



The Future of Branded Entertainment

October 29-30, 2007, Beverly Hilton, Los Angeles

Nielsen Business Media's 6th installment of the flagship Branded Entertainment Conference will continue in Los Angeles on October 29 – 30 at the Beverly Hilton. Hosted by Nielsen's leading publications Adweek, Brandweek, Mediaweek, Billboard and The Hollywood Reporter this two-day conference will examine trends, provide insights and understanding for marketers to navigate through what's truly the NEXT big idea in branded entertainment and the increasing number of communication options to reach today's consumers.

As an additional bonus, the annual ADWEEK BUZZ AWARDS for Branded Entertainment will be highlighted & given out at the Next Big Idea luncheon on October 30th. A unique opportunity to stand out and gain valuable exposure as we honor the best of the best in Branded Entertainment

Concepts run the gamut from product integration to automobile giveaways. But whatever form they take, the best efforts invade the pop-culture consciousness and generate a deafening BUZZ in the marketplace. That's why they deserve their own awards: The BUZZ Awards.



Significant branding opportunity as the industry gathers during the Buzz Awards luncheon to see who will capture the Grand Prize

Buzz Awards Winning Categories Include:

- Event
- Film/Movie
- Gaming
- Guerrilla Marketing
- Integrated Campaign
- Internet
- Music
- Outdoor/Out of Home
- Print
- Radio
- Reality Television
- Scripted Television
- Sports
- Wireless Promotion

Past Sponsors and Presenting Companies Have Included:

- A&E Television
- Activision

- Ambient Planet
- Bartle Bogle Hegarty
- BriteVision
- Coca-Cola
- Deutsch
- J Walter Thompson
- Manatt, Phelps & Phillips
- Microsoft

- National CineMedia
- Ogilvy North America
- PQ Media
- Sony Pictures Entertainment
- Staples
- Toyota
- Turner Broadcasting
- Unilever

Attendees Include Advertising, Media & Brand Marketing Executives from the Following Industry Segments:

- Apparel
- Automotive
- Consumer Electronics
- Consumer Packaged Goods
- Film & TV
- Financial
- Music
- Pharmaceutical
- Technology
- Video Gaming
- Wireless

Session Topics Include:

- Branded entertainment
- Celebrity Branding
- Digital Cinema
- Entertainment Law
- Green Content and Branding
- In Game Advertising
- Media Measurement and ROI Tools
- Mobile Marketing
- Product Licensing
- Product placement
- Social Media

Sponsorship Opportunities

MEDIA PACKAGE

As a sponsor of The Next Big Idea: The Future of Branded Entertainment conference, your company will gain access to top executives who influence the industry and have the opportunity to network with them throughout the event. Each sponsorship package is designed to build return on your investment while branding your company, creating positive PR and allowing you to interact face-to-face with this powerful audience.

Regardless of which sponsorship package you choose, you will receive many benefits to help promote and position your company as a leader in this powerful industry.

AS INDICATED, SPONSORSHIPS INCLUDE THE FOLLOWING "MEDIA PACKAGE" BENEFITS:

- Logo attribution on conference ads running in
 - Billboard (over 104,000 readers)
 - The Hollywood Reporter (84,000 readers)
 - Adweek (80,000 readers)
 - Brandweek (75,000 readers)
 - Mediaweek (59,000 readers)
- Logo attribution included on select conference signage
- Logo attribution included in The Next Big Idea program guide distributed on-site
- Logo/link on The Next Big Idea website
- Logo inclusion in "Thank you" ad in Adweek Magazine post-event
- Company description (50-100 words) in Conference program guide
- Insert in conference bag (\$2,500 value)

PRESENTING SPONSOR - \$50,000 (Exclusive)

As presenting sponsor of The Next Big Idea conference, your company will have premium exposure to the leaders of industry participating in this much anticipated event. Your logo will always appear with the official The Next Big Idea conference logo. Exposure extends beyond the conference to the media network powered by The Nielsen Company.

Presenting sponsorship includes the following benefits:

- Sponsor logo will always appear with the official conference logo
- Official recognition as the presenting sponsor in all conference promotional materials
- Five minute address during official conference schedule by a company executive
- One full page, 4C ad in the Nielsen publication of choice during the week of the event (select among Adweek, Brandweek, Mediaweek, Billboard, or The Hollywood Reporter)
- Complete database of conference attendees, post-conference (Name, title, company & address)
- Ten (10) full conference passes to The Next Big Idea (\$9,990 value)
- 100-word sponsor description in conference event program
- Exhibit display located in high-traffic area
- Media package as listed above

IN ASSOCIATION SPONSORSHIP - \$35,000 (Category Exclusive – 3 available)

As an “In Association” sponsor, your company’s logo will be incorporated into The Next Big Idea logo along with the phrase “in association with”. This sponsorship is designed to give you the second highest visibility with attendees at this powerful industry event. [see logo placement example above]

In Association sponsorships include the following benefits:

- Sponsor logo will always appear with the official conference logo
- Half (1/2) page 4/c ad in host publication of your choice
- Complete database of conference attendees, post-conference (Name, title, company & address)
- Six (6) full conference registrations (\$5,994 value)
- 50-word sponsor description in conference event program
- Exhibit display located in high-traffic area
- Media package as listed above

ADWEEK BUZZ AWARDS HOST - \$20,000 (Exclusive)

This exclusive opportunity allows a sponsor to host the 3rd Annual Adweek Buzz Awards for excellence in branded entertainment. Custom merchandising opportunities will offer additional exposure as the winning companies (agency & clients) accept their awards at this much anticipated event. The 2006 awards saw a dramatic increase in total number of entries – over 300 companies entered representing brands from Coke to Marriott Hotels to Ford. The Buzz Awards Luncheon is open to all Conference attendees plus winning brands & their agencies.

Adweek Buzz Awards host sponsorship includes the following benefits:

- Five minute address during the Adweek Buzz Awards by a company executive
- Half (1/2) page 4/c ad in host publication of your choice
- Customized merchandising throughout luncheon ballroom
- Signage devoted to luncheon designation throughout venue
- Complete database of conference attendees, post-conference (Name, title, company & address)
- Five (5) Full conference registrations (\$4,995 value)
- Exhibit display located in high-traffic area
- Media package as listed above

INTERACTIVE LOUNGE SPONSOR \$15,000 (Exclusive)

Make a connection with these industry executives attending The Next Big Idea conference by sponsoring the interactive lounge at the event.

Interactive lounge sponsorship includes the following benefits:

- Exclusive host of the “Interactive Cafe” – an area with four computer terminals providing attendees with high-speed (or wireless) internet access to check their email throughout the conference.

- Signage devoted to Interactive Lounge designation throughout venue
- Complete database of conference attendees, post-conference (Name, title, company & address)
- Exhibit display located in high-traffic area
- Five (5) Full conference registrations (\$4,995 value)
- Media Package as listed above

BREAKFAST SPONSOR \$10,000 (Exclusive)

Be the first to welcome our attendees at breakfast or lunch and have your company name and logo prominently displayed in the breakfast or lunch area. Your company may also display additional signage of your own and provide logo items such as napkins, cups or coffee mugs.

Breakfast sponsorship includes the following benefits:

- Designation as exclusive conference breakfast sponsor
- Opportunity to offer custom branding throughout the breakfast area as attendees register, mingle and enjoy their first meal of the day as the conference kicks off.
- Signage devoted to Breakfast sponsor designation throughout venue.
- Complete database of conference attendees, post-conference (Name, title, company & address)
- Exhibit display located in high-traffic area
- Four (4) Full conference registrations (\$3,996 value)
- Media Package as listed above

NEXT BIG IDEA – “NEXT BIG BASH” COCKTAIL RECEPTION \$10,000 (Exclusive)

After cramming your brain full of new information, what better way to end the day than to relax with a couple of cocktails and network with conference attendees?

This exclusive opportunity welcomes attendees with cocktails and delicious hors d'oeuvres after Day 1 of the Conference (October 29). Sponsor has the opportunity to create a BIG IDEA specialty cocktail for the evening.

“Next Big Bash” sponsorship includes the following benefits:

- Official recognition as co-host sponsor of the Bash online and in print conference ads
- Opportunity to concoct and name an official Next Big Idea drink
- Logo included on signage listing your company’s specialty drink
- Right to provide cocktail napkins, glasses or other items with company logo
- Text inclusion in conference e-blasts identifying your company as sponsor
- Rights to display company signage throughout Bash reception venue
- Rights to distribute company materials, gifts, giveaways
- Four (4) full conference passes for The Next Big Idea (\$3,996 value)
- Media package as listed above

NETWORKING BREAKS SPONSOR \$7,500 (Exclusive)

Everyone needs a break every now and then and why not let those power players be thankful that your company made it possible.

Networking break sponsorship includes the following benefits:

- Official host of multiple networking breaks throughout conference
- Opportunity to display custom merchandising within networking break area
- Signage devoted to Networking Break sponsor designation throughout venue.
- Complete database of conference attendees, post-conference (Name, title, company & address)
- Exhibit display located in high-traffic area
- Four (4) Full conference registrations (\$3,996 value)
- Media Package as listed above

SESSION SPONSOR \$7,000 (up to 3 available as appropriate)

As a session sponsor, you will have the ability to display two easel signs on stage during the presentation and your logo will be included on the main presentation screen during introduction. In addition, your company will be noted as the session sponsor in the official schedule both online and on-site.

Session sponsorship includes the following benefits:

- Sponsor executive has the opportunity to address the audience from the podium for a one (1) minute introduction prior to the session
- Designation with "sponsored by" as session sponsor on all conference agendas - website and conference program guide onsite
- Promotion on all conference marketing material including house ads, email blasts & website's sponsor page with link to sponsor's website
- Logo and a 50 word description in the conference program guide given out to all attendees
- Distribution of your company brochure or premium item in attendee conference bags
- Four (4) conference registrations (\$3,996 value)
- Media Package as listed above

"BACKSTAGE PASS" BADGE SPONSORSHIP \$6,500 (Exclusive)

The official conference badge of The Next Big Idea conference is the same one used by concert promoters as "backstage" passes. These oversized badges (approximately 3.5" x 4.5") provide the opportunity to place a full ad on the back side and capture the attention of everyone attending the event.

Badge sponsorship includes the following:

- The official conference badge of *The Next Big Idea* is the same one used by concert promoters as "backstage" passes.
- These oversized badges (approximately 3.5" x 4.5") provide the opportunity to place a four-color ad on the back side and capture the attention of everyone attending the event.
- Exhibit display located in high-traffic area
- Two (2) Full conference registrations (\$1,998 value)
- Media Package as listed above

LANYARD SPONSOR \$5,000 (Exclusive)

What better way to get recognized than with your company name hanging around the necks of every industry executive attending this powerful event?

Lanyard sponsorship includes the following benefits:

- Company logo printed on every lanyard distributed to conference attendees, speakers, sponsors and press
- Exhibit table (6') located in high traffic area
- 1 pass for The Next Big Idea conference (\$999 value)
- Media package as listed above

CONFERENCE EXHIBIT TABLE \$3,500

Get noticed in a high-traffic location!

Exhibit table sponsorships include the following benefits:

- 6 foot display table and 2 chairs located in networking/registration area
- Opportunity to distribute promotional material, media kits, premium items, or conduct a raffle.
- Two full conference passes for The Next Big Idea Conference (\$999 value)

CONFERENCE BAG INSERT & PASS \$2,500

Make sure the power players at this event walk away with something to remember your company.

Conference bag sponsorships include the following benefits:

- Company product, gift or marketing materials (1 item per company) inserted into conference bag distributed to all attendees, speakers, sponsors and press
- 1 pass for The Next Big Idea conference