



PDMI

E A S T

SPONSOR PROSPECTUS

APRIL 8-10, 2024

EDEN ROC MIAMI BEACH



April 8-10, 2024 | Eden Roc Miami Beach

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 and evolving industry.

PDMI event sponsorships capture attention before, during, and after the gathering — 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.

Sponsorship 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 pre-event promo materials
- Company logo on sponsor recognition page on PDMI website

Onsite

- Company logo sponsor recognition in PDMI official show guide
- Company logo on sponsor recognition signage in meeting hall
- Company logo on sponsor recognition signage at registration desk
- Sponsor ribbons for badges

Post-Event

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

Look through the array of sponsorship opportunities available for this PDMI event to determine the best fit for your overall marketing plan. If you have an idea that might work better for your business, please contact our sales team. We're happy to help customize the perfect sponsorship package for you.

Sponsorship Options

CUSTOM/BUNDLED PACKAGES	1
CONTACT OUR TEAM	1
ALL ACCESS.....	2
BADGE STOCK	2
COFFEE & TEA	2
COUNTDOWN CLOCK.....	2
DAILY DONUT PERK.....	2
DAILY LUNCH.....	3
EDUCATION SPONSOR	3
HAND SANITATION STATIONS.....	3
HOTEL KEY CARD.....	3
HOTEL ROOM DROP.....	3
LANYARDS	4
MEETING HALL BAR	4
RESULTS MAGAZINE FALSE COVER	4
REUSABLE WATER BOTTLE.....	4
SHOW BAG.....	4
WIFI.....	5
WRISTBANDS	5
EVENING RECEPTION	6
MEETING HALL HAPPY HOUR.....	6
WOMENS LEADERSHIP BREAKFAST	6
CORPORATE MEETING ROOM.....	7
ONE-BEDROOM MEETING SUITE	7
POOL-SIDE LOFT MEETING ROOM	7
RESERVED MEETING TABLE.....	7
FLOORPLANS.....	8



PDMI Members received Discounted Sponsorship Rates at PDMI Events

Prices listed below reflect the PDMI member discount, non-members add 15% to sponsorship amount. Consider joining the PDMI to receive best pricing rates listed. [CLICK HERE](#) to learn more about Membership Benefits.

April 8-10, 2024 | Eden Roc Miami Beach



CUSTOM/BUNDLED PACKAGES

We will collaborate 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 for further discounted bundled rates. Contact our sales and support team to discuss custom options.

CONTACT OUR TEAM

Sales & Support
John Yarrington
jy@definitivemediagroup.com

Jessica Delich
jdulich@definitivemediagroup.com

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

Art & Creative: Monica Kollmann
mkollmann@definitivemediagroup.com

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

April 8-10, 2024 | Eden Roc Miami Beach

BRANDING

BRANDING SPONSORSHIP	INCLUDED 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"> • Core Pre-, Onsite, & Post-event benefits • 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 Results Magazine • One month of banner ads in the PDMI Weekly • Pre-event RSVP (delivered 2 weeks prior to show) 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"> • Core Pre-, Onsite, & Post-event benefits • Up to 3 complimentary badges for your team • Full-page advertisement in official Show Guide • Bag insert in official Show Bag • Pre-event RSVP (delivered 2 weeks prior to show) 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"> • Core Pre-, Onsite, & Post-event benefits • 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 (delivered 2 weeks prior to show) and post-event attendee lists
<p>COUNTDOWN CLOCK 6,000 USD Exclusive</p> <p>Promote your brand in a unique and impactful way with premium placement on the event website (3 months prior to show start). This dynamic online advertising allows your brand to take center stage.</p>	<ul style="list-style-type: none"> • Core Pre-, Onsite, & Post-event benefits • Up to 2 complimentary badges for your team • Web banner ad next to countdown clock • Full-page advertisement in official Show Guide • Bag insert in official Show Bag • Pre-event RSVP list (delivered 2 weeks prior to show) and post-event attendee lists
<p>DAILY DONUT PERK 5,000 USD/Day Exclusive (2 available)</p> <p>Revive attendees with a mid-morning pick me up of delicious donuts available on the show floor on Tuesday and Wednesday.</p>	<ul style="list-style-type: none"> • Core Pre-, Onsite, & Post-event benefits • Up to 1 complimentary badges for your team • Company branded signage and napkins • Full-page advertisement in the show guide • Bag insert in official Show Bag • Pre-event RSVP list (delivered 2 weeks prior to show) and post-event attendee lists

*Listed sponsorship rate reflects PDMI Membership Discount. Non-members add 15%.

April 8-10, 2024 | Eden Roc Miami Beach

BRANDING SPONSORSHIP	INCLUDED BENEFITS:
<p>DAILY LUNCH 10,000 USD/Day - Exclusive (2 available)</p> <p>Revive attendees and keep the networking stamina high by sponsoring the Daily Lunch available on the show floor on Tuesday and Wednesday.</p>	<ul style="list-style-type: none"> • Core Pre-, Onsite, & Post-event benefits • Up to 3 complimentary badges for your team • Company branded signage and napkins • Full-page advertisement in the show guide • Bag insert in official Show Bag • Pre-event RSVP list (delivered 2 weeks prior to show) and post-event attendee lists
<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"> • Core Pre-, Onsite, & Post-event benefits • Up to 5 complimentary badges for your team • 30-second company promo video played at each session (rotating if co-sponsored) • Logo on Education Sponsor recognition signage • Full-page advertisement in official Show Guide • Bag insert in official Show Bag • Pre-event RSVP (delivered 2 weeks prior to show) and post-event attendee lists
<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"> • Core Pre-, Onsite, & Post-event benefits • 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 (delivered 2 weeks prior to show) 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"> • Core Pre-, Onsite, & Post-event benefits • Up to 5 complimentary badges for your team • Full-page advertisement in official Show Guide • Bag insert in official Show Bag • Pre-event RSVP (delivered 2 weeks prior to show) 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"> • Core Pre-, Onsite, & Post-event benefits • Up to 3 complimentary badges for your team • Full-page advertisement in official Show Guide • Bag insert in official Show Bag • Pre-event RSVP (delivered 2 weeks prior to show) and post-event attendee lists

*Listed sponsorship rate reflects PDMI Membership Discount. Non-members add 15%.

April 8-10, 2024 | Eden Roc Miami Beach

BRANDING SPONSORSHIP	INCLUDED BENEFITS:
<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 is a great way to enhance your brand and increase your corporate visibility!</p>	<ul style="list-style-type: none"> • Core Pre-, Onsite, & Post-event benefits • 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 (delivered 2 weeks prior to show) 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"> • Core Pre-, Onsite, & Post-event benefits • 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 (delivered 2 weeks prior to show) and post-event attendee lists
<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"> • Core Pre-, Onsite, & Post-event benefits • Up to 5 complimentary badges for your team • Includes Cover and inside front cover placement • Two-page editorial (Profile/column) in issue • 100 copies of printed issue • Bag insert in official Show Bag • Pre-event RSVP (delivered 2 weeks prior to show) and post-event attendee lists
<p>REUSABLE WATER BOTTLE 10,000 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 station in the meeting hall.</p>	<ul style="list-style-type: none"> • Core Pre-, Onsite, & Post-event benefits • Up to 5 complimentary badges for your team • Full-page advertisement in official Show Guide • Bag insert in official Show Bag • Pre-event RSVP (delivered 2 weeks prior to show) and post-event attendee lists
<p>SHOW BAG 15,000 USD Exclusive</p> <p>Every attendee receives a reusable 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"> • Core Pre-, Onsite, & Post-event benefits • 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 (delivered 2 weeks prior to show) and post-event attendee lists

*Listed sponsorship rate reflects PDMI Membership Discount. Non-members add 15%.

April 8-10, 2024 | Eden Roc Miami Beach

BRANDING SPONSORSHIP	INCLUDED BENEFITS:
<p>WIFI 8,000 USD</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"> • Core Pre-, Onsite, & Post-event benefits • Up to 3 complimentary badges for your team • Logo on Wi-Fi Sponsor recognition signage • Company branding on Wi-Fi information cards • Full-page advertisement in official Show Guide • Bag insert in official Show Bag • Pre-event RSVP (delivered 2 weeks prior to show) 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"> • Core Pre-, Onsite, & Post-event benefits • Up to 5 complimentary badges for your team • Full-page advertisement in official Show Guide • Bag insert in official Show Bag • Pre-event RSVP (delivered 2 weeks prior to show) and post-event attendee lists

**Listed sponsorship rate reflects PDMI Membership Discount. Non-members add 15%.*

April 8-10, 2024 | Eden Roc Miami Beach

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"> • Core Pre-, Onsite, & Post-event benefits • 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 (delivered 2 weeks prior to show) 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"> • Core Pre-, Onsite, & Post-event benefits • Up to 3 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 (delivered 2 weeks prior to show) and post-event attendee lists
<p>WOMENS LEADERSHIP BREAKFAST 12,500 USD</p> <p>This high-visibility event brings together women executives in the performance and direct-to-consumer marketing business for a sponsored breakfast and conversation about their experiences, their obstacles, and their successes.</p>	<ul style="list-style-type: none"> • Core Pre-, Onsite, & Post-event benefits • Up to 3 complimentary badges for your team • Company-branded signage at event • Opportunity to place promotional materials during breakfast • Full-page advertisement in official Show Guide • Bag insert in official Show Bag • Pre-event RSVP (delivered 2 weeks prior to show) and post-event attendee lists

*Listed sponsorship rate reflects PDMI Membership Discount. Non-members add 15%.

April 8-10, 2024 | Eden Roc Miami Beach

MEETING SPACE (see Floorplans for layout)

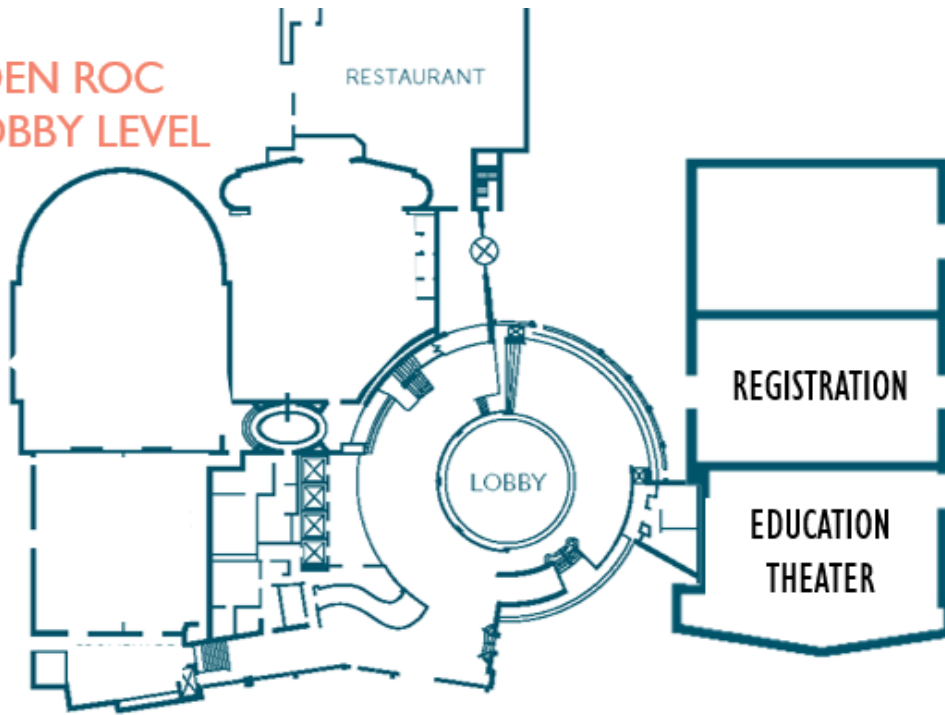
MEETING SPACE SPONSORSHIP	INCLUDED BENEFITS:
<p>CORPORATE MEETING ROOM 6,500+ USD each Price Varies by Room Corporate Meeting Rooms at PDMI events gives you the best of both worlds: great accessibility and visibility during the event and the ability to host private meetings in comfort. <i>(see Floorplan for options)</i></p>	<ul style="list-style-type: none"> • Core Pre-, Onsite, & Post-event benefits • One complimentary badge for team member • Company-branded room ID signage at room • Map listing in official Show Guide • Location listing on onsite signage • Pre-event RSVP (delivered 2 weeks prior to event) and post-event Attendee lists
<p>ONE-BEDROOM MEETING SUITE 6,500 USD + cost of room \$329 /night + tax (3-night min) A One-Bedroom Meeting Suite offers space to host meetings and a separate bedroom to house staff. This suite includes a private balcony overlooking the ocean. See Floorplans for room layout.</p>	<ul style="list-style-type: none"> • Core Pre-, Onsite, & Post-event benefits • One complimentary badge for team member • Company branded room identification signage • Map listing in Official Show Guide detailing your location, including company name, company logo • Location listing on directional on-site signage • Pre-event RSVP (delivered 2 weeks prior to show) and post-event attendee lists
<p>POOL-SIDE LOFT MEETING ROOM 8,500 USD + cost of room \$329 /night + tax (3-night min) A Pool-Side Bi-level Loft gives you great accessibility during the event and the ability to host private meetings in comfort. These two-story lofts also feature a separate sleeping level to comfortable house your staff.</p>	<ul style="list-style-type: none"> • Core Pre-, Onsite, & Post-event benefits • Up to 3 complimentary badges for team members • Branded identification signage at cabana • Map listing in official Show Guide • Pre-event RSVP (delivered 2 weeks prior to show) and post-event attendee lists
<p>RESERVED MEETING 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"> • Core Pre-, Onsite, & Post-event benefits • 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

**Listed sponsorship rate reflects PDMI Membership Discount. Non-members add 15%.*

April 8-10, 2024 | Eden Roc Miami Beach

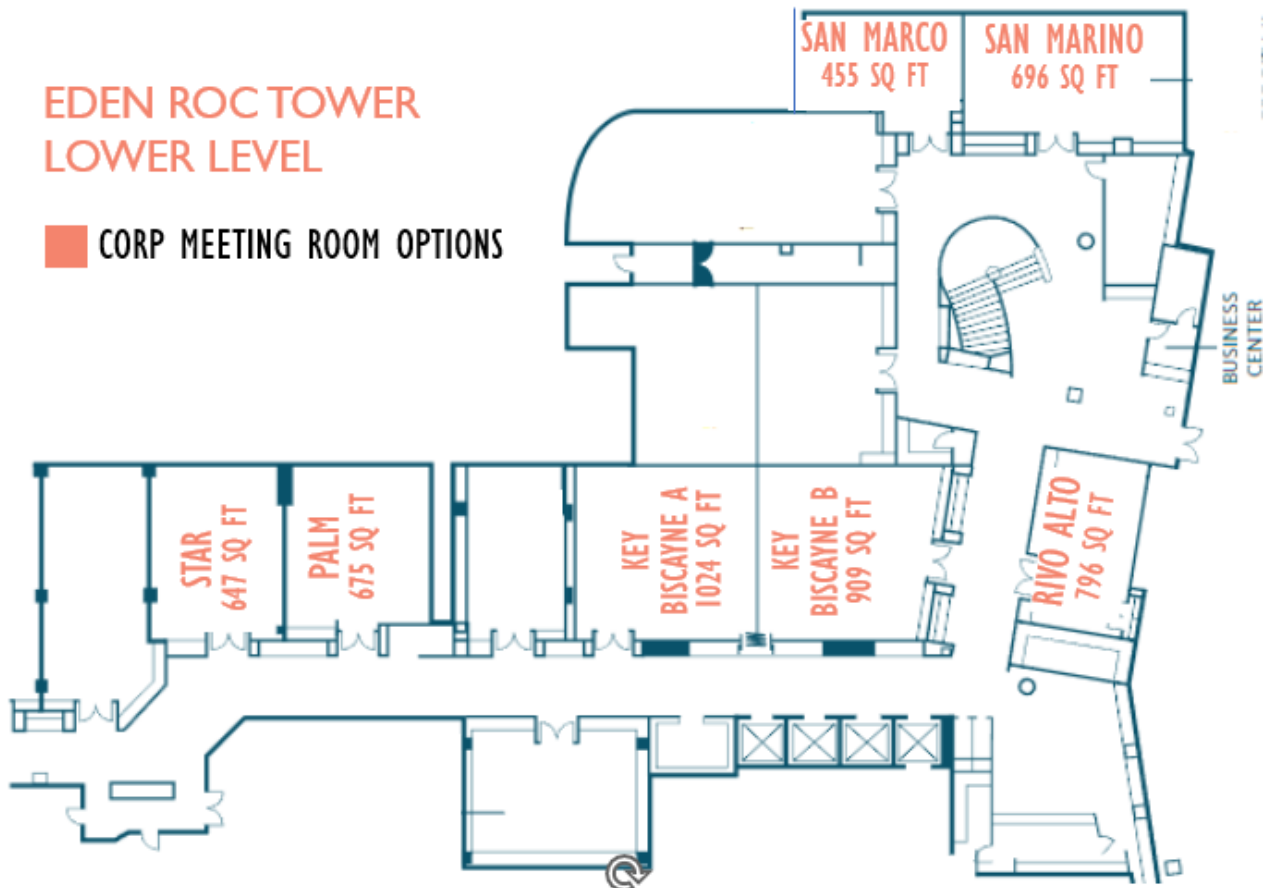
FLOORPLANS

EDEN ROC LOBBY LEVEL



EDEN ROC TOWER LOWER LEVEL

CORP MEETING ROOM OPTIONS

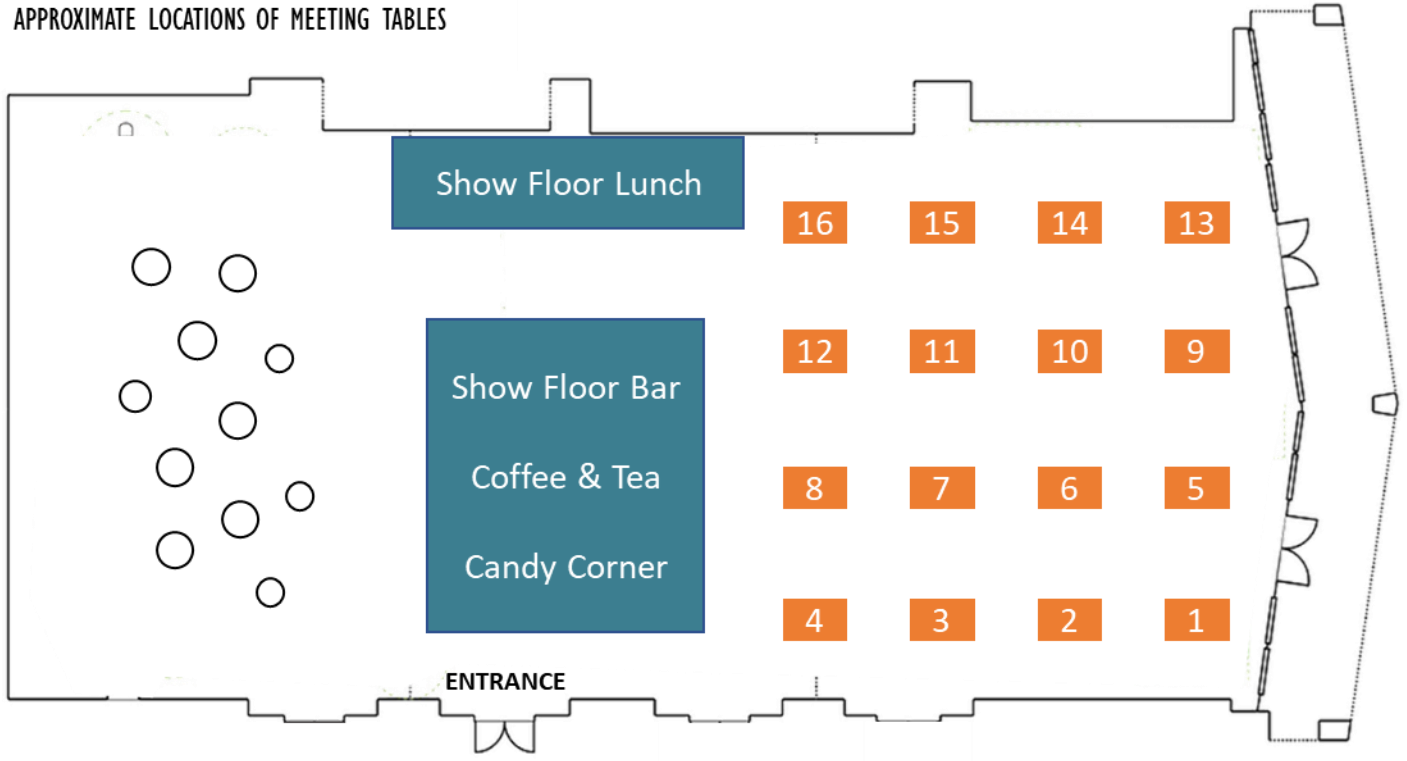


April 8-10, 2024 | Eden Roc Miami Beach

MAIN HALL - EDEN ROC 2nd FLOOR

RESERVED MEETING TABLES

APPROXIMATE LOCATIONS OF MEETING TABLES



**Listed sponsorship rate reflects PDMI Membership Discount. Non-members add 15%.*

April 8-10, 2024 | Eden Roc Miami Beach

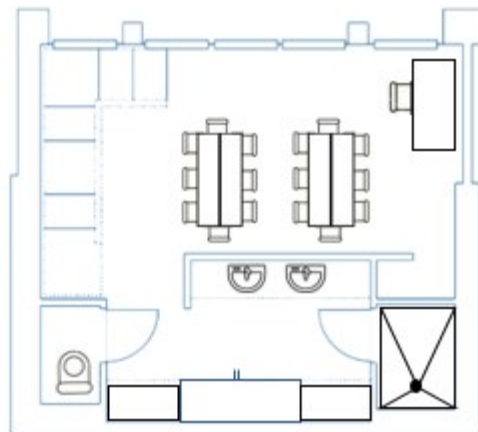
One Bedroom Meeting Suite



Poolside Bi-Level Loft



↻
Standard 2nd
floor set up



↻ Optional 2nd
floor set up.
Add 2,000
USD to
sponsorship
pricing

**Listed sponsorship rate reflects PDMI Membership Discount. Non-members add 15%.*