

Interactive Day
San Diego

May 18, 2018
Downtown SD



Taj Reid
Creative Director, Microsoft

Sponsorship Opportunities

The West Coast's Must-Attend Digital Marketing Conference

- 500-750 attendees
- The nation's leading brand marketers and agencies
- Industry pros from the top media providers & ad platforms

#IDS2018

INTERACTIVEDAY.COM

SDX

About IDSD

In its 14th year, **IDSD** is building off the momentum of a new format, excited new attendees, and one of the event's most successful years ever.

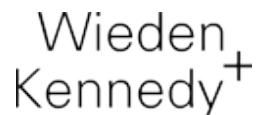
A photograph of Kristin Richmer, a woman with blonde hair, wearing a light green jacket over a dark top. She is standing at a wooden podium, holding a small black device in her right hand and gesturing with her left hand. A microphone is positioned in front of her. The background is a warm, orange-toned wall.

Kristin Richmer
Senior Brand Marketing Manager, Zappos

Additional Conference Details

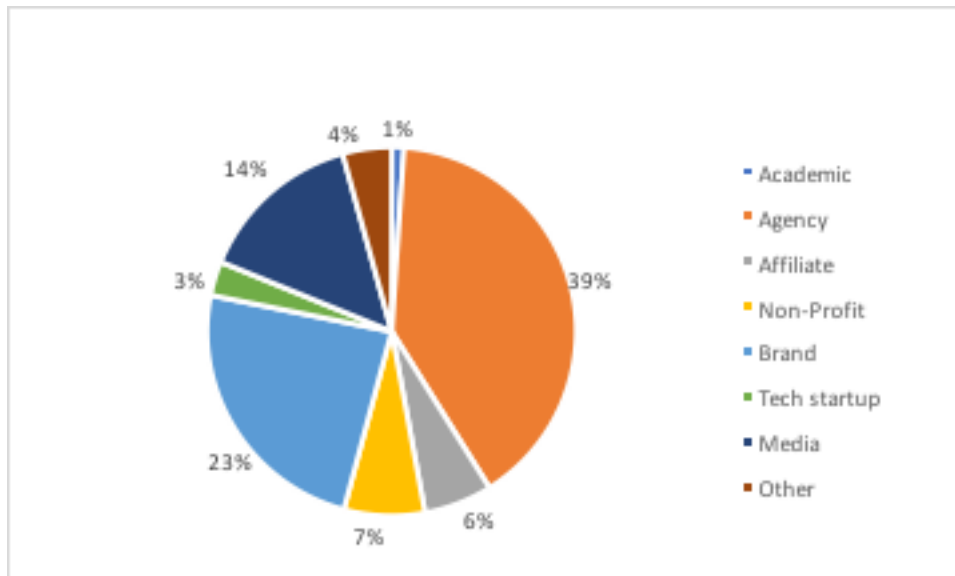
Keynote sessions will take place at the historic Balboa Theatre at Horton Plaza. Breakout sessions will be at locations in East Village surrounding Petco Park. The annual conference delivers the latest industry trends and best practices from top digital media thought leaders and technology innovators. The Opening Night Mixer and Closing Happy Hour provide exceptional networking opportunities with marketing and technology professionals from around the nation.

Attendee Companies Include:



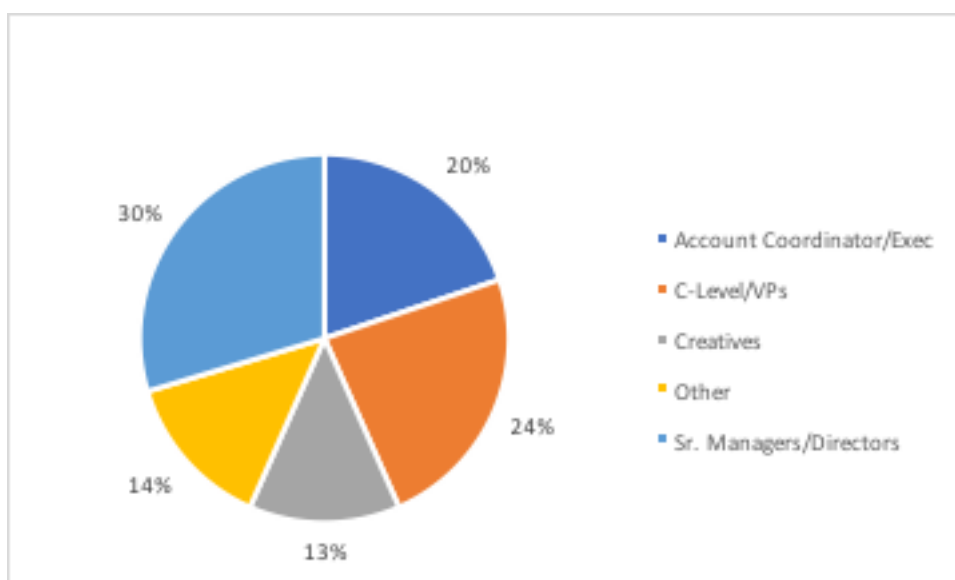
Attendee Profile

IDSD Attendees by industry



IDSD ATTENDEES ARE CREATIVES, INNOVATORS, DIGITAL STRATEGISTS, BRAND EXPERTS, AND TECHNOLOGISTS FROM SOME OF THE MOST FORWARD-THINKING COMPANIES IN THE WORLD.

IDSD Attendees by role



Sponsorship Opportunities

Rand Fishkin
 Founder, Moz



WE HAVE OPPORTUNITIES FOR SPONSORS TO GET INVOLVED AT A VARIETY OF LEVELS, WITH INCREDIBLY GENEROUS BENEFITS.

| | Custom Benefits (see packet for details) | IDSD Passes | Gift Bag Insert | Keynote Session Visual Exposure | Keynote Session Verbal Exposure | Break-Out Session Exposure | Promotion |
|------------------------|---|-------------|-----------------|---------------------------------|---------------------------------|----------------------------|-----------|
| Presenting Sponsor (1) | X | 15 | X | X | X | X | X |
| Gold (2) | X | 10 | X | X | X | X | X |
| Silver (8) | X | 8 | X | X | X | X | X |
| Bronze (12) | | 5 | X | X | X | X | X |
| Table | | 2 | X | X | | | |

Custom Sponsorship

Call the SDX office at (619) 255-2281

Sponsor Benefit Details –

Presenting Sponsor

\$25,000 (One available)

Pre-Event Promotion

Prominently featured as Presenting Sponsor on:

- SDX & IDSD websites with largest logo and link to website
- All collateral and promotional materials, including postcards to SDX & Ad 2 San Diego mailing list and previous IDSD attendees
- Weekly email blasts and e-newsletters – includes company logo & website in dedicated email collateral to 6,000+ industry professionals
- Social media – highlights on SDX and IDSD Facebook, Twitter and Instagram
- Pre-Event Press Releases – distributed to Southern California media and business publications announcing conference, highlighting keynote speakers and sponsors

Conference & Happy Hours

- Signage on site during the Opening Night Mixer, registration area and closing Happy Hour
- Signage on site at keynote location on building posters
- Signage on site at breakout session locations
- Opportunity to extend your visibility at the conference with enhancements such as your logo on napkins, give-aways or raffles, entertainment, photo booth, etc. (sponsor to provide)
- 60-seconds or less video clip about your company may be shown during the keynote sessions
- An opportunity for a top executive to introduce a keynote speaker
- Visual recognition during morning and closing keynote sessions
- Verbal recognition from the podium during morning and closing keynote sessions
- Verbal recognition from podium during all breakout sessions
- Your company information and/or specialty promotional item included in gift bags
- Your logo on conference schedule
- Two 10x10 areas with table and 2 chairs in exhibit area on J Street

Passes

- 15 all access passes to Opening Night Mixer and IDSD 2018
- 8 exhibitor-only passes to man your table/visit exhibit area on J St (does not include Happy Hours, sessions, keynotes or lunch)
- Additional all access passes may be purchased at the lowest offered rate

Post Event

- Press Release distributed to Southern California media and business publications recapping conference
- Thank You feature in SDX e-newsletter recognizing sponsors, speakers and volunteers

Sponsor Benefit Details –

**Gold Sponsor:
Conference Happy Hour**

\$15,000 (Two available)

Pre-Event Promotion

Featured as Gold Happy Hour Sponsor on:

- SDX & IDSD websites with extra-large logo and link to website
- Logo on website schedule
- All collateral and promotional materials, including postcards to SDX & Ad 2 San Diego mailing list and previous IDSD attendees
- Weekly email blasts and e-newsletters – includes company logo & website in dedicated email collateral to 6,000+ industry professionals
- Social media – highlights on SDX and IDSD Facebook, Twitter and Instagram
- Pre-Event Press Releases – distributed to Southern California media and business publications announcing conference, highlighting keynote speakers and sponsors

Happy Hour (either Opening Night or Closing)

- Signage on site during Happy Hour
- Sponsor the first drink – all attendees get one Happy Hour drink ticket courtesy of your company (ticket can be customized with your design/logo) + 20 additional drink tickets for your team/guests
- **Opportunity to theme/brand the closing Happy Hour with enhancements such as your logo on napkins, giveaways or raffles, entertainment, photo booth, etc. (sponsor to provide)**
- Reserved area at Happy Hour for your team/guests

Conference

- Signage onsite at registration area
- 30-seconds or less video clip about your company may be shown during the closing keynote session
- Visual recognition during morning and closing keynote sessions
- Verbal recognition from the podium during morning and closing keynote sessions
- Verbal recognition from the podium during breakout sessions
- Your company information and/or specialty promotional item included in gift bags
- Your logo on conference schedule
- One 10x10 area with table and 2 chairs in exhibit area on J Street

Passes

- 10 all access passes to Opening Night Mixer and IDSD 2018
- 6 exhibitor-only passes to man your table/visit exhibit area on J St (does not include Happy Hours, sessions, keynotes or lunch)
- Additional all access passes may be purchased at the lowest offered rate

Post Event

- Press Release distributed to Southern California media and business publications recapping conference

Sponsor Benefit Details –

Silver Sponsor: Conference Track Locations

\$10,000 (Six available)

1 per breakout location + lunch keynote

Pre-Event Promotion

Featured as a Silver Sponsor on:

- SDX & IDSD websites with large-sized logo and link to website
- All collateral and promotional materials, including postcards to SDX & Ad 2 San Diego mailing list and previous IDSD attendees
- Weekly email blasts and e-newsletters – includes company logo & website in dedicated email collateral to 6,000+ industry professionals
- Social media – highlights on SDX and IDSD Facebook, Twitter and Instagram
- Pre-Event Press Releases – distributed to Southern California media and business publications announcing conference, highlighting keynote speakers and sponsors

Conference

- On-site recognition at dedicated (1) break-out location
- **The chance to build an experience for attendees in the space through branding and interactive design (with prior approval from SDX)**
- Visual recognition during morning and closing keynote sessions
- Visual and verbal recognition from podium during your chosen location's break-out sessions
- Verbal recognition from the podium during morning and closing keynote sessions
- Your company information and/or specialty promotional item included in gift bags
- Your logo on conference schedule
- Registration area/keynote sessions signage with medium-sized logo
- One 10x10 area with table and 2 chairs in exhibit area on J Street

Passes

- 8 all access passes to Opening Night Mixer and IDSD 2018
- 4 exhibitor-only passes to man your table/visit exhibit area on J St (does not include Happy Hours, sessions, keynotes or lunch)
- Additional all access passes may be purchased at the lowest offered rate

Post Event

- Press Release distributed to Southern California media and business publications recapping conference
- Thank You feature in SDX e-newsletter recognizing sponsors, speakers and volunteers with large-sized logo

Sponsor Benefit Details –

Bronze Sponsor

\$5,000 (Until Sold Out)

Pre-Event Promotion

Featured as a Bronze Sponsor on:

- SDX & IDSD websites with medium-sized logo and link to website
- All collateral and promotional materials, including postcards to SDX & Ad 2 San Diego mailing list and previous IDSD attendees
- Weekly email blasts and e-newsletters – includes company logo & website in dedicated email collateral to 6,000+ industry professionals
- Social media – highlights on SDX and IDSD Facebook, Twitter and Instagram
- Pre-Event Press Releases – distributed to Southern California media and business publications announcing conference, highlighting keynote speakers and sponsors with small-sized logo

Conference

- Registration area signage/keynote sessions
- Visual recognition during morning and closing keynote sessions
- Verbal recognition from the podium during morning and closing keynote sessions
- Your company information and/or specialty promotional item included in gift bags
- Your logo on conference schedule with medium-sized logo
- One 10x10 area with table and 2 chairs in exhibit area on J Street

Passes

- 5 all access passes to Opening Night Mixer and IDSD 2018
- 2 exhibitor-only passes to man your table/visit exhibit area on J St (does not include Happy Hours, sessions, keynotes or lunch)
- Additional all access passes may be purchased at the lowest offered rate

Post Event

- Press Release distributed to Southern California media and business publications recapping conference
- Thank You feature in SDX e-newsletter recognizing sponsors, speakers and volunteers with medium-sized logo

Sponsor Benefit Details –

Table Sponsor

\$3,000 (20 Available)

Pre-Event Promotion

Featured as Contributing Sponsor on:

- SDX & IDSD website at lowest level with logo and link to your website
- All collateral and promotion materials, including postcards to SDX & Ad 2 San Diego mailing list

Conference

- Visual recognition on signage at keynote sessions with smallest-sized logo
- One 10x10 area with table and 2 chairs in exhibit area on J Street

Passes

- 2 all access passes to Opening Night Mixer and IDSD 2018
- 2 exhibitor-only passes to man your table/visit exhibit area on J St (does not include Happy Hours, sessions, keynotes or lunch)
- Additional all access passes may be purchased at the lowest offered rate

Sponsorship Agreement

**Interactive Day
San Diego
2018**

IDSD Conference **Friday, May 18, 2018**

IDSD Pre-Conference Mixer **Thursday, May 17, 2018**

Please Select Your Choice

- | | |
|---|--|
| <input type="checkbox"/> Presenting \$25,000 | <input type="checkbox"/> Silver \$10,000 |
| <input type="checkbox"/> Gold Happy Hour \$15,000 | <input type="checkbox"/> Bronze \$5,000 |
| <input type="checkbox"/> Opening Night Mixer | <input type="checkbox"/> Table \$3,000 |
| <input type="checkbox"/> Closing Happy Hour | |

- Custom Sponsorship

We're in marketing. Let's get creative and make a specialized sponsorship to achieve your goals for participating in Interactive Day 2018

Special Added Offer

Interested in SDX membership or year round sponsorship opportunities? IDSD is presented by SDX, San Diego's premier media, marketing and technology organization for brands, agencies, publishers and startups. Enjoy year round membership benefits or additional annual sponsorship opportunities. Contact **Laurie Ganz**, SDX Associate Executive Director – Laurie@SanDiegoX.org or 619-255-2281

Total \$

- Please charge the following credit card (check one) VISA MC AMEX
3% administrative fee applies to all credit card payments
- Please invoice us at the address below (due upon receipt) ACH – request SDX wire transfer details

Card # _____ Exp. Date: _____

Print Cardholder's Name: _____

Signed: _____ Date: _____

Please Print Name: _____ Title: _____

Company Name: _____

Contact Person: _____ Phone #: _____

E-mail: _____ Website: _____

Billing Address: _____

Please email completed form to: Laurie@SanDiegoX.org

Call 619.255.2281 with any questions or for assistance | SDX 550 West B Street, Fourth Floor San Diego, CA 92101 | www.sandiegox.org