

FUSE MEDIA

THE CONVERGENCE OF TECHNOLOGY & MEDIA

SPONSORSHIP OPPORTUNITIES

OCTOBER 1-3, 2018
PHILADELPHIA, PA
fuse.pubexec.com

PRESENTED BY

Publishing
EXECUTIVE

NAPCO
MEDIA

WHY SPONSOR?

FUSE's Value Proposition is Simple...

As a Sponsor, you'll have guaranteed one-on-one time with executive decision makers. These Attendees are responsible for evaluating, purchasing, implementing and managing major technology platforms, tools and solutions for their media and publishing companies. Our "1:1 Meeting-Boardroom-Case Study" approach creates results at a fraction of the cost compared to attending a large industry trade event or traditional conference.

- ➔ **Pre-scheduled 1:1 meetings** with attending senior executives are the ideal way to drive sales and solidify partnerships. Sponsors schedule meetings with Attendees beginning 3-4 weeks before the event through our online scheduling system, as well as on site.
- ➔ **Private Case Study Presentations** with rotating groups of 10-15 senior executives in the process of reviewing technology tools and solutions for implementation at their organizations.
- ➔ **Additional networking opportunities including:** receptions, breakfasts, luncheons, dinners, casino night, and awards reception where attending executives vote on the best Sponsor products and presentations.
- ➔ **Keynote presentations and panels:** in-depth presentations and panel discussions featuring sponsors whose solutions are driving media and publishing businesses to new heights.

FUSE is an exclusive forum where buyers and sellers come together, in an environment facilitated by experts, to share their experiences, needs, products and services. The entire event experience – from meals and entertainment to the venue and conference program – provides Attendees and Sponsors with first-class networking and unique business development opportunities.

All qualified attendees receive a full participation package that includes travel, hotel accommodations, meals and networking activities. This ensures a cost-effective and quality peer-to-peer experience for Attendees and a 100% qualified audience for participating Sponsors.

What makes FUSE different from other events?

FUSE is an invitation-only, hosted summit designed for senior publishing & media executives who want to understand how current and future technology platforms, tools and solutions can drive their organizations. This exclusive summit offers strategic level insights into which technologies publishing and media industry leaders should be leveraging to optimize their business. Rather than just another tradeshow or exhibition, FUSE is focused on building relationships so all members in these complex ecosystems can better understand and advance their needs.

SPONSORSHIP OPPORTUNITIES

Keynote Partner: \$50,000

- ➔ Keynote Panel Presentation
- ➔ Six (6) Case Study Presentations (25-minute sessions in Boardroom setting with up to 15 Attendees per session)
- ➔ Up to Three (3) designated meeting tables in the Attendee 1:1 meeting zone
- ➔ Ability to conduct thirty-five (35) 1:1 meetings with Attendees
- ➔ First access to 1:1 self-scheduling systems
- ➔ Insertion of one whitepaper into Attendee Orientation kit
- ➔ Maximum promotional exposure via on-site signage, event website and all advertising and promotional vehicles
- ➔ Complete Attendee contact details
- ➔ Inclusion in pre-show and post-show press releases
- ➔ Pre- and Post-event inclusion on event collateral
- ➔ On-site Signage
- ➔ Five (5) All-Access supplier passes included (up to 3 additional All-Access passes may be purchased for \$2,000 per pass)
- ➔ Exclusive leaderboard (728x90) sponsorship of weekly FUSE e-newsletter in four (4) editions (dates TBD)
- ➔ Two (2) months run-of-site leaderboard (728x90) on PubExec.com (months TBD)

For information on sponsoring and/or attending FUSE Media 2018, please visit fuse.pubexec.com or contact Matt Steinmetz at msteinmetz@napco.com.

QUALIFIED ATTENDEES

FUSE Media's Attendees are targeted and qualified. Attendees are senior-level media and publishing executives who come to FUSE with budget and intent to purchase. All FUSE Attendees must qualify by completing a 20+ question application. This ensures that FUSE Sponsors are engaging with qualified prospects.

Past Attendees to FUSE Media

Include: 1105 Media, Access Intelligence, Adweek, ALM Media, American Media, AP, Atlantic Media, Bauer Media, Bobit Business Media, Brief Media, Conde Nast, CQ Roll Call, DailyMail, Education Week, F+W Media, Farm Journal Media, Forbes Media, Foreign Affairs, Hanley Wood, Haymarket Media, Hearst, Hearst Digital Media, iHeartMedia, IGN/Ziff Davis, LittleThings, Marvel Comics, NBC News, NewBay Media, Northstar Travel Group, PennWell, Purch, Randall-Reilly, Rodale, SheKnows Media, SourceMedia, SouthComm, The Daily Dot, The Economist, The New York Times, TheStreet, Time Inc., Trusted Media Brands, UBM, WATT Global Media, Wolters Kluwer, and more.



SPONSORSHIP OPPORTUNITIES

Diamond Package: \$35,000

- ➔ Four (4) Case Study Presentations (25-minute sessions in Boardroom setting with up to 15 Attendees per session)
- ➔ Up to Two (2) designated meeting tables in the Attendee Meeting Lounge for 1:1 meetings
- ➔ Ability to conduct twenty-five (25) 1:1 meetings with Attendees
- ➔ Access to 1:1 self-scheduling systems
- ➔ Complete Attendee contact details
- ➔ Inclusion in pre-show and post-show press releases
- ➔ Pre- and Post-event inclusion on event collateral
- ➔ On-site Signage
- ➔ Three (3) All-Access supplier passes included (up to 3 additional)
- ➔ All-Access passes may be purchased for \$2,000 per pass)

Gold Package: \$17,500

- ➔ Two (2) Case Study Presentations (25 minute sessions in Boardroom setting with up to 15 Attendees per session)
- ➔ Two (2) designated meeting table in the Attendee Meeting Lounge for 1:1 meetings
- ➔ Ability to conduct twenty (20) 1:1 meetings with Attendees
- ➔ Access to 1:1 self-scheduling systems
- ➔ Complete Attendee contact details
- ➔ Inclusion in pre-show and post-show press releases
- ➔ Pre- and Post-event inclusion on event collateral
- ➔ On-site Signage
- ➔ Two (2) All-Access supplier passes included (up to 2 additional All-Access pass may be purchased for \$2,000 per pass)

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What our FUSE sponsors had to say

"So far, we've had more than a \$9 for every \$1 spent return on our FUSE investment, and we're not done yet. So, within a quarter of the event, that's been our ROI, including an average deal size of more than \$30K."

— VP OF MARKETING
AT A GOLD SPONSOR OF FUSE 2016

"FUSE put us in front of a higher level of buyer, at more sizable companies, than the majority of publishing conferences. It was night-and-day compared to certain large New York events."

— ANDY KOWL, SVP,
PUBLISHING STRATEGY, EPUBLISHING

"FUSE enabled me and my team to connect with more active and interested business prospects in three days than I could have expected in three months, and at a fraction of the time and expense. Definitely worth our time."

— ROGER BAKER,
VP, BUSINESS DEVELOPMENT, BONDI DIGITAL



SPONSORSHIP OPPORTUNITIES

Silver Package: \$11,500

- ➔ One (1) Case Study Presentations (25 minute sessions in Boardroom setting with up to 15 Attendees per session)
- ➔ One (1) designated meeting table in the Attendee Meeting Lounge for 1:1 meetings
- ➔ Ability to conduct ten (10) 1:1 meetings with Attendees
- ➔ Access to 1:1 self-scheduling systems
- ➔ Complete Attendee contact details
- ➔ Inclusion in pre-show and post-show press releases
- ➔ Pre- and Post-event inclusion on event collateral
- ➔ On-site Signage
- ➔ One (1) All-Access supplier pass included (up to 1 additional All-Access pass may be purchased for \$2,000)

Startup Package: \$3,500

Limited to companies 2 years old or younger.

- ➔ One (1) All-Access supplier pass
- ➔ One (1) 15-minute speaking slot during Startup Derby in front of entire FUSE audience
- ➔ Five (5) 1-to-1, pre-scheduled, 20-minute meetings with Attendees of your choice
- ➔ Complete Attendee contact details
- ➔ Inclusion in pre-show and post-show press releases
- ➔ Pre- and Post-event inclusion on event collateral
- ➔ On-site Signage

Options

- ➔ Customized sponsorship packages are available along with additional sponsorship items such as network receptions, meals, and other opportunities.

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