Streaming: \$12,500
- Text Q&A: \$12,500

CONFERENCE SPONSOR LEVEL OPTIONS:

- Tabletop Exhibit: \$5,000

2012 SPONSORS INCLUDE: Ogilvy (Presenting Sponsor)

CONTACT:

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Please note this document serves as a guideline for ANA sponsorships. Availability and pricing may change so please contact Kristina and Amber for up-to-date specifics.

Other Partnership Opportunities:

The ANA has two annual programs for sponsorship throughout the year – The ANA Strategic Partner Program and ANA Thought Leader Program. If you are interested in benefits and further details, please contact Kristina and Amber for sponsorship overviews or to set up a meeting.

