



MEDIA RELATIONS NEXT PRACTICES FORUM

March 10, 2009 | The National Press Club, Washington DC

SPONSORSHIP INVITATION

*THE PR NEWS MEDIA RELATIONS FORUM IS A ONE-DAY GATHERING OF
THOUGHT LEADERS AND FORWARD-LOOKING COMMUNICATORS
TO BRAINSTORM NEXT PRACTICES IN ONLINE AND OFFLINE MEDIA RELATIONS.
SLOTS ARE LIMITED - SECURE YOUR SPONSORSHIP NOW.*

CONFERENCE PARTNERSHIP PROGRAM

Premier Circle Partner Benefits:

- › Category exclusivity: no competing messages to distract from your brand
- › Small, select group of sponsors: best-of-breed brands will be showcased to full prominence
- › Direct source for lead generation: registrant and faculty contact details; social networking capabilities
- › Extended brand visibility: pre-, onsite and post-conference initiatives create long campaign for frequent, multi-layered messaging
- › Creativity: unique opportunity to customize branded experiences during the conference
- › Preferred rates: enjoy early bird registration fees for your staff and referrals while space remains
- › Promotional toolkit: image files of banner ads for posting on your website, conference brochures, promotional code to unlock preferred rates for clients and prospects

Partnership details

Multimedia marketing outreach:

- › Online: hyperlinked logo on main conference website, social networking group site, email marketing
- › Print: logo on brochures and onsite signage
- › Experiential: display table; branded survey to be offered during conference; sponsor acknowledgements from the podium
- › Print advertisement in the PR News issue distributed at the Forum and reaching more than 7,000 readers
- › Ad in PR News eletter prior to event

Integrated communications support:

- › Results from co-branded survey will be compiled, analyzed and reported in PR News newsletter and online. Partner representative will be interviewed for article. You will receive a PDF of the article for your own promotional use.
- › Banner ads promoting conference to be prepared as image files for hyperlink from partner's website
- › PR News blog and Twitter coverage
- › Sponsor of the Social Network for attendees of Forum

Special marketing opportunity - create your own unique, branded experience during one of these non-programmed periods during the conference. Sponsor will handle all costs associated with technical set-up, equipment rentals, catering or staffing for these presentations. Presentations are subject to approval by the venue and event organizer.

- › Bookends: Registration & Breakfast (8:30-9:00 a.m.) and Closing Reception (4:30-5:00 p.m.)
- › Breaks: 4 networking breaks (10:30-10:45 a.m.; 12:15-12:30 p.m.; 1:30-1:45 p.m.; 3:15-3:30 p.m.)
- › Luncheon (12:30-1:30 p.m.)
- › Raffles during the course of day
- › Interstitial Case Study: present a brief "best practices" media relations case study between sessions

Rate: \$15,000

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