



Sponsorship Opportunities

The World Copyright Summit 2009 is *the* international forum that brings together all those directly involved in creative industries to openly debate the future of copyright and the distribution of creative work in the digital era.

Building on the success of the inaugural Copyright Summit held in Brussels, the 2009 event now travels state-side. The event will bring together over 600 attendees coming from the most influential **creators, creative industry leaders, rights societies, content services providers, broadcasters, telecom operators, technology and legal experts, political figures and law makers** from around the world to exchange their views.

The World Copyright Summit is the official event of CISAC, jointly organized by Informa Telecoms & Media.

Please find below an outline of the standard sponsorship packages we can offer to help you raise your company profile around this unique event.

Platinum Sponsor	\$20,000
Badge and Lanyards Sponsor	\$18,000
Delegate Lunch Sponsor	\$15,000
Sponsored Delegate "leather look" folders	P.O.A
Delegate Bag Sponsor	\$18,000
Event guide sponsor	\$10,000
Coffee Break Sponsor – 2 days	\$12,000
Associate Sponsor	\$10,000
Branded USB key containing conference papers	P.O.A
H ² O Sponsor	\$15,000
Industry Sponsor	\$15,000
Advertising opportunities	P.O.A

For more information please contact:

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Lead Sponsor - exclusive

As Lead Sponsor of this event, your name will be the most prominent ensuring maximum exposure. This fantastic package includes:

Pre-event

- Company Logo on all event's marketing collaterals including: HTML Shots, Brochure, Website – your logo will be the largest and most prominent.
- 250 words Company Profile on the event website with logo
- Company logo on each page with rich link throughout (logos will be displayed on a rotating banner)
- Provision of brochures for the Sponsor's marketing use
- Rotating banner advertisement on each page (supplied by Sponsor)

On-site Exposure

- Company logo on all event signage including at registration and in the conference room - your logo will be the largest and most prominent.
- Company logo on all directional signage
- Sponsor collateral / literature giveaway or seat drop
- Company logo on holding slides between presentations
- Single page ad in prominent position of the event guide
- Thank you on sponsor's page of the event guide including 250 word company profile accompanied by logo.
- Exclusive branded post-show email to all delegates (post suppression) including press/speakers/exhibitors (Sponsor to provide)

Passes

- Provision of 4 Delegate Passes to the conference
- Opportunity to purchase additional passes at 15% discount.



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Badges and Lanyards Sponsor - exclusive

Lanyards and badges are distributed to all conference speakers, delegates and press. A lanyard, provided by Informa group, will be clipped to all the badges. This package offer great logo visibility around the event, as the attendees are a “walking” advertisement for you company.

Pre-event

- Company Logo on all event’s marketing collaterals including: HTML Shots, Brochure, Website
- 150 words Company Profile on the event website with logo
- Company logo on each page with rich link throughout (logos will be displayed on a rotating banner)
- Provision of brochures for the Sponsor’s marketing use

On-site Exposure

- Company logo on all event signage including at registration and in the conference room.
- Sponsor collateral / literature giveaway
- Single page ad in the event guide
- Thank you on sponsor’s page of the event guide including 150 word company profile accompanied by logo.

Passes

- 2 Delegate Passes
- Opportunity to purchase additional passes at 15% discount.

Delegate Lunch Sponsor - exclusive

One of the most important networking opportunities of the day, delegates are fresh out of the conference discussing the mornings presentations. As sponsor you can host your own table with a certain discussion topic in mind or just benefit from the excellent branding and recognition you will get for sponsoring the lunch.

Pre-Event

- Company Logo on all event’s marketing collaterals including: HTML Shots, Brochure, Website
- 150 words Company Profile on the event website with logo
- Company logo on each page with rich link throughout (logos will be displayed on a rotating banner)
- Provision of brochures for the Sponsor’s marketing use

On-site Exposure

- Company logo on all event signage including at registration and in the conference room.
- Dedicated sponsor signage at the lunch area
- Single page ad in the event guide
- Thank you on sponsor’s page of the event guide including 150 word company profile accompanied by logo.

Passes

- 2 Delegate Passes
- Opportunity to purchase additional passes at 15% discount.



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Sponsored Delegate “leather look” folders - exclusive

This classy folder will be distributed to all speakers, delegates and press.

This is a great package to go for if you wish the delegates to take something away from the conference bearing your brand. It is exclusive and makes a statement and delegates will re use this folder, remembering you the sponsor.

The package will include the production and distribution of the folder at registration on the first morning together with the badges.

Pre-event

- Company Logo on all event’s marketing collaterals including: HTML Shots, Brochure, Website
- 150 words Company Profile on the event website with logo
- Company logo on each page with rich link throughout (logos will be displayed on a rotating banner)
- Provision of brochures for the Sponsor’s marketing use

On-site Exposure

- Company logo on all event signage including at registration and in the conference room.
- Thank you on sponsor’s page of the event guide including 150 word company profile accompanied by logo.

Passes

- 2 Delegate Passes
- Opportunity to purchase additional passes at 15% discount.

Delegate Bag Sponsor - exclusive

This is an opportunity for you to gain huge visibility at the event, the delegate bags are picked up by everyone that attends the event, and will bear your “Company logo”.

The delegate bag can be a tote, a briefcase, a backpack, or other options. The price WILL vary depending on the type of bag you choose to sponsor.

Pre-event

- Company Logo on all event’s marketing collaterals including: HTML Shots, Brochure, Website
- 150 words Company Profile on the event website with logo
- Company logo on each page with rich link throughout (logos will be displayed on a rotating banner)
- Provision of brochures for the Sponsor’s marketing use

On-site Exposure

- Company logo on all event signage including at registration and in the conference room.
- Sponsor collateral / literature giveaway
- Single page ad in the event guide
- Thank you on sponsor’s page of the event guide including 150 word company profile accompanied by logo.

Passes

- 2 Delegate Passes
- Opportunity to purchase additional passes at 15% discount.



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Event Guide Sponsor - exclusive

Have your company logo prominently displayed on every Summit documentation pack distributed to each delegate. The documentation will be referred to, not only at the event, but also post event when the literature is taken back to the delegates' office.

Taking this package, which also includes a full colour advert in the Summit documentation, provides excellent branding during and long after the event.

Pre-Event

- Company Logo on all event's marketing collaterals including: HTML Shots, Brochure, Website
- 150 words Company Profile on the event website with logo
- Company logo on each page with rich link throughout (logos will be displayed on a rotating banner)
- Provision of brochures for the Sponsor's marketing use

On-site Exposure

- Company logo on the front cover of the event guide – your logo will be the biggest and most prominent
- Single page ad in the event guide
- Thank you on sponsor's page of the event guide including 150 word company profile accompanied by logo.

Passes

- 1 Delegate Pass
- Opportunity to purchase additional passes at 15% discount.

Coffee Break Sponsor – 4 available

Get your brand visible at either one of the 2 coffee breaks happening on each day of the conference.

Pre-Event

- Company Logo on all event's marketing collaterals including: HTML Shots, Brochure, Website
- 150 words Company Profile on the event website with logo
- Company logo on each page with rich link throughout (logos will be displayed on a rotating banner)
- Provision of brochures for the Sponsor's marketing use

On-site Exposure

- Dedicated sponsor signage at the coffee break area (via pyramidal signage or similar)
- Thank you on sponsor's page of the event guide including 150 word company profile accompanied by logo.

Passes

- 1 Delegate Pass
- Opportunity to purchase additional passes at 15% discount.



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Associate Sponsor

Pre-event

- Company Logo on all event's marketing collaterals including: HTML Shots, Brochure, Website
- 150 words Company Profile on the event website with logo
- Company logo on each page with rich link throughout (logos will be displayed on a rotating banner)
- Provision of brochures for the Sponsor's marketing use

On-site Exposure

- Company logo on all event signage including at registration and in the conference room
- Thank you on sponsor's page of the event guide including 150 word company profile accompanied by logo.

Passes

- 1 Delegate Pass
- Opportunity to purchase additional passes at 15% discount.

Sponsored USB

A branded USB containing all the conference papers will be given out to all delegates and speakers at the conference.

Pre-event

- Company Logo on all event's marketing collaterals including: HTML Shots, Brochure, Website
- 150 words Company Profile on the event website with logo
- Company logo on each page with rich link throughout (logos will be displayed on a rotating banner)
- Provision of brochures for the Sponsor's marketing use

On-site Exposure

- The branded USB keys will be handed out to all the attendees at registration
- Single Page ad in the event guide
- Thank you on sponsor's page of the event guide including 150 word company profile accompanied by logo.

Passes

- 2 Delegate Passes
- Opportunity to purchase additional passes at 15% discount.



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H2O Sponsor – 2 available

Available to all the attendees 500ml water bottles branded by your company will be available throughout to tow days.

This is fantastic way to display your brand in the hands of “thirsty” delegates.

Pre-event

- Company Logo on all event’s marketing collaterals including: HTML Shots, Brochure, Website
- 150 words Company Profile on the event website with logo
- Company logo on each page with rich link throughout (logos will be displayed on a rotating banner)
- Provision of brochures for the Sponsor’s marketing use

On-site Exposure

- Company logo on all event signage including at registration and in the conference room.
- Thank you on sponsor’s page of the event guide including 150 word company profile
- accompanied by logo.

Passes

- 2 Delegate Passes
- Opportunity to purchase additional passes at 15% discount.

Industry Sponsor – 5 available

This package will not only give you the sponsor great exposure but give you the opportunity to align your area of expertise with the branding of the event (for example” Legal Industry Partner” or DRM Industry partner etc...)

Pre-event

- Company Logo on all event’s marketing collaterals including: HTML Shots, Brochure, Website
- 150 words Company Profile on the event website with logo
- Company logo on each page with rich link throughout (logos will be displayed on a rotating banner)
- Provision of brochures for the Sponsor’s marketing use

On-site Exposure

- Company logo on all event signage including at registration and in the conference room.
- Single Page ad in the event guide
- Thank you on sponsor’s page of the event guide including 150 word company profile accompanied by logo.

Passes

- 2 Delegate Passes
- Opportunity to purchase additional passes at 15% discount.



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Co-Marketing Opportunities for Sponsors

As part of the sponsorship package, Informa Telecoms & Media will also offer extra marketing support surrounding the event. This support will ensure maximum exposure for your company on the run up to the event. In addition, an exclusive 15% discount will be given to your clients and prospects through this marketing to encourage them to attend!

The service will include:

- Personalised mailings through a 3rd party mailing house
- E-mails (text or HTML)
- Telemarketing
- Banner adds

Our experienced marketing team will be in contact with you as soon as you have signed up to the event to advise you on the best marketing option for your company and they will take over the logistics of making it happen! We want to make sure our event works well for you, so please do use our services and expertise to raise your profile within your target market.

Advertising and Media Solutions

This document provides an outline of the various advertising and media solutions available around the Copyright Summit.

Event guide Rate Card:

Inside front cover	\$3,000
Inside back cover	\$2,500
Outside back cover	\$3,000
Double page spread	\$3,500
First right hand page	\$2,000
Full page colour front half	\$1,700
Full page colour any position	\$1,500
1/2 page colour any position	\$800

Online Rate Card

Home page rotational banner	\$1,750
Sponsor logo added to sponsor rotational banner on homepage	\$500
HTML mailing to past visitor and pre registered visitor list	\$3,000
Onsite Exclusive Advertising Banners	\$10,000
Banner in conference room: +25% - limited	\$10,000 + 25%
Banner at registration: +15% - limited	\$10,000 + 15%