



2017 PSAMA MarketMix *Sponsorship Opportunities*

April 25, 2017
Meydenbauer Center, Bellevue, WA

Updated February 2017

Welcome to the MarketMix 2017 Sponsorship Prospectus

MarketMix is the premier marketing event in the Pacific Northwest. 12 years old, this conference packs 9 keynote speakers & 34 knowledge experts into one day and attracts approximately 300 marketers from throughout the region. MarketMix2017 will focus on helping you build your “Roadmap to Marketing”, helping marketers navigate the accelerated environment they find themselves in as well as provide opportunities for connection, networking, and career growth. In this prospectus, you will learn how your brand can be a part of this phenomenal experience.

Great Reasons to Sponsor MarketMix 2017

Exposure to over 300 Marketers

- 12th Annual MarketMix! We expect great attendance & press coverage
- All new content driven website extends MarketMix before & after the event
- 4th year at Bellevue’s freshly remodeled Meydenbauer Center
- Sign up early! Take advantage of the digital traffic before & after the event
- Conference Program, e-mail, digital, social & video campaigns all available

Great Traffic Flow At All Times

- Exhibitor tables are centrally located adjacent to meeting rooms
- All activities are on the same floor
- Mix and Mingle Reception with Exhibitor Prize Drawings

Networking Opportunities

- Most sponsorships include a full conference pass or passes
- All sponsors have free access to pre-conference party & closing reception

Visibility in Marketing Community

- Hosted by Puget Sound American Marketing Association, visibility to 400 members & 3,900 marketers throughout the region
- Build brand visibility on the leading edge of the marketing field
- Take advantage of opportunities to be noticed by target prospects
- Reach active marketers in the Puget Sound region, both client side and supply side
- Attract top-notch marketing talent

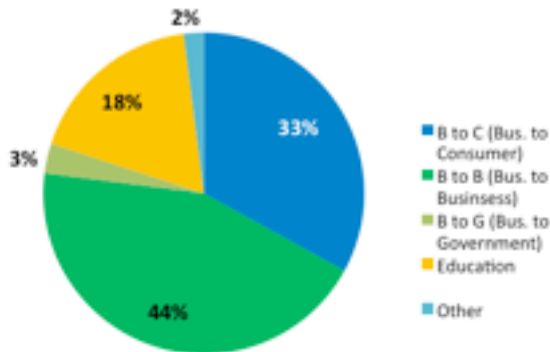
Key Demographics from Past Conferences

300
Attendees

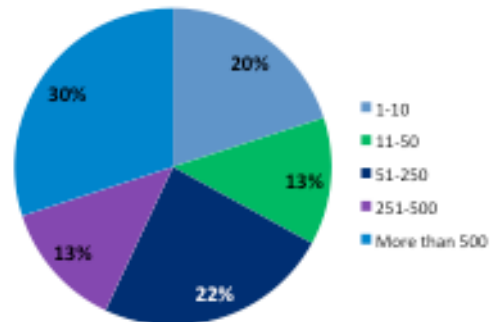
B2B 44%	33% B2C	23%*
<500 employees 70%	30% 500+	
Seattle 49%	24% East	27%*
Non-Member 55%	45% Member	

* Other

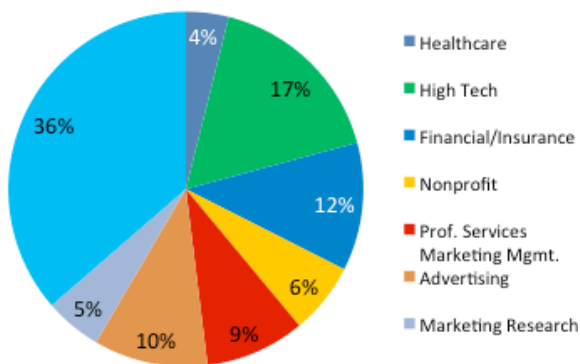
Which most closely describes your business?



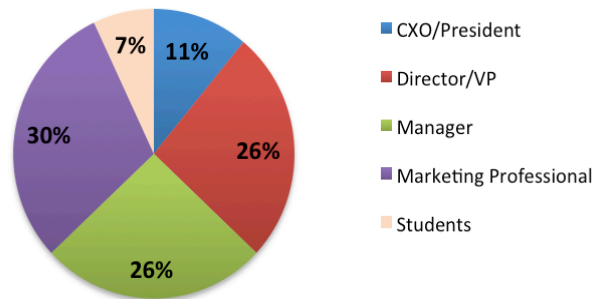
Number of Employees in Organization



Industry



Attendee Title



Sponsorship Packages

Platinum Sponsorship: \$10,000

For companies looking to create the ultimate partnership with the Seattle region's marketing community our Platinum sponsorship is the perfect showcase. Your name & logo will appear prominently alongside MarketMix across all our channels. With front & center visibility at every touchpoint, your commitment to the region's marketers is clear and with ten registrations, you'll have your own table for employees or partners.

Package includes:

- Ten conference registrations
- 1st choice exhibit table (top of stair or center suggested)
- Full-page ad (inside front cover or back cover) in conference program
- Logo recognition
 - Logo on MarketMix welcome banner
 - Website www.marketmix.org
 - May have separate landing page with offer on MarketMix.org
 - Marketmix.org large banner ad (rotates)
 - Logo on registration page
 - Conference program
 - PSAMA weekly emails that include MarketMix
 - MarketMix emails
 - Direct mail postcard (if used)
 - Conference signage
 - Logo & message on stage screens
- May address attendees welcoming them to the event at opening
- Keynote sponsorship if not sold
- Bag insert
- Provide a Give Away for drawing at Mix & Mingle Reception

Gold Sponsorship: \$5,000

The Gold Sponsorship package is the best total value, providing valuable exposure for your firm before, during and after the event. Attendees will recognize and appreciate your firm's commitment to the Puget Sound's marketing community. Package includes:

- Five conference registrations
- Exhibit table
- Full-page ad in conference program in premium location
- Logo recognition

- Website www.marketmix.org
- Large banner ad on marketmix.org (rotates)
- Conference program
- PSAMA weekly emails beginning in January
- MarketMix emails
- Direct mail postcard
- Conference signage
- Logo & message on stage screens
- Podium recognition during event, speak (1-2 min) during opening or closing of event
- Keynote sponsorship if not sold
- Bag insert
- Provide a Give Away for drawing at Mix & Mingle Reception

Silver Sponsorship: \$2,500

Want to spotlight your brand during a keynote, or give marketers a chance to interact with your product? Our silver sponsorships give you a choice between an exhibit table or introducing one of our keynote speakers in front of all 300 attendees. Silver package includes:

- Two conference registrations
- Logo recognition
 - Website www.marketmix.org
 - Small banner ad on site (rotates)
 - Conference program
 - Conference signage
 - Most places where keynote or exhibitors are mentioned
- Keynote speaker introduction or exhibit table
 - If you choose to sponsor a keynote, you can introduce or close the keynote, put flyers/giveaways on tables, run an ad before or after, have branding on screen and signage.
 - If you choose an exhibit table, the tables are 6' x 30" and come with a 500 watt outlet. Additional options are available through Meydenbauer.
- Half-page program ad
- Bag insert
- Provide a Give Away for drawing at Mix & Mingle Reception
- You can sponsor both a keynote and an exhibit table for \$3,750 or add on a breakout session sponsorship at 50% off (\$500)

We also have the option to sponsor our badges (logo on every single badge or lanyard), gift bags (logo on every bag), the lunch buffet, espresso cart, parking, or wireless (logo on complimentary wireless page & company name as password) as well as the ability to sponsor a table of 10 students at the prices & benefits listed.

Supporting Sponsor: \$1,000

Our supporting sponsorship is a great way to affordably generate interest for your brand & products while focusing on the audience that matters most to you. With branding across most of our channels, you can choose to sponsor either one of our twelve breakout sessions, or a full scale advertising package (particularly beneficial if you can't make the event). Package includes:

- One conference registration
- For advertising sponsors, you get:
 - Quarter page program ad
 - Solo e-mail to all attendees & PSAMA members
 - Large digital ad
 - Video on marketmix.org & article or case on MarketMix.org & PSAMA.org
- For breakout session sponsors (see list on page 9), you get:
 - Signage outside breakout session & on-screen or stage signage
 - Mention of brand wherever breakout is listed
 - You can introduce or close breakout session
- Logo recognition
 - Website www.marketmix.org
 - Conference program
 - Sponsors signage
- Bag insert
- Provide a Give Away for drawing at Mix & Mingle Reception
- 50% Discount on Tabletop Exhibit - \$1250 or Breakout Session - \$500

Bag Insert: \$300

- One insert for every bag
- Logo recognition
 - Website www.marketmix.org
- 25% Discount on Tabletop Exhibit or breakout session

Sponsor a College Student - \$250

- Logo recognition
 - Website www.marketmix.org
 - Conference program
 - Table of 10 for \$2,500 w/ branding benefits of silver sponsorship

Notes for all Sponsors to Consider

All sponsors receive recognition on PSAMA Facebook, Twitter, and LinkedIn group pages as available.

- Opportunity for link to sponsor website as requested

Give Away Drawing at Mix & Mingle

- Give away item must have a retail value of \$100 or more and be provided in advance.
- All attendee badge names go into bowl and attendee must be present to win.
- Exhibitors & Breakout Sponsors may hold their own drawings at their exhibit or session.

Discounted Additional Registrations

Sponsors (Excludes bag insert, student, or advertising only) may purchase additional registrations at a discounted rate.

- Sponsors will receive member rate (as of order date) for additional registrations
- When purchasing your sponsorship, let us know if you would like additional registrations and we can invoice as part of your sponsorship, this allows you to provide attendee names later, or to change them if needed.

MARKETMIX SPONSORSHIP DETAILS & PRICING

Sponsorship Level	Expected Attendance	Cost	Registrations(Tickets)	Exhibitor Booth	Stadium Mention**	Signage Logo*	Program Ad	Program Logo	Web & Social Media	E-mail Logo*	Direct Mail Logo**	Giveaway	Bag Insert	Additional Benefits	Discounted Add-ons
Event Partner & Session Sponsorships															
Platinum Level	300	\$10,000	10	1 premium	Intro Speaker	Title banner	Full	✓	+ content & reg. page	All	✓	✓	+ table tents	Opt-in capture, Post-event e-mail	50% off breakout
Gold Level	300	\$5,000	5	1 reserved	✓	✓	Full	✓	+ reg. page	All	✓	✓	+ table tents	Opt-in capture, Post-event e-mail	50% off breakout
Silver															
Keynote	300	\$2,500	2	50% off	Intro Speaker	✓*	1/2	✓	✓	✓*		✓	✓		50% off breakout
Exhibitor	300	\$2,500	2		✓	✓*	1/2	✓	✓	✓*		✓	✓		50% off breakout
Student Table	300	\$2,500	10		✓	✓*	1/2	✓	✓	✓*		✓	✓		50% off breakout
Custom: Bags, Badges, Wireless, parking, etc.	300	\$2,500	2	50% off	w/ Benefit mention	✓*	1/2	✓	✓			✓	✓		50% off breakout
Supporting															
Advertising	300	\$1,000	1	25% off		✓	1/4	✓	✓			✓	✓		50% off breakout
Breakout Session	75	\$1,000	1	25% off	Intro Speaker	✓*		✓	✓			✓	✓		50% off advertising
à la carte Options															
Bag insert	300	\$300		25% off									✓		25% off exhibitor
Program ½ Page Ad	300	\$1,000		25% off				✓							25% off exhibitor
Program Full Page Ad	300	\$1,500		25% off				✓							25% off exhibitor
Digital Ad (90 days)	1,000	\$750							✓						
Sponsor a Student	300	\$250						✓	✓						
Giveaway		\$150										✓			
* Timing/placement of podium mentions, signage, & e-mails dependent on what is sponsored, see detailed descriptions. ** Only if Direct Mail used															
Note: Current PSAMA overall sponsors & group member organizations qualify for 20% off retail prices above.															

SAMPLE SESSION LIST

Keynotes (2016 for reference)

Opening Keynote-	Marketing Trends w/ Geekwire
Keynote 2 (Lunch)-	Marketing Legends
Keynote 3-	Future of Marketing panel

Breakouts (2017 planned)

- Brand Marketing
- Agency Panel (User Experience Design)
- Creativity, Intellectual Property & Negotiation
- Customer Experience
- E-mail Marketing
- Brand Stories & Content Marketing
- Video & Digital Media
- Analytics & Research
- Social Media

Companies that have Attended in the Past

- | | |
|--------------------------------------|-----------------------------------|
| • 4th Avenue Media | • Oracle Marketing Cloud |
| • ABODA | • Salesforce |
| • Adventure Travel Trade Association | • Pacific Lutheran University |
| • Allison+Partners | • Pacific Medical Centers |
| • Analytics Pros | • PEMCO Insurance |
| • City University of Seattle | • Providence Health & Services |
| • DNA Seattle | • Rational Interaction |
| • Drake Cooper | • Retail Voodoo |
| • DreamBox Learning | • Simply Measured |
| • Geekwire | • Socrata |
| • GreenRubino | • Space Needle |
| • Guild Mortgage Company | • T-Mobile |
| • Heinz Marketing | • University of Washington |
| • Hunt Marketing Group | • Waggener Edstrom Communications |
| • Hydrogen | • Weber Shandwick |
| • Microsoft | • Wunderman |
| • MultiCare Health System | • Yesler |