

# PDMI

# WEST

SEPTEMBER 14-16 2020  
PENDRY SAN DIEGO

PDMI West presents the best networking opportunities and educational events for performance-driven marketing professionals interested in the direct-to-consumer media, technology, and commerce spaces.

**SPONSOR**  
PROSPECTUS

Sept. 14-16, 2020 | Pendry San Diego

Professionals throughout the performance-driven marketing industry attend PDMI events to network, find suppliers, and gain the education and awareness necessary for success in this growing industry. Participating as a sponsor helps your business stand out from other attendees and become recognized as a valuable supporter of the event.

Your sponsorship will capture attention before, during, and after the event — when attendees refer to the website, on-site event guide, and other show promotions.

If you have an idea that might work better for your business, please contact our sales team. We'd be happy help build the perfect sponsorship package for you.

These package options provide the following core benefits, plus additional benefits related to one or more functions of the conference as listed in the sponsorship description.

## Core Sponsorship Benefits

### Pre-Event

- Company logo sponsor recognition in all pre-event promotional materials
- Company logo on sponsor recognition page on PDMI website (thepdmi.com)

### Onsite

- Company logo listed on sponsors page in PDMI event guide
- Company logo on sponsor recognition signage prominently displayed in meeting hall
- Company logo on sponsor recognition signage prominently displayed at registration desk

### Post-Event

- Company logo sponsor recognition on all post-event wrap up materials (e.g., eblasts, thank you emails, etc.)

Please contact our sales and support team for current package availability.

Take a look through our array of sponsorship opportunities for PDMI West 2020 to determine the best fit for your overall marketing plan.

Options and pricing are subject to change. Please contact our sales and support team for current availability.

## Sponsorship Options

EVENT CONNECT SPONSOR .....	2
BADGE SPONSOR .....	2
COFFEE & TEA .....	2
EDUCATION SPONSOR .....	2
HOTEL KEY CARD.....	3
HOTEL ROOM DROP.....	3
LANYARDS.....	3
MEETING HALL BAR .....	3
RESULTS MAGAZINE BACK COVER .....	3
REUSABLE WATER BOTTLE.....	4
SHOW BAG.....	4
SWEET TREAT STAND.....	4
WRISTBANDS .....	4
EVENING RECEPTION .....	5
MEETING HALL HAPPY HOUR .....	5
PRE-KEYNOTE RECEPTION .....	5
CORPORATE MEETING ROOM .....	6
ONE-BEDROOM MEETING SUITE .....	6
CORPORATE SHOW-LEVEL SUITE .....	6
MEETING CABANA .....	6
RESERVED MEETING TABLE .....	7
CUSTOM PACKAGE .....	7
CONTACT OUR TEAM.....	7

Sept. 14-16, 2020 | Pendry San Diego

# BRANDING

BRANDING SPONSORSHIP	INCLUDED ENHANCE BENEFITS:
<p><b>EVENT CONNECT SPONSOR</b>  <b>USD 7,000 each</b></p> <p>Free Internet access is the single most requested item by PDMI event attendees. Your brand will be extensively highlighted through PDMI promotions, announcements, and messaging and prominently displayed throughout the event. The extensive branding benefits of this much-appreciated sponsorship make your business stand out from the other attendees.</p>	<ul style="list-style-type: none"> <li>• Up to 3 complimentary badges for your team</li> <li>• Logo on Wi-Fi Sponsor recognition signage</li> <li>• Full-page advertisement in official Show Guide</li> <li>• Bag insert in official Show Bag</li> <li>• Pre-event RSVP and post-event Attendee lists</li> </ul>
<p><b>BADGE SPONSOR</b>  <b>USD 15,000   Exclusive</b></p> <p>Issued to each attendee, your company logo will appear on the badge, along with each registrant’s name and company information. Be seen in this high-profile sponsorship.</p>	<ul style="list-style-type: none"> <li>• Up to 3 complimentary badges for your team</li> <li>• Full-page advertisement in official Show Guide</li> <li>• Bag insert in official Show Bag</li> <li>• Pre-event RSVP and post-event Attendee lists</li> </ul>
<p><b>COFFEE &amp; TEA</b>  <b>USD 10,000   Exclusive</b></p> <p>Show attendees will start the day off with coffee and/or tea from your station located in the meeting hall each day. This sponsorship offers great visibility and generates plenty of recognition and appreciation from attendees. Includes signage at the station and branded cup sleeves.</p>	<ul style="list-style-type: none"> <li>• 3 complimentary badges for your team</li> <li>• Full-page advertisement in official Show Guide</li> <li>• Bag insert in official Show Bag</li> <li>• Pre-event RSVP list and post-event attendee list</li> </ul>
<p><b>EDUCATION SPONSOR</b>  <b>Exclusive USD 20,000   Co-sponsor USD 14,000</b></p> <p>Tie your brand with the educational offerings at the conference. Educational sessions at PDMI events cover topics and trends highly relevant to performance-driven marketing professionals.</p>	<ul style="list-style-type: none"> <li>• 5 complimentary badges for your team</li> <li>• Logo on Education Sponsor recognition signage</li> <li>• Full-page advertisement in official Show Guide</li> <li>• Bag insert in official Show Bag</li> <li>• Pre-event RSVP and post-event Attendee lists</li> </ul>

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Sept. 14-16, 2020 | Pendry San Diego

BRANDING SPONSORSHIP	INCLUDED ENHANCE BENEFITS:
<p><b>HOTEL KEY CARD</b>  <b>USD 15,000   Exclusive</b></p> <p>Have your company’s logo appear on one of the most important items attendees will be carrying: their hotel room key cards. The key cards are distributed during hotel check-in and will be carried by attendees for the duration of the conference. The Hotel Key Card sponsor has its logo and web address branded alongside the event and the hotel, ensuring repeat brand awareness.</p>	<ul style="list-style-type: none"> <li>• Up to 5 complimentary badges for your team</li> <li>• Full-page advertisement in official Show Guide</li> <li>• Bag insert in official Show Bag</li> <li>• Pre-event RSVP and post-event Attendee lists</li> </ul>
<p><b>HOTEL ROOM DROP</b>  <b>USD 8,000 /day each + cost of item (3 available)</b></p> <p>Gain a competitive advantage by having a company promotional piece delivered directly to the conference attendees staying at the venue hotel. Materials to be distributed subject to PDMI approval.</p>	<ul style="list-style-type: none"> <li>• Up to 3 complimentary badges for your team</li> <li>• Full-page advertisement in official Show Guide</li> <li>• Bag insert in official Show Bag</li> <li>• Pre-event RSVP and post-event Attendee lists</li> </ul>
<p><b>LANYARDS</b>  <b>USD 15,000   Exclusive</b></p> <p>Every registrant is required to wear a name badge on a lanyard throughout the event to access the event floor and conference sessions. Sponsoring lanyards a great way to enhance your brand and increase your corporate visibility!</p>	<ul style="list-style-type: none"> <li>• Up to 5 complimentary badges for your team</li> <li>• Company logo-branded lanyards given to all show attendees.</li> <li>• Full-page advertisement in official Show Guide</li> <li>• Bag insert in official Show Bag</li> <li>• Pre-event RSVP and post-event Attendee lists</li> </ul>
<p><b>MEETING HALL BAR</b>  <b>USD 10,000   Exclusive</b></p> <p>A lot of business happens at the bar, and your brand will be in the middle of it all with this sponsorship! The Meeting Hall Bar is open daily and serves beer, wine, and soda.</p>	<ul style="list-style-type: none"> <li>• 3 complimentary badges for your team</li> <li>• Exclusive branding on Meeting Hall Bar signage for duration of event</li> <li>• Full-page advertisement in official Show Guide</li> <li>• Bag insert in official Show Bag</li> <li>• Pre-event RSVP and post-event Attendee lists</li> </ul>
<p><b>RESULTS MAGAZINE FALSE COVER</b>  <b>USD 15,000   Exclusive</b></p> <p>Powerful cover position delivers can't-miss messaging to our targeted audience. Your cover will be seen on the print issue of the magazine distributed at the show, as well as on the online digital version.</p>	<ul style="list-style-type: none"> <li>• Up to 5 complimentary badges for your team</li> <li>• Includes Cover and inside front cover placement</li> <li>• A one-page company spotlight/column in issue</li> <li>• 100 copies of printed issue</li> <li>• Bag insert in official Show Bag</li> <li>• Pre-event RSVP and post-event Attendee lists</li> </ul>

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Sept. 14-16, 2020 | Pendry San Diego

BRANDING SPONSORSHIP	INCLUDED ENHANCE BENEFITS:
<p><b>REUSABLE WATER BOTTLE</b>  <b>USD 10,000 + Cost of Bottle   Exclusive</b></p> <p>Be the company that hydrates attendees throughout the event and long after by sponsoring high-end reusable water bottles. Your water bottles will be prominently displayed at hydration stations in the meeting hall.</p>	<ul style="list-style-type: none"> <li>• Up to 5 complimentary badges for your team</li> <li>• Full-page advertisement in official Show Guide</li> <li>• Bag insert in official Show Bag</li> <li>• Pre-event RSVP and post-event Attendee lists</li> </ul>
<p><b>SHOW BAG</b>  <b>USD 15,000   Exclusive</b></p> <p>Every attendee receives a Show Bag stuffed with the event guide and promotional inserts. Attendees use the bags throughout the conference, giving your brand repeated exposure not just to the person carrying the bag, but to everyone who sees it at and after the show.</p>	<ul style="list-style-type: none"> <li>• 5 complimentary badges for your team</li> <li>• Company-branded Show Bags distributed to show attendees</li> <li>• Full-page advertisement in official Show Guide</li> <li>• Bag insert in official Show Bag</li> <li>• Pre-event RSVP and post-event Attendee lists</li> </ul>
<p><b>SWEET TREAT STAND</b>  <b>USD 8,000 each /treat   Exclusive</b></p> <p>Set up in the Meeting Hall, the Sweet Treats rotate through the day ensuring continuous branding recognition by show attendees. This highly visible sponsorship that offers a welcome treat that attendees will appreciate during both conference days.</p>	<ul style="list-style-type: none"> <li>• 3 complimentary badges for your team</li> <li>• Company logo branding on Sweet Treat sponsorship signage</li> <li>• Company logo-branded napkins during service</li> <li>• Full-page advertisement in official Show Guide or bag insert in official Show Bag</li> <li>• Pre-event RSVP and post-event Attendee lists</li> </ul>
<p><b>WRISTBANDS</b>  <b>USD 15,000   Exclusive</b></p> <p>Every registrant is required to wear a wristband to access the event floor, throughout the conference sessions, and to attend PDMI networking events. This sponsorship ensures repeated brand exposure.</p>	<ul style="list-style-type: none"> <li>• Up to 5 complimentary badges for your team</li> <li>• Full-page advertisement in official Show Guide</li> <li>• Bag insert in official Show Bag</li> <li>• Pre-event RSVP and post-event Attendee lists</li> </ul>

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Sept. 14-16, 2020 | Pendry San Diego

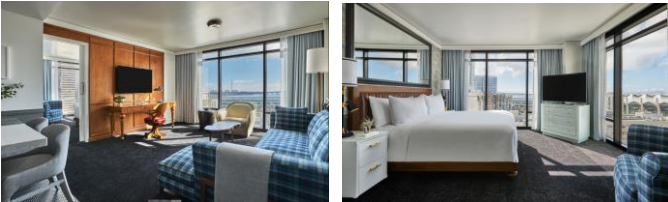
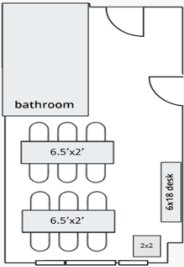
# NETWORKING

NETWORKING SPONSORSHIP	INCLUDED ENHANCE BENEFITS:
<p><b>EVENING RECEPTION</b>  <b>USD 30,000 – 45,000 each   3 available</b></p> <p>Each night, attendees and exhibitors alike loosen their ties, kick back, and enjoy drinks and hors d’oeuvres while they reconnect with colleagues and form new connections. As an Evening Reception Sponsor, you’ll have the opportunity to be a part of an unforgettable experience and provide fun and relaxation after a day at the event.</p>	<ul style="list-style-type: none"> <li>• Up to 5 complimentary badges for your team</li> <li>• Company logo branding on signage at reception</li> <li>• Full-page advertisement in official Show Guide</li> <li>• Bag insert in official Show Bag</li> <li>• Pre-event RSVP and post-event Attendee lists</li> </ul>
<p><b>MEETING HALL HAPPY HOUR</b>  <b>USD 12,500 each   2 available</b></p> <p><i>Held 4:15-5:15 pm on conference days</i></p> <p>Sponsor a happy hour after a long day of educational sessions. Held in the meeting hall, attendees will welcome this pop-up premium bar and light bites casual affair. Sponsorship includes company-branded napkins. Sponsor may provide other specialty items to be used during the sponsored event.</p>	<ul style="list-style-type: none"> <li>• 5 complimentary badges for your team</li> <li>• Company-branded napkins included</li> <li>• Company logo on Happy Hour sponsorship signage</li> <li>• Opportunity to place promotional materials at event</li> <li>• Full-page advertisement in official Show Guide</li> <li>• Bag insert in official Show Bag</li> <li>• Pre-event RSVP and post-event Attendee lists</li> </ul>
<p><b>PRE-KEYNOTE RECEPTION</b>  <b>USD 15,000   Exclusive</b>  <b>Co-Sponsor USD 8,000 each   3 available</b></p> <p>The Pre-Keynote Reception is a one-hour power mixer designed to bring attendees together to kick off the conference. With served food and drinks, hosting the Pre-Keynote is a prime opportunity to showcase your name in front of PDMI event attendees in a fun and relaxing way appreciated by all.</p>	<ul style="list-style-type: none"> <li>• Up to 2 complimentary badges for your team (co-sponsor) or 6 for exclusive</li> <li>• Company logo branding on signage at reception</li> <li>• Full-page advertisement in official Show Guide</li> <li>• Bag insert in official Show Bag</li> <li>• Pre-event RSVP and post-event Attendee lists</li> </ul>

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Sept. 14-16, 2020 | Pendry San Diego

# MEETING SPACE

MEETING SPACE SPONSORSHIP	INCLUDED ENHANCE BENEFITS:
<p><b>CORPORATE MEETING ROOM</b>  <b>USD 12,000-15,000 each   Price Varies by Suite</b>  <i>Hours: Mon, Sept. 14, 9 am – Thur, Sept 17, 11 am</i></p> <p>A Corporate Meeting Room at PDMI events gives you the best of both worlds: great accessibility and visibility during the event and the ability to host private meetings in comfort.</p>	<ul style="list-style-type: none"> <li>• 5 complimentary badges for your team</li> <li>• Company-branded room ID signage at room</li> <li>• Map listing in official Show Guide detailing your location, including company name and logo</li> <li>• Location listing on onsite signage</li> <li>• Pre-event RSVP and post-event Attendee lists</li> </ul>
<p><b>ONE-BEDROOM MEETING SUITE</b>  <b>USD 7,500 each + cost of room</b>  <i>\$589/night + tax   3-night min</i></p> <p>A One-Bedroom Meeting Suite offers space to host meetings and a separate bedroom to comfortably house staff. Suite’s parlor area staged to host meetings.</p> 	<ul style="list-style-type: none"> <li>• Up to 3 complimentary badges for your team</li> <li>• Company-branded room ID signage at suite</li> <li>• Map location listing in official Show Guide</li> <li>• Location listing on directional onsite signage</li> <li>• Pre-event RSVP and post-event Attendee lists</li> </ul>
<p><b>CORPORATE SHOW-LEVEL SUITE</b>  <b>USD 6,500 + cost of room</b>  <i>\$309 /night + tax   3-night min, 4-night max</i></p> <p>Located on the Pendry’s second floor, Show-Level Meeting Suites allow you to hold meetings in private while being easily accessible to attendees and conveniently located near event happenings.</p> 	<ul style="list-style-type: none"> <li>• Up to 3 complimentary badges for your team</li> <li>• Company-branded room ID signage at suite</li> <li>• Map listing in official Show Guide (optional)</li> <li>• Location listing on onsite directional signage</li> <li>• Pre-event RSVP and post-event Attendee lists</li> </ul>
<p><b>MEETING CABANA</b>  <b>USD 12,000 each</b></p> <p>A poolside Meeting Cabana at PDMI events gives you great accessibility during the event and the ability to host private meetings in comfort.</p>	<ul style="list-style-type: none"> <li>• Up to 5 complimentary badges for your team</li> <li>• Branded identification signage at cabana</li> <li>• Map listing in official Show Guide</li> <li>• Pre-event RSVP and post-event Attendee lists</li> </ul>

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Sept. 14-16, 2020 | Pendry San Diego

MEETING SPACE SPONSORSHIP	INCLUDED ENHANCE BENEFITS:
<p><b>RESERVED MEETING TABLE</b>  <b>USD 3,000 each</b></p> <p>A Reserved Meeting Table gives you a home base in the meeting hall. Conduct business in a highly visible, easily accessible location for all event attendees. Available for use during open hall hours: see event schedule when posted.</p>	<ul style="list-style-type: none"> <li>• Reserved table on main event floor with signage exclusively featuring company name and logo</li> <li>• Location listing in official Show Guide</li> <li>• Location listing on directional signage</li> </ul>

**CUSTOM PACKAGE**

We will gladly work with you and your organization to create a customized sponsorship package that will fit your current marketing goals and objectives, and effectively market your brand to our audience of performance-driven marketing professionals. Contact our sales and support team to discuss custom options.

**CONTACT OUR TEAM**

**Sales and Support**

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