

# PDMI WEST

OCTOBER 6-8, 2025  
INTERCONTINENTAL SAN DIEGO

## SPONSOR PROSPECTUS

### TO SPONSOR CONTACT:

**John Yarrington**

[jy@definitivemediagroup.com](mailto:jy@definitivemediagroup.com)

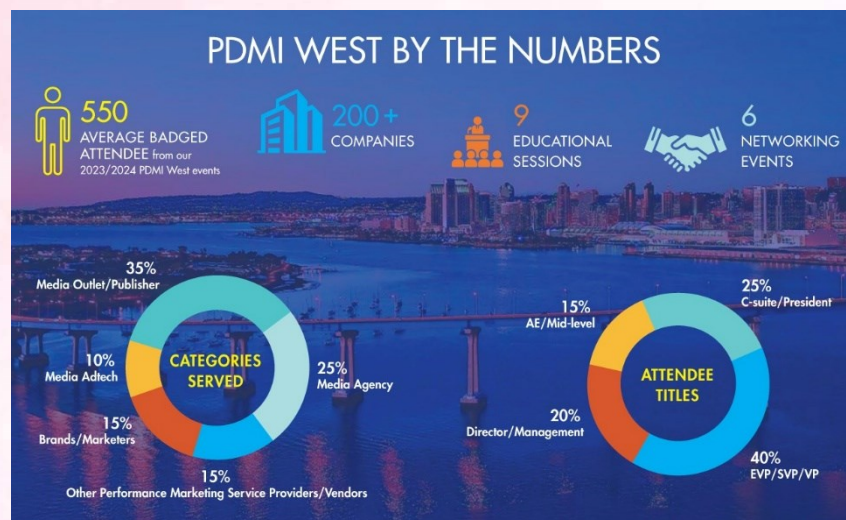
**Jessica Delich**

[jdelich@definitivemediagroup.com](mailto:jdelich@definitivemediagroup.com)

October 6-8, 2025 | InterContinental San Diego

## ABOUT THE SHOW

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.

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 .....	3
DAILY DONUT PERK .....	3
DAILY LUNCH .....	3
EDUCATION SPONSOR .....	3
HOTEL KEY CARD .....	4
HOTEL ROOM DROP .....	4
LANYARDS .....	4
MEETING HALL BAR .....	5
REGISTRATION SPONSOR .....	5
RESULTS MAGAZINE FALSE COVER .....	5
REUSABLE WATER BOTTLE .....	6
SHOW BAG .....	6
WIFI .....	6
WRISTBANDS .....	6
OPTION .....	7
EVENING RECEPTION .....	7
MEETING HALL HAPPY HOUR .....	7
WOMENS LEADERSHIP BREAKFAST .....	7
CORPORATE MEETING ROOM .....	8
ONE-BEDROOM MEETING SUITE .....	8
RESERVED MEETING TABLE .....	8
FLOORPLANS .....	9

## 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.

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



## CUSTOM/BUNDLED PACKAGES

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

### CONTACT OUR TEAM

#### Sales & Support

**John Yarrington**

[jy@definitivemediagroup.com](mailto:jy@definitivemediagroup.com)

**Jessica Delich**

[idelich@definitivemediagroup.com](mailto:idelich@definitivemediagroup.com)

#### Event Content & Mkt: Thomas Haire

[thaire@definitivemediagroup.com](mailto:thaire@definitivemediagroup.com)

**Art & Creative: Monica Kollmann**

[mkollmann@definitivemediagroup.com](mailto:mkollmann@definitivemediagroup.com)

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

October 6-8, 2025 | InterContinental San Diego

## BRANDING

OPTION	INCLUDED ENHANCED BENEFITS
<b>ALL ACCESS</b> <b>8,250 USD each</b> <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"> <li>• Core Pre-, Onsite, &amp; Post-event benefits</li> <li>• Up to 3 complimentary badges for your team</li> <li>• Full-page ad in the official Show Guide</li> <li>• Full-page ad in Results Magazine</li> <li>• One month of banner ads in the PDMI Weekly</li> </ul>
<b>BADGE STOCK</b> <b>16,500 USD   Exclusive</b> <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>• Core Pre-, Onsite, &amp; Post-event benefits</li> <li>• Up to 3 complimentary badges for your team</li> <li>• Full-page ad in official Show Guide</li> </ul>
<b>COFFEE &amp; TEA</b> <b>11,000 USD   Exclusive</b> <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>• Core Pre-, Onsite, &amp; Post-event benefits</li> <li>• Up to 3 complimentary badges for your team</li> <li>• Full-page ad in official Show Guide</li> </ul>

## CORE BENEFITS

All sponsorship packages include these core benefits, plus the enhanced benefits listed in the sponsorship description.

### Pre-Event

- Company logo sponsor recognition in pre-event promo materials
- Company logo on sponsor recognition page on PDMI website
- Pre-show badge RSVP list (sent 2 weeks prior to show start)

### Onsite

- Company logo sponsor recognition in official show guide and sponsor recognition signage in meeting hall and at registration
- Insert in Official Show Bag
- Sponsor ribbons for badges

### Post-Event

- Company logo sponsor recognition on all post-event eblasts, thank you emails, etc.
- Post show Attendee list

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

October 6-8, 2025 | InterContinental San Diego

OPTION	INCLUDED ENHANCED BENEFITS
<b>COUNTDOWN CLOCK</b> <b>6,500 USD   Exclusive</b> <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"> <li>• Core Pre-, Onsite, &amp; Post-event benefits</li> <li>• Up to 2 complimentary badges for your team</li> <li>• Web banner ad next to countdown clock</li> <li>• Full-page ad in official Show Guide</li> </ul>
<b>DAILY DONUT PERK</b> <b>5,500 USD/Day   Exclusive (2 available)</b> <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"> <li>• Core Pre-, Onsite, &amp; Post-event benefits</li> <li>• Up to 1 complimentary badge for your team</li> <li>• Company branded signage and napkins</li> <li>• Full-page ad in the show guide</li> </ul>
<b>DAILY LUNCH</b> <b>12,500 USD - Exclusive</b> <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"> <li>• Core Pre-, Onsite, &amp; Post-event benefits</li> <li>• Up to 3 complimentary badges for your team</li> <li>• Company branded signage and napkins</li> <li>• Full-page ad in the show guide</li> </ul>
<b>EDUCATION SPONSOR</b> <b>Exclusive 22,000 USD   Co-sponsor 14,500 USD</b> <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>• Core Pre-, Onsite, &amp; Post-event benefits</li> <li>• Up to 5 complimentary badges for your team</li> <li>• 30-second company promo video played at each session (rotating if co-sponsored)</li> <li>• Logo on Education Sponsor recognition signage</li> <li>• Full-page ad in official Show Guide</li> </ul>

## CORE BENEFITS

All sponsorship packages include these core benefits, plus the enhanced benefits listed in the sponsorship description.

### Pre-Event

- Company logo sponsor recognition in pre-event promo materials
- Company logo on sponsor recognition page on PDMI website
- Pre-show badge RSVP list (sent 2 weeks prior to show start)

### Onsite

- Company logo sponsor recognition in official show guide and sponsor recognition signage in meeting hall and at registration
- Insert in Official Show Bag
- Sponsor ribbons for badges

### Post-Event

- Company logo sponsor recognition on all post-event eblasts, thank you emails, etc.
- Post show Attendee list

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

October 6-8, 2025 | InterContinental San Diego

OPTION	INCLUDED ENHANCED BENEFITS
<b>HOTEL KEY CARD</b> <b>16,500 USD   Exclusive</b> <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"> <li>• Core Pre-, Onsite, &amp; Post-event benefits</li> <li>• Up to 5 complimentary badges for your team</li> <li>• Full-page ad in official Show Guide</li> </ul>
<b>HOTEL ROOM DROP</b> <b>8,750 USD /Day each + cost of item (3 available)</b> <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>• Core Pre-, Onsite, &amp; Post-event benefits</li> <li>• Up to 3 complimentary badges for your team</li> <li>• Full-page ad in official Show Guide</li> </ul>
<b>LANYARDS</b> <b>16,500 USD   Exclusive</b> <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"> <li>• Core Pre-, Onsite, &amp; Post-event benefits</li> <li>• Up to 5 complimentary badges for your team</li> <li>• Company branded lanyards given to all show attendees</li> <li>• Full-page ad in official Show Guide</li> </ul>

## CORE BENEFITS

All sponsorship packages include these core benefits, plus the enhanced benefits listed in the sponsorship description.

### Pre-Event

- Company logo sponsor recognition in pre-event promo materials
- Company logo on sponsor recognition page on PDMI website
- Pre-show badge RSVP list (sent 2 weeks prior to show start)

### Onsite

- Company logo sponsor recognition in official show guide and sponsor recognition signage in meeting hall and at registration
- Insert in Official Show Bag
- Sponsor ribbons for badges

### Post-Event

- Company logo sponsor recognition on all post-event eblasts, thank you emails, etc.
- Post show Attendee list

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

October 6-8, 2025 | InterContinental San Diego

OPTION	INCLUDED ENHANCED BENEFITS
<b>MEETING HALL BAR</b> <b>12,000 USD   Exclusive</b> <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>• Core Pre-, Onsite, &amp; Post-event benefits</li> <li>• Up to 3 complimentary badges for your team</li> <li>• Exclusive branding on Meeting Hall Bar signage</li> <li>• Company branded napkins</li> <li>• Full-page ad in official Show Guide</li> </ul>
<b>REGISTRATION SPONSOR</b> <b>14,000 USD   Exclusive</b> <p>Put your brand front and center during one of the most crucial touchpoints of the event—the registration process. This sponsorship provides high visibility as attendees check in and receive their badges and materials. Your logo and branding will be prominently displayed on registration signage, the digital registration platform, and confirmation emails, ensuring that your company is the first thing attendees see as they engage with the event.</p>	<ul style="list-style-type: none"> <li>• Core Pre-, Onsite, &amp; Post-event benefits</li> <li>• Up to 3 complimentary badges for your team</li> <li>• Logo and message on pre-event registration page</li> <li>• Company branded signage with messaging in onsite registration area</li> <li>• Opportunity to showcase item in onsite Registration Area</li> <li>• Full-page advertisement in Show Guide</li> </ul>
<b>RESULTS MAGAZINE FALSE COVER</b> <b>16,500 USD   Exclusive</b> <p>Powerful cover positioning delivers can't-miss messaging to our targeted audience. Your cover will be seen in the print issue of the magazine distributed at the show, as well as the online digital version.</p>	<ul style="list-style-type: none"> <li>• Core Pre-, Onsite, &amp; Post-event benefits</li> <li>• Up to 5 complimentary badges for your team</li> <li>• Includes Cover and inside front cover placement</li> <li>• Two-page editorial (Profile/column) in issue</li> <li>• 100 copies of printed issue</li> </ul>

## CORE BENEFITS

All sponsorship packages include these core benefits, plus the enhanced benefits listed in the sponsorship description.

### Pre-Event

- Company logo sponsor recognition in pre-event promo materials
- Company logo on sponsor recognition page on PDMI website
- Pre-show badge RSVP list (sent 2 weeks prior to show start)

### Onsite

- Company logo sponsor recognition in official show guide and sponsor recognition signage in meeting hall and at registration
- Insert in Official Show Bag
- Sponsor ribbons for badges

### Post-Event

- Company logo sponsor recognition on all post-event eblasts, thank you emails, etc.
- Post show Attendee list

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

October 6-8, 2025 | InterContinental San Diego

OPTION	INCLUDED ENHANCED BENEFITS
<b>REUSABLE WATER BOTTLE</b> <b>12,000 USD + Cost of Bottle   Exclusive</b> 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.	<ul style="list-style-type: none"> <li>• Core Pre-, Onsite, &amp; Post-event benefits</li> <li>• Up to 5 complimentary badges for your team</li> <li>• Full-page ad in official Show Guide</li> </ul>
<b>SHOW BAG</b> <b>10,000 USD   Exclusive</b> 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.	<ul style="list-style-type: none"> <li>• Core Pre-, Onsite, &amp; Post-event benefits</li> <li>• Up to 5 complimentary badges for your team</li> <li>• Company-branded Show Bags distributed to show attendees</li> <li>• Full-page ad in official Show Guide</li> </ul>
<b>WIFI</b> <b>8,750 USD   Exclusive</b> 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.	<ul style="list-style-type: none"> <li>• Core Pre-, Onsite, &amp; Post-event benefits</li> <li>• Up to 3 complimentary badges for your team</li> <li>• Logo on Wi-Fi Sponsor recognition signage</li> <li>• Company branding on Wi-Fi information cards</li> <li>• Full-page ad in official Show Guide</li> </ul>
<b>WRISTBANDS</b> <b>15,000 USD   Exclusive</b> 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.	<ul style="list-style-type: none"> <li>• Core Pre-, Onsite, &amp; Post-event benefits</li> <li>• Up to 5 complimentary badges for your team</li> <li>• Full-page ad in official Show Guide</li> </ul>

## CORE BENEFITS

All sponsorship packages include these core benefits, plus the enhanced benefits listed in the sponsorship description.

### Pre-Event

- Company logo sponsor recognition in pre-event promo materials
- Company logo on sponsor recognition page on PDMI website
- Pre-show badge RSVP list (sent 2 weeks prior to show start)

### Onsite

- Company logo sponsor recognition in official show guide and sponsor recognition signage in meeting hall and at registration
- Insert in Official Show Bag
- Sponsor ribbons for badges

### Post-Event

- Company logo sponsor recognition on all post-event eblasts, thank you emails, etc.
- Post show Attendee list

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

# NETWORKING

OPTION	INCLUDED ENHANCED BENEFITS
<p><b>EVENING RECEPTION</b>  <b>20,000 – 25,000 USD 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>• Core Pre-, Onsite, &amp; Post-event benefits</li> <li>• Up to 5 complimentary badges for your team</li> <li>• Company logo branding on signage at reception</li> <li>• Full-page ad in official Show Guide</li> </ul>
<p><b>MEETING HALL HAPPY HOUR</b>  <b>12,500 USD each   2 available</b></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"> <li>• Core Pre-, Onsite, &amp; Post-event benefits</li> <li>• Up to 3 complimentary badges for your team</li> <li>• Company-branded napkins included</li> <li>• Company-branded on Happy Hour signage</li> <li>• Opportunity to place promotional materials during Happy Hour</li> <li>• Full-page ad in official Show Guide</li> </ul>
<p><b>WOMENS NETWORKING BREAKFAST</b>  <b>12,500 USD</b></p> <p>This high-visibility event brings together women in the performance and direct-to-consumer marketing industry for a sponsored breakfast and conversation about their experiences, their obstacles, and their successes.</p>	<ul style="list-style-type: none"> <li>• Core Pre-, Onsite, &amp; Post-event benefits</li> <li>• Up to 3 complimentary badges for your team</li> <li>• Company-branded signage at event</li> <li>• Opportunity to place promotional materials during breakfast</li> <li>• Full-page ad in official Show Guide</li> </ul>

## CORE BENEFITS

All sponsorship packages include these core benefits, plus the enhanced benefits listed in the sponsorship description.

### Pre-Event

- Company logo sponsor recognition in pre-event promo materials
- Company logo on sponsor recognition page on PDMI website
- Pre-show badge RSVP list (sent 2 weeks prior to show start)

### Onsite

- Company logo sponsor recognition in official show guide and sponsor recognition signage in meeting hall and at registration
- Insert in Official Show Bag
- Sponsor ribbons for badges

### Post-Event

- Company logo sponsor recognition on all post-event eblasts, thank you emails, etc.
- Post show Attendee list

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

October 6-8, 2025 | InterContinental San Diego

## MEETING SPACES (see Floorplans for layout)

OPTION	INCLUDED ENHANCED BENEFITS
<b>CORPORATE MEETING ROOM</b> <b>8,500 USD each</b> 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. (see <i>Floorplan for options</i> )	<ul style="list-style-type: none"> <li>• Core Pre-, Onsite, &amp; Post-event benefits</li> <li>• One complimentary badge for team member</li> <li>• Company-branded room ID signage at room</li> <li>• Map listing in official Show Guide</li> <li>• Location listing on onsite signage</li> </ul>
<b>ONE-BEDROOM MEETING SUITE</b> <b>6,000 USD + cost of room \$334 /night + tax (3-night min)</b> 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.	<ul style="list-style-type: none"> <li>• Core Pre-, Onsite, &amp; Post-event benefits</li> <li>• One complimentary badge for team members</li> <li>• Company branded room identification signage</li> <li>• Map listing in Official Show Guide detailing your location, including company name, company logo</li> <li>• Location listing on directional on-site signage</li> </ul>
<b>RESERVED MEETING TABLE</b> <b>3,500 USD each</b> Hours: Show floor hours 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.	<ul style="list-style-type: none"> <li>• Core Pre-, Onsite, &amp; Post-event benefits</li> <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>

## CORE BENEFITS

All sponsorship packages include these core benefits, plus the enhanced benefits listed in the sponsorship description.

### Pre-Event

- Company logo sponsor recognition in pre-event promo materials
- Company logo on sponsor recognition page on PDMI website
- Pre-show badge RSVP list (sent 2 weeks prior to show start)

### Onsite

- Company logo sponsor recognition in official show guide and sponsor recognition signage in meeting hall and at registration
- Insert in Official Show Bag
- Sponsor ribbons for badges

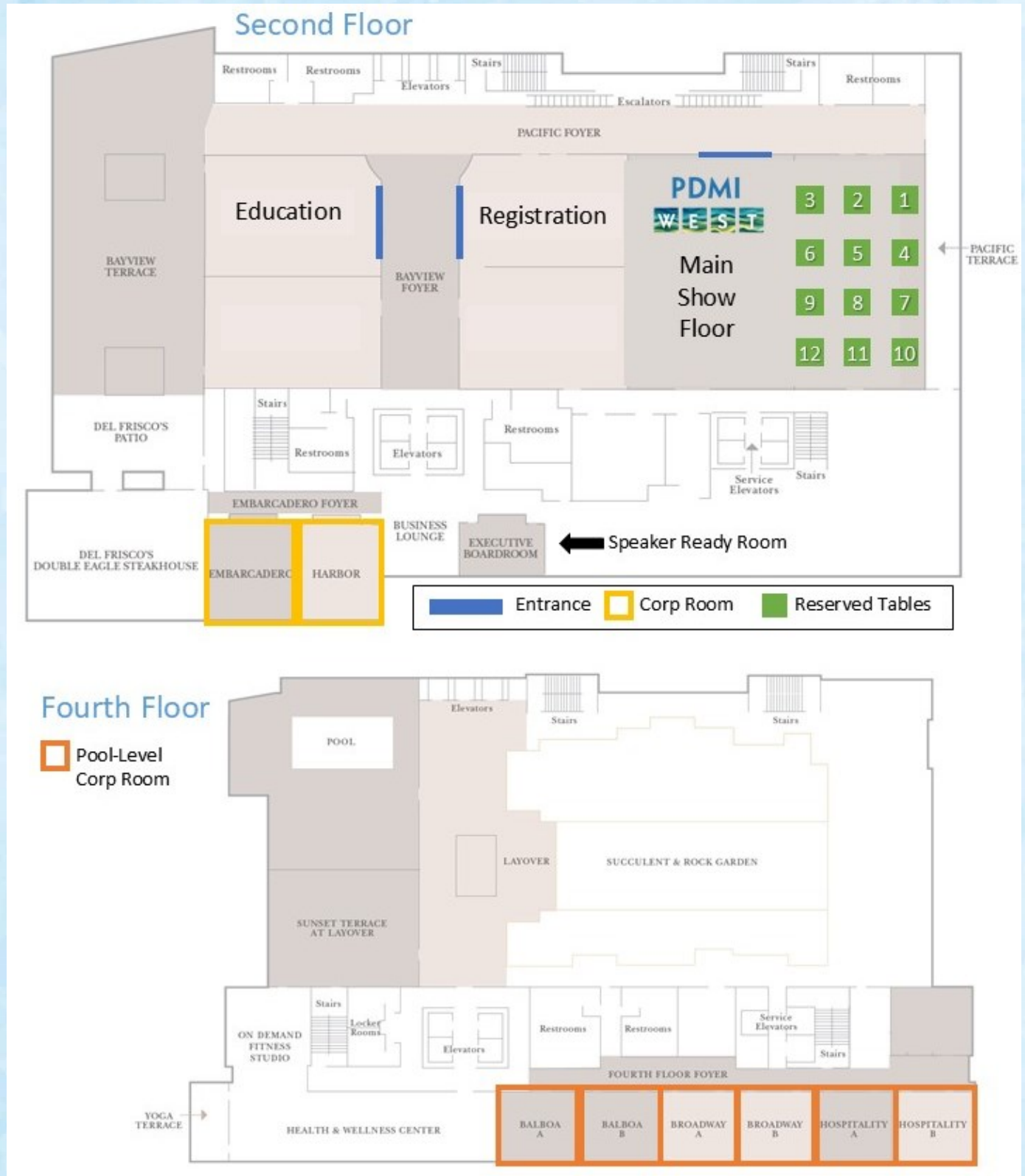
### Post-Event

- Company logo sponsor recognition on all post-event eblasts, thank you emails, etc.
- Post show Attendee list

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

October 6-8, 2025 | InterContinental San Diego

## FLOORPLANS



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