

LOTAME

IGNITE



SPONSORSHIP OPPORTUNITIES

IGNITE AMERICAS | NEW YORK CITY

IGNITE APAC | SYDNEY

IGNITE EUROPE | LONDON



WHAT IS LOTAME IGNITE CONFERENCE?

In 2017 Lotame launched a brand NEW regional based conference series, **Lotame Ignite**, with targeted content for senior level executives from Lotame's top marketer, agency and publisher client base in APAC and Europe and we're delighted to roll out Lotame Ignite AMERICAS in New York in 2018 (formerly known as Lotame Spark Summit).

Lotame brings a half day of actionable insights, networking and best practices to targeted locations across the globe so you can benefit from local content across all three regions! In 2018, Lotame introduces Ignite in the following cities:

- **Lotame Ignite AMERICAS: New York City**
- **Lotame Ignite APAC: Sydney**
- **Lotame Ignite EUROPE: London**

WHY SPONSOR A LOTAME IGNITE CONFERENCE?

The Lotame Ignite Conference series provides a unique opportunity to connect with an engaged audience in an informal, collaborative setting, tailored by region. Get your brand front and center while being recognized as a thought leader in MarTech. Join us for fresh data-driven perspectives, presentations, and innovative panels that will dissect the biggest challenges and solutions currently impacting the industry today. Attendees will walk away with new ideas on how to maximize the value of their data.

Collectively, the Lotame Ignite Conference series will attract over 500 senior level executives from Lotame's top marketer, agency and publisher clients worldwide.



2017 OVERVIEW

100%

of surveyed attendees responded that they would recommend the conference to other Lotame clients or prospective clients

LOTAME

IGNITE | AMERICAS

(formerly known as Lotame Spark Summit)

225 ATTENDEES

2017 HIGHLIGHTS

LOTAME

IGNITE | APAC

125 ATTENDEES

2017 HIGHLIGHTS

LOTAME

IGNITE | EUROPE

165 ATTENDEES

2017 HIGHLIGHTS

AMERICAS

"The keynote was phenomenal and showed both foresight, humor and fallibility; data is of course important and top of mind so hearing how to do something we should be doing is always beneficial."

"If there is one thing about the company that we have built at Lotame, it is that we want to help you differentiate."

-Andy Monfriend CEO,
Lotame

WHAT SPONSORSHIP OPPORTUNITIES ARE AVAILABLE IN 2018?

Select from a list of exclusive sponsorship packages.
Please reach out to us with any requests for customized
sponsorship opportunities so we can tailor to better support
your goals.

Select from the following list of sponsor marketing opportunities.

**Combine any two sponsorship packages or sponsor
multiple Ignite Conferences and save 15%!**



NEW! Session Sponsor

Cocktail Party Sponsor

Welcome Networking Lunch Sponsor

Refreshment Break & Raffle Sponsor

Wireless Sponsor

Charging Station Sponsor

Lanyard Sponsor





SESSION SPONSOR

3 AVAILABLE

INVESTMENT: \$15,000

An exclusive opportunity to introduce a session on a topic that's most relevant to your brand. We're looking for one sponsor for each of the following topics:

1. **Data Quality Session Sponsor**
2. **TV Session Sponsor**
3. **[Topic of Choice] Sponsor** - submit your preferred topic to events@lotame.com and we'll do our best to align your content with our current agenda sessions!

Sponsorship includes:

- **Welcome Video:** Logo in Conference video, thanking our 2018 sponsors
- **Session Introduction:** Sponsor company has the opportunity to take the stage to introduce a session that's most relevant to their brand (2-3 minutes)
- **Logo Inclusion on Main Presentation Screen:** Sponsor company logo displayed on main ballroom screen during conference program breaks
- **Branded Pull-up Banner:** Sponsor can brand one free standing pull-up banner. Sponsor to provide artwork & graphics; Lotame to provide specs & production.
- **Passes:** Three (3) conference attendee passes
- **Event Website:** Logo and link to company website included on conference microsite
- **Digital Program Guide:** Sponsor company logo, 125-word company description and URL included in digital event program guide
- **Social Media:** Social media integration, including Twitter feed representation during conference
- **Dedicated Signage:** Thank you signage with logo throughout the event
- **Swag Bag:** Opportunity to place branded item in Lotame swag bag. Swag bag will be provided to all attendees. Giveaway to be approved by Lotame; Sponsor to provide.
- **Marketing Materials:** Sponsor company logo will be included in dedicated marketing communications to clients and attendees leading up to the event
- **Attendee List:** Sponsor will receive company name & title post-event (Lotame does not distribute client contact details but can assist with making introductions during the conference)
- **Thought Leadership Spotlight:** Q&A with sponsor on agenda topic (or topic of choice to be approved by Lotame). Q&A will be published online prior to the event
- **Discount:** Session sponsors will receive a 20% discount off additional sponsorship opportunities
- **Thank You Email:** Inclusion in the Ignite post-event Summary Report & attendee "Thank You" email



COCKTAIL PARTY

1 AVAILABLE NEW YORK

INVESTMENT: \$12,000

SYDNEY & LONDON

INVESTMENT: \$10,000

Immediately following the conference, guests will be invited for beer, wine, spirits and lite bites. Lotame is offering one partner an exclusive opportunity to sponsor the hour-long cocktail reception and make an impact!.

Sponsorship includes:

- **Welcome Video:** Logo in Conference video, thanking our 2018 sponsors
- **Passes:** Two (2) passes to attend the Ignite Cocktail party
- **Cocktail Space Branding:** Opportunity for sponsor branding within the cocktail space (pull-up banner, cocktail napkins + drink stirrers, provided by Lotame)
- **Signature Cocktail:** We'll help you get creative with the name!
- **Verbal Mention:** Announced thank you via verbal mentions
- **Social Media:** Social media integration, including Twitter feed representation during conference
- **Marketing Materials:** Logo, company description & link to your website on our dedicated event website; logo in marketing emails
- **Digital Program Guide:** Logo, 75-word company description & URL in digital program guide
- **Swag Bag:** Opportunity to place one branded item in swag bag (Giveaway to be approved by Lotame; Sponsor to provide. Deadlines apply).
- **Thank You Email:** Inclusion in the Ignite post-event Summary Report & attendee "Thank You" email

APAC

"It was informative and helped understand the how the other markets work"

- Vice President of Sales,
Bigtree Entertainment
Pvt Ltd



WELCOME NETWORKING LUNCH SPONSOR

1 AVAILABLE **INVESTMENT: \$7,500**

Before the conference begins, guests will be greeted to an informal networking lunch in a dedicated event space. This is an exclusive opportunity for one sponsor to make a first impression before the main program begins.

Sponsorship includes:

- **Welcome Video:** Logo in Conference video, thanking our 2018 sponsors
- **Passes:** Two (2) conference Attendee Passes
- **Table top:** display and distribute materials while networking over lunch (one-sheet, branded premium)
- **Digital Program Guide:** Logo, 75-word company description & URL
- **Branded Pull-Up Banner:** Sponsor can brand one free standing pull-up banner in dedicated lunch area
- **Napkins:** Branded napkins (for lunch only)
- **Verbal Mention:** Announced thank you via verbal mentions
- **Logo Inclusion on Main Presentation Screen:** Logo displayed on screen during lunch
- **Social Media:** Social media integration, including Twitter feed representation during conference
- **Marketing Materials:** Logo, company description and link to your website on our dedicated event website; logo in marketing emails
- **Thank You Email:** Inclusion in the Ignite post-event Summary Report & attendee "Thank You" email

EUROPE

"Informative and helped deepen my knowledge of key digital topics"

- Digital Account Director, Adgenda Media



REFRESHMENT BREAK & RAFFLE SPONSOR

1 AVAILABLE

INVESTMENT: \$7,500

Lotame will have one dedicated coffee break station set up at the conference. Break stations will include a variety of snack items and will be located inside or near the the main ballroom. Beverage service will run all-day with your branding.

Sponsorship includes:

- **Welcome Video:** Logo in Conference video, thanking our 2018 sponsors
- **Passes:** Two (2) conference passes
- **Branded Pull-Up Banner:** Free-standing signage in snack break area. Lotame provides all snack bar signage production. You have the option to design or we can design with your logo and colors. Ability to develop dedicated tagline or fueling station language (Use a branded theme or name the snack bar station. Get creative!)
- **Verbal Mention:** Dedicated verbal mentions during the conference
- **Digital Program Guide:** Logo, 75-word company description & URL in program guide
- **Social Media:** Social media integration, including Twitter feed representation during conference
- **Marketing Materials:** Logo, company description and link to your website on our dedicated event website; logo in marketing emails
- **Exclusive Raffle:** Fishbowl for business card raffle to win a prize (sponsor to provide giveaway) - winner will be drawn and announced from the stage after the break
- **Thank You Email:** Inclusion in the Ignite post-event Summary Report & attendee "Thank You" email

EUROPE

"Really good mix of content and great space for networking and getting inspired for what can be done with a DMP moving forward."

- Customer Success Manager, Experian



WIRELESS SPONSOR

1 AVAILABLE

INVESTMENT: \$4,000

Help attendees get connected throughout the conference as the Official Wi-Fi Sponsor.

Sponsorship includes:

- **Welcome Video:** Logo in Conference video, thanking our 2018 sponsors
- **Passes:** Two (2) conference passes
- **Branded Credentials:** Ability to customize wifi credentials (username and password)
Get creative and match to your brand or service names!
- **Signage:** Company logo on signage that includes Wi-Fi login instructions
- **Verbal Mention:** Sponsor announced thank you via verbal mentions
- **Social Media:** Social media integration, including Twitter feed representation during conference
- **Marketing Materials:** Logo, company description & link to your website on our dedicated event website; logo in marketing emails
- **Digital Program Guide:** Logo, 75-word company description & URL in program guide
- **Thank You Email:** Inclusion in the Ignite post-event Summary Report & attendee "Thank You" email



CHARGING STATION SPONSOR

1 AVAILABLE

INVESTMENT: \$4,000

Lotame will provide an all-day charging station so attendees can plug in their phones and/or laptops throughout the day!

Sponsorship includes:

- **Welcome Video:** Logo in Conference video, thanking our 2018 sponsors
- **Passes:** Two (2) conference passes
- **Branded Charging Station:** Lotame will provide through an external vendor
- **Collateral:** One piece of take-away collateral
- **Networking:** One chair to sit and network with attendees during breaks (optional)
- **Social Media:** Social media integration, including Twitter feed representation during conference
- **Marketing Materials:** Logo, company description & link to your website on our dedicated event website; logo in marketing emails
- **Thank You Email:** Inclusion in the Ignite post-event Summary Report & attendee "Thank You" email

LANYARD SPONSOR

1 AVAILABLE

INVESTMENT: \$4,000

Sponsor name and/or logo will appear on all attendee lanyards that hold each badge (with the exception of Lotame and Guest Speakers who will have a Lotame branded lanyard).

Sponsorship includes:

- **Welcome Video:** Logo in Conference video, thanking our 2018 sponsors
- **Branded Lanyards:** sponsor logo (or graphic of choice) will be repeated on lanyards; distributed during conference check-in.
- **Pass:** One (1) event pass
- **Verbal Mentions:** Announced thank you via verbal mentions
- **Marketing Materials:** Logo, company description & link to your website on our dedicated event website; logo in marketing emails
- **Thank You Email:** Inclusion in the Ignite post-event Summary Report & attendee "Thank You" email

THANK YOU TO OUR 2017 SPONSORS



Please reach out to us with any requests for customized sponsorship opportunities so we can tailor to better support your goals.

Combine any two sponsorship packages or sponsor multiple Ignite Conferences and save 15%!

"Lotame Ignite APAC Conference was an enlightening experience and I am grateful to have met the wide range of publishers and marketers alike. Ignite showcased Lotame in both performance platform-building, as well as positively pushing the boundaries of innovation and user experience. With the focus on creating powerful insights, Cint and Lotame strike the right balance between scale and customisation and have created a partnership enriching and validating data along the value chain."

- VP Alliances, APAC,
Cint (2017 Sponsor)