



PDMI WEST

**SPONSOR
PROSPECTUS**

OCTOBER 4-6, 2021
HARD ROCK HOTEL
SAN DIEGO

Oct 4-6, 2021 | Hard Rock Hotel 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.

These sponsorships will capture attention before, during, and after the event — when attendees refer to the website, on-site event guide, and other show promotions. The extensive branding benefits of sponsorship make your business stand out from the other attendees.

Looking to build a custom or bundled package? Contact our sales team to help build your perfect sponsorship package.

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.

Look through our array of sponsorship opportunities 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

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BRANDING

BRANDING SPONSORSHIP	INCLUDED ENHANCE BENEFITS:
<p>ALL ACCESS 7,500 USD each</p> <p>This sponsorship includes extensive exposure opportunities across multiple PDMI platforms to ensure your brand reaches our diverse community of industry professionals before, during and long after the event days conclude.</p>	<ul style="list-style-type: none"> • Up to 3 complimentary badges for your team • Full-page ad in the official Show Guide • Bag Insert in official Show Bag • Full-page ad in the December issue of Results • One month of banner ads in the PDMI Weekly • Pre-event RSVP and post-event Attendee lists
<p>BADGE STOCK 15,000 USD Exclusive</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"> • Up to 3 complimentary badges for your team • Full-page advertisement in official Show Guide • Bag insert in official Show Bag • Pre-event RSVP and post-event Attendee lists
<p>COFFEE & TEA 10,000 USD Exclusive</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"> • Up to 3 complimentary badges for your team • Full-page advertisement in official Show Guide • Bag insert in official Show Bag • Pre-event RSVP list and post-event attendee list
<p>EDUCATION SPONSOR Exclusive 20,000 USD Co-sponsor 12,500 USD</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"> • Up to 5 complimentary badges for your team • 30-second company promo video played at each session • Logo on Education Sponsor recognition signage • Full-page advertisement in official Show Guide • Bag insert in official Show Bag • Pre-event RSVP and post-event Attendee lists
<p>ELEVATOR WRAP 16,500/Elevator USD 3 available</p> <p>Every time an attendee heads to their room or conference happenings they will be reminded of your brand. It truly is the perfect “elevator pitch”. Includes graphics on outside and inside of one (1) elevator.</p>	<ul style="list-style-type: none"> • Up to 3 complimentary badges for your team • Full-page advertisement in official Show Guide • Bag insert in official Show Bag • Pre-event RSVP list and post-event attendee list

*Listed sponsorship rate reflects PDMI Membership Discount. Non-members add 10%.

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BRANDING SPONSORSHIP	INCLUDED ENHANCE BENEFITS:
<p>HAND SANITATION STATIONS 10,000 USD + Cost of Branded Personal Bottles Exclusive</p> <p>See your brand prominently displayed at event sanitation stations located in high-traffic, public areas, including at registration, on the trade show floor and at education theater. Personal sized bottles displayed on show floor.</p>	<ul style="list-style-type: none"> • Up to 3 complimentary badges for your team • Company branded hand sanitizer stations • Full-page ad in the show guide • Bag insert in official Show Bag • Pre-event RSVP and post-event Attendee lists
<p>HOTEL KEY CARD 15,000 USD Exclusive</p> <p>Your brand will 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 are 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"> • Up to 5 complimentary badges for your team • Full-page advertisement in official Show Guide • Bag insert in official Show Bag • Pre-event RSVP and post-event Attendee lists
<p>HOTEL ROOM DROP 8,000 USD /Day each + cost of item (3 available)</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"> • Up to 3 complimentary badges for your team • Full-page advertisement in official Show Guide • Bag insert in official Show Bag • Pre-event RSVP and post-event Attendee lists
<p>LANYARDS 15,000 USD Exclusive</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"> • Up to 5 complimentary badges for your team • Company branded lanyards given to all show attendees. • Full-page advertisement in official Show Guide • Bag insert in official Show Bag • Pre-event RSVP and post-event Attendee lists
<p>MEETING HALL BAR 10,000 USD Exclusive</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"> • Up to 3 complimentary badges for your team • Exclusive branding on Meeting Hall Bar signage • Company branded napkins • Full-page advertisement in official Show Guide • Bag insert in official Show Bag • Pre-event RSVP and post-event Attendee lists

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BRANDING SPONSORSHIP	INCLUDED ENHANCE BENEFITS:
<p>RESULTS MAGAZINE FALSE COVER 15,000 USD Exclusive</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"> • Up to 5 complimentary badges for your team • Includes Cover and inside front cover placement • A one-page Company Profile/column in issue • 100 copies of printed issue • Bag insert in official Show Bag • Pre-event RSVP and post-event Attendee lists
<p>REUSABLE WATER BOTTLE 12,000 USD + Cost of Bottle Exclusive</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"> • Up to 5 complimentary badges for your team • Full-page advertisement in official Show Guide • Bag insert in official Show Bag • Pre-event RSVP and post-event Attendee lists
<p>SHOW BAG 15,000 USD Exclusive</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"> • Up to 5 complimentary badges for your team • Company-branded Show Bags distributed to show attendees • Full-page advertisement in official Show Guide • Bag insert in official Show Bag • Pre-event RSVP and post-event Attendee lists
<p>WIFI 7,500 USD each</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.</p>	<ul style="list-style-type: none"> • Up to 3 complimentary badges for your team • Logo on Wi-Fi Sponsor recognition signage • Company branding on wifi information cards • Full-page advertisement in official Show Guide • Bag insert in official Show Bag • Pre-event RSVP and post-event Attendee lists
<p>WRISTBANDS 15,000 USD Exclusive</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"> • Up to 5 complimentary badges for your team • Full-page advertisement in official Show Guide • Bag insert in official Show Bag • Pre-event RSVP and post-event Attendee lists

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NETWORKING

NETWORKING SPONSORSHIP	INCLUDED ENHANCE BENEFITS:
<p>EVENING RECEPTION 30,000 – 45,000 USD each 3 available</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"> • Up to 5 complimentary badges for your team • Company logo branding on signage at reception • Full-page advertisement in official Show Guide • Bag insert in official Show Bag • Pre-event RSVP and post-event Attendee lists
<p>MEETING HALL HAPPY HOUR 12,500 USD each 2 available</p> <p><i>Held 4:00-5:00 pm on each conference day</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"> • Up to 5 complimentary badges for your team • Company-branded napkins included • Company-branded on Happy Hour signage • Opportunity to place promotional materials during Happy Hour • Full-page advertisement in official Show Guide • Bag insert in official Show Bag • Pre-event RSVP and post-event Attendee lists
<p>PRE-KEYNOTE RECEPTION 15,000 USD Exclusive Co-Sponsor USD 8,000 each 3 available</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"> • Up to 2 complimentary badges for your team (co-sponsor) or 6 for exclusive • Company logo branding on signage at reception • Full-page advertisement in official Show Guide • Bag insert in official Show Bag • Pre-event RSVP and post-event Attendee lists

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MEETING SPACE

MEETING SPACE SPONSORSHIP	INCLUDED ENHANCE BENEFITS:
<p>CORPORATE MEETING ROOM 12,500-15,000 USD each Price Varies by Room Corporate Meeting Rooms 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"> • Up to 5 complimentary badges for your team • Company-branded room ID signage at room • Map listing in official Show Guide • Location listing on onsite signage • Pre-event RSVP and post-event Attendee lists
<p>SHOW-LEVEL MEETING SUITE 7,000 USD <i>Hours: Sun, Oct 3 (4pm) – Wed, Oct 6 (4pm)</i> 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"> • Up to 3 complimentary badges for your team • Company-branded room ID signage at suite • Map listing in official Show Guide (optional) • Location listing on onsite directional signage • Pre-event RSVP and post-event Attendee lists
<p>POOL-LEVEL MEETING ROOM 12,000 USD <i>Hours: Sun, Oct 3 (4 pm) – Wed, Oct 6 (4pm)</i> Pool-level meeting spaces at PDMI events offers great accessibility during the event and the ability to host private multiple meetings in comfort. Includes indoor and outdoor meeting space.</p>	<ul style="list-style-type: none"> • Up to 5 complimentary badges for your team • Branded identification signage at cabana • Map listing in official Show Guide • Pre-event RSVP and post-event Attendee lists
<p>RESERVED TABLE 3,000 USD each <i>Hours: Show floor hours</i> 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.</p>	<ul style="list-style-type: none"> • Reserved table on main event floor with signage exclusively featuring company name and logo • Location listing in official Show Guide • Location listing on directional signage

CUSTOM/BUNDLED PACKAGES

We will gladly work with you and your organization to create a customized sponsorship package that best fits your current marketing goals and objectives. Sponsorship options may be bundled and offer further discounted bundled rates. Contact our sales and support team to discuss custom options.

CONTACT OUR TEAM

Sales & Support
John Yarrington
jy@definitivemediagroup.com

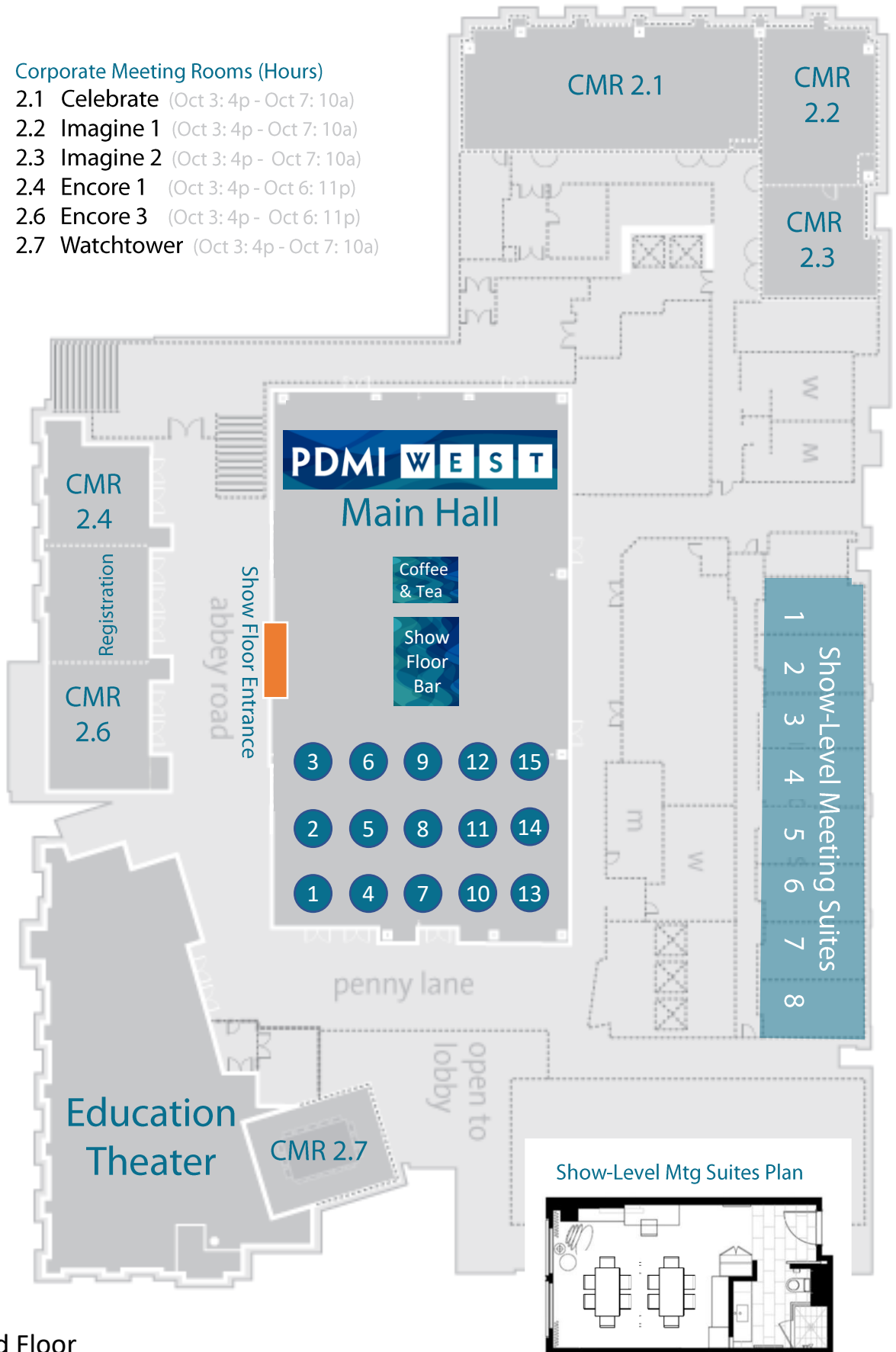
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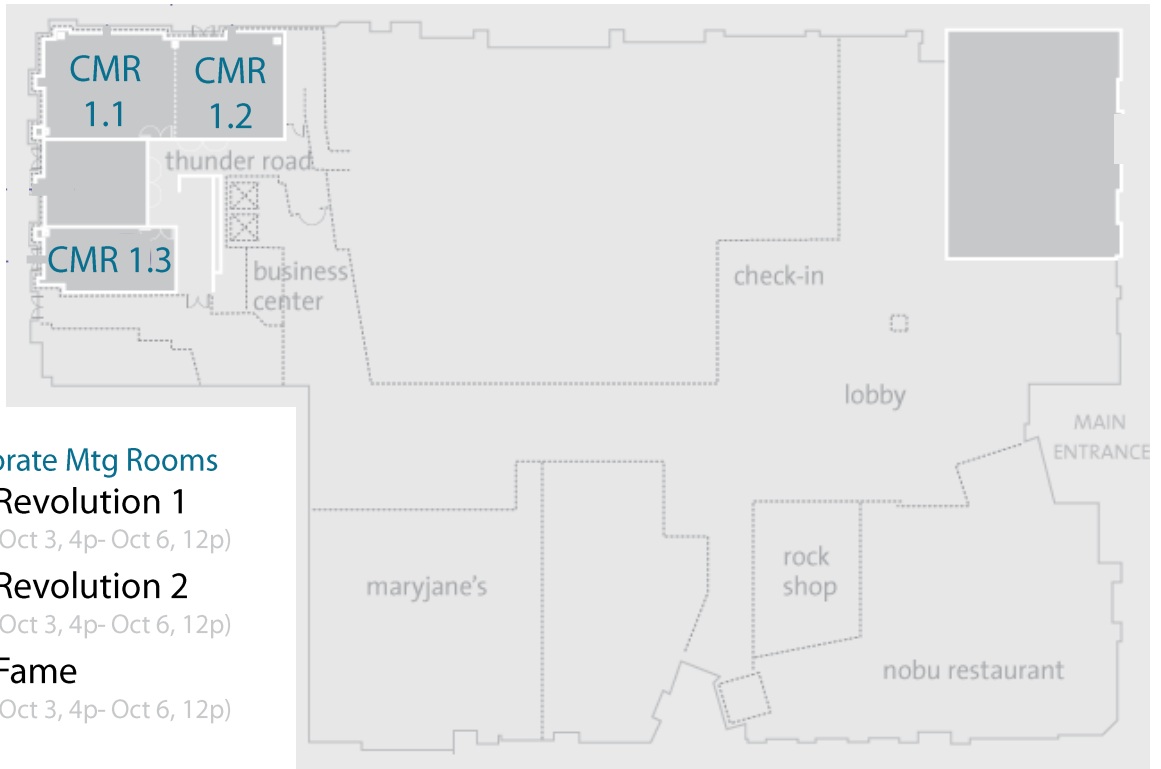
Event Content & Mkt: Thomas Haire
thaire@definitivemediagroup.com

Art & Creative: Monica Kollmann
mkollmann@definitivemediagroup.com

Corporate Meeting Rooms (Hours)

- 2.1 Celebrate (Oct 3: 4p - Oct 7: 10a)
- 2.2 Imagine 1 (Oct 3: 4p - Oct 7: 10a)
- 2.3 Imagine 2 (Oct 3: 4p - Oct 7: 10a)
- 2.4 Encore 1 (Oct 3: 4p - Oct 6: 11p)
- 2.6 Encore 3 (Oct 3: 4p - Oct 6: 11p)
- 2.7 Watchtower (Oct 3: 4p - Oct 7: 10a)

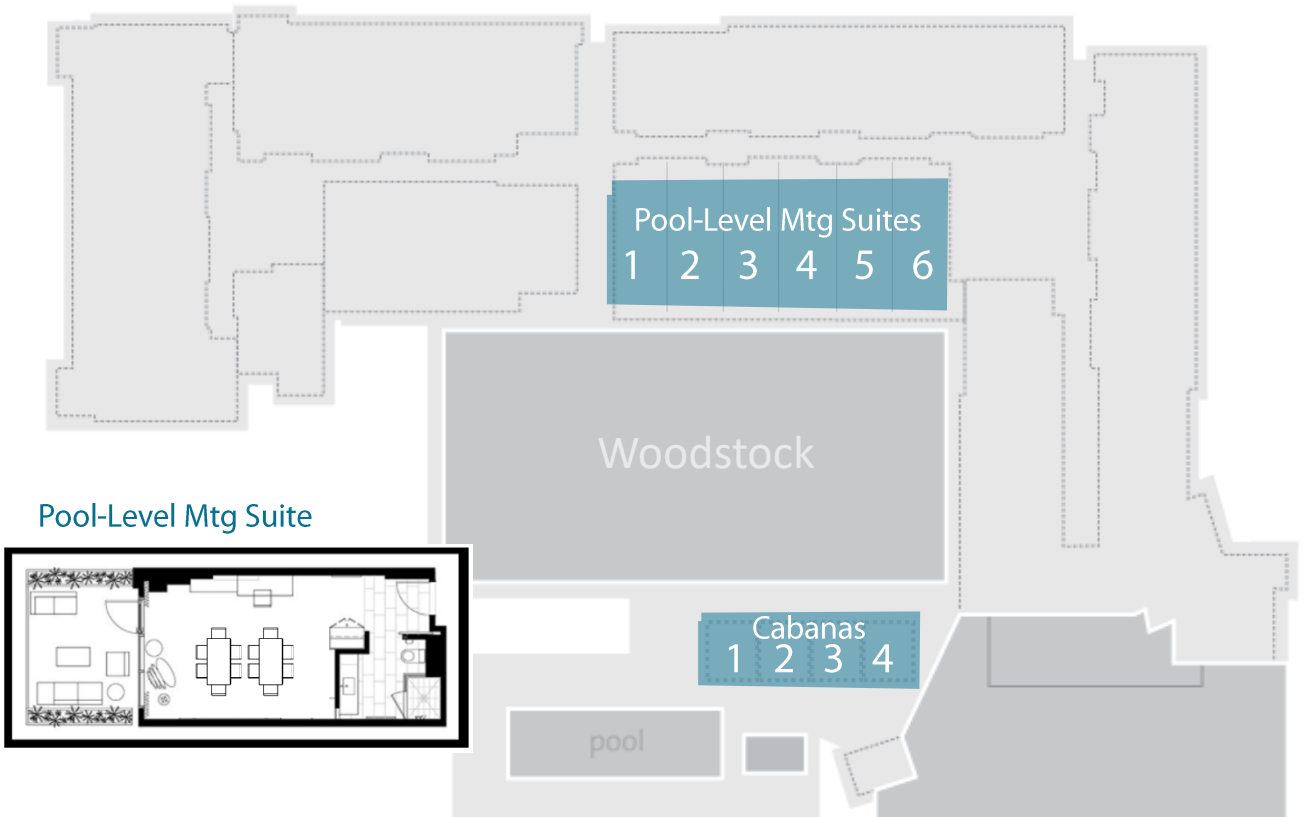




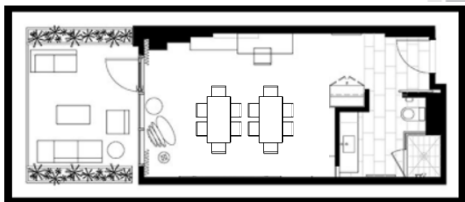
Corporate Mtg Rooms

- 1.1 Revolution 1**
(Oct 3, 4p- Oct 6, 12p)
- 1.2 Revolution 2**
(Oct 3, 4p- Oct 6, 12p)
- 1.3 Fame**
(Oct 3, 4p- Oct 6, 12p)

First Floor



Pool-Level Mtg Suite



Fourth Floor