

PRNews 2018 Event Sponsorships

Partner with the Most Trusted Brand in the Industry



PR News conferences are where communications and marketing professionals gather to learn, network and identify new business partners. Don't miss out on this year's premier event offerings, from our leading digital and social conferences, to the industry's most-attended measurement conference, to the annual media relations conference.

Become a Premier Sponsor of these PR News Conferences:

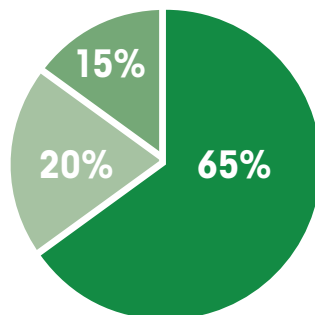
- **The DigiComm Summit** February 22-23 in Huntington Beach, CA
- **The PR Measurement Conference** April 17-18 in Philadelphia, PA
- **The DigiComm Summit** in August in San Francisco, CA
- **The Strategic Communications Summit: Social/Media/Reputation** December 5-6 in Washington, D.C.

Who Attends PR News Conferences?

Corporations (65%)

Agencies (20%)

Nonprofits (15%)



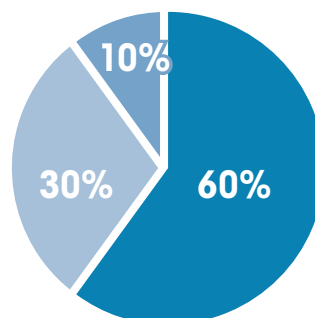
Job Titles

Communications and Marketing Professionals Who Are:

SVP & VP Level (60%)

Mid-Level (30%)

Entry-Level (10%)



Reach decision makers at these companies and more:

- American Heart Association
- Blue Cross Blue Shield
- Boeing
- Cisco
- Disney
- Facebook
- FedEx
- Finn Partners
- IBM
- Mashable
- Oracle
- PopSugar Inc.
- Reebok
- Royal Caribbean Cruises
- Samsung
- Southwest
- St. Jude Children's Research Hospital
- The Hershey Company
- Ticketmaster
- Verizon
- Walmart
- Weber Shandwick

“ This was a great event. Not only were the speakers knowledgeable and engaging, but the attendees were awesome. And networking was great! ”

—Communications Lead, CIGNA

PRNews Conference Sponsorship Prospectus Continued



Be Part of the Powerful Marketing Campaign

PR News markets its conferences to more than 300,000 professionals over a 5-month period, so get in early and expect the following:

- Weekly emails sent to 150,000 engaged communicators
- Print marketing campaign including postcards, a conference program and segmented brochures
- Social media campaigns
- Ways to connect with registered attendees prior to the start of the PR News conference
- Electronic passes for every sponsor and speaker to invite colleagues to the Show at a discounted rate



Your Sponsorship Package Includes These Unique Benefits:

- 4 x 6 foot exhibit table in high-traffic area
- Signage throughout conference with logo (boost brand with additional signage in session rooms)
- Opportunity to be on stage to make announcement, promote a raffle, etc.
- Distribution of marketing collateral at registration desk or on attendee tables/chairs
- PR News staff to introduce and verbally thank sponsor on stage over 2-day conference period
- Logo on all marketing and event materials in print and on PR News web site—starting immediately
- Exposure in press releases promoting the conference
- Shout-outs on social media to PR News' 300k+ followers on Twitter, Facebook, Instagram, Google+ and LinkedIn
- Full-page, four-color ad in attendee workbook
- Posting of white paper or special report on PR News Web site for 3 months
- Provision of conference attendee list with full contact information (sponsor-exclusive)
- VIP Code to provide special rate for clients and prospects
- 3 registration tickets for your staff that includes all education, meals and networking activities
- Mention in post-conference Executive Summary sent to all attendees

**** Panel Speaking and Moderator slots are also available for premium sponsors.**
Please contact Katie Sullivan for details.

“Great conference, speakers and venue! Loved the clean, candid approach of all speakers towards the challenging environment of social media.”

—External Relations, US Operations and Marketing North America, Procter & Gamble

Secure your sponsorship today! Contact Katie Sullivan at ksullivan@accessintel.com or 202-207-8893.