



iMEDIA
COMMUNICATIONS UK

Digital
Marketing
Summits

2009

www.imediaconnection.com/uk

Introduction

iMedia Communications is an organisation that assists Agency and Brand executives in the understanding and adoption of the vast array of digital marketing solutions available to them, in order to expand their businesses.

Since 2001 iMedia have been facilitating events for the digital marketing community. The iMedia Summits are private affairs built by the industry, for the industry. The two and a half day events are by invitation only and are steered by a willing Advisory Board of distinguished Marketing leaders from the world's leading agencies and brands.

Purpose

The Summits were born in the U.S from Agency and Brand Executives, volunteering to come together in a qualified, elite group, to combat the issues they are facing in today's digital media landscape.

The result was that agencies and brands discovered they needed to work with their peers in this ever-changing digital environment if they were to survive. The Summits simply provide a confidential platform where these issues can be discussed among industry associates they can trust.

Due to the development, complexity and influence of the digital landscape, leading industry executives continue to express the need to attend the iMedia Summits. The Summits' exceptional reputation has grown because of the willingness of industry leaders to come together, express honest opinions, expand relationships and learn from best practices - even with the competition. It shouldn't work, but it does.

All of the iMedia delegates share one common core value: "digital cannot be tackled alone".

"iMedia Summits have become a must-do for me. There are many opportunities for conferences and events for me to go to, but I have really narrowed it down to iMedia ... It comes down to the people. It is a great opportunity to meet my peers from a market standpoint, to meet vendors, to meet agencies and publishers. Really, this is the cream of the crop in the interactive world."

Carol Kruse, Group Director, Interactive Marketing, Coca-Cola

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Digital marketing network for thought leaders

We believe passionately in the willingness to share knowledge, the importance of face to face interaction and that ultimately everything is about people and doing business. iMedia facilitates unique Summits that offer knowledge and inspiration from the world's most inspired media marketing thinkers, and also a community of leading solution providers & publishers who engage with ideas and with each other.

In the UK we have an Agency Summit and a Brand Summit scheduled for 2009. The reason we have individual Summits for agency and brand representatives is down to our promise to guarantee a healthy environment to network. By splitting the events we can concentrate fully on the separate issues that are facing each discipline and give all volunteers the time and space they need to share their expertise and learn best practices.

The iMedia Summits are supported in part by the sponsorship of companies interested in building strategic relationships with the agency and brand attendees. We ensure the highest possible level of delegates in attendance thanks to our tight screening process (p.4). Sponsors will find an array of targeted packages that will provide them with a unique approach to networking and position themselves as supporters of this collaborative Summit.



"Relevant, timely and engaging. Just like our marketing aspires to be! Great few days learning and networking, will definitely come back"

Marta Obrebska, Online Lead Generation Manager, Dell

"I can't think of a single Agency that would not benefit from attending the iMedia Agency Summit"

Shahid Awan, SEO Director, Walker Media

2009 Summit Calendar

iMedia UK Agency Summit	May 11th-13th 2009	The Grand Hotel, Brighton
iMedia UK Brand Summit	November 16th - 18th 2009	The Grand Hotel Brighton

2009 iMedia UK Agency Summit

May 11th-13th 2009

The Grand Hotel, Brighton, UK

Our purpose is to provide a collaborative Summit for the UK's most influential Agency Media Planners and Creative Strategists. We are dedicated to providing the delegates with a safe environment where they can exchange their knowledge, experience and best practices with people they trust in order to move the industry forward as a whole.

This special event is developed and evolved by peers working in all disciplines of communication within both 'traditional' and 'digital' agencies and their networks. Representing media & ad planning, integrated communication strategy, creative delivery, campaign effectiveness and innovation in technology – the accurate representation of the modern digital advertising landscape is paramount to deliver the best possible event for delegates.

2009 iMedia UK Brand Summit

November 16th - 18th 2009

The Grand Hotel, Brighton, UK

The principle of the Brand Summit is to provide a relevant and trustworthy platform which is constant at all iMedia Summits. This Summit caters for Senior Brand Executives with Digital Marketing responsibilities who are willing to share knowledge and experience with their peers.

iMedia carefully screens around 80 top Brand Executives with creative, media and planning budgets. These cherry-picked delegates attend the Summits willing and ready to discuss their own situations, to learn more from experts who are furthering the development of the digital marketing business.

How do we deliver?

The second additions of the iMedia UK Agency & Brand Summits will bring together 80 of the UK's most influential digital and interactive agency & brand planners and buyers for two and a half days of world class keynote presentations, peer-to-peer roundtable discussions, lively panel debates and working group sessions.

All main Summit content is vendor-neutral and speakers are selected by our Advisory Board which initiates the hassle free feel to the event. By participating as a sponsor of the iMedia Agency or Brand Summit, you will have access to the highest spenders in the agency or brand community for two and a half days, but more importantly, you will position your company as a supporter and facilitator of this inimitable industry conversation.

Attendee breakdown

160 delegates in total at each Summit – a one-to-one ratio comprising:

- **80 top spending Advertising Agency Planners and Buyers** (free attendees) or 80 top spending Brand Marketing Executives (free attendees)
- **80 publishers and online marketing solution providers**

Attendance at the iMedia Summits are based on nominations from the Advisory Body and requests from industry leaders. The Summit is exclusively limited to those who qualify and meet the criteria of our screening process. The Summit delegates who match this criteria attend free of charge for the duration of the event.

Summit delegates are screened on the following attributes; type of organisation, size of organisation, current digital spend at organisation, thir role in the purchasing process and their seniority at organisation.

Past iMedia Summit Speakers, Advisory Board & Delegates

	Speaker	Advisory Board	Attendees
Agency Summit	Technology & Analytics Director, Neo@ogilvy	Digital Chief Strategy Officer, Mindshare Worldwide	Head of Media Planning, AKQA
	Global Client Leader, WPP	Executive Head of Media Futures, OMD UK	OMD UK Global Search Director, Isobar
	Director of Digital Strategy, Lowe Worldwide	Head of Planning, AMV, BBDO	Head of Planning, Mediacom
	Head of New Business, Saatchi & Saatchi	Head of Planning, Tribal DDB	Head of Digital Planning, PHD Rocket
Brand Summit	Group Head of Digital, Financial Times	Managing Director, Neo@Ogilvy	Worldwide Client Services Director, Lbi International
	Marketing Director, toptable.com	Global Communications Planning Director, Unilever	Senior Marketing Manager, Thomas Cook
	Global Head of Interactive Marketing, Samsung Mobile	Marketing Director, eBay UK	VP Marketing, American Express
	European Interactive Marketing Manager, Coca Cola	Senior Marketing Manager, Online Brand Experience, Cisco	Head of Media, Barclaycard
	Head of Marketing, Screwfix Direct	Head of Communication & Brand Development, Yell.com	Head of Marketing, Online Business, Sky
	Head of Brand Strategy & Marketing, Channel Five	Digital Marketing Manager, Honda	Director of Global Digital Initiatives, Universal Music Group

Agency & Brand attendees by job title

Executive Director, Group Director, Sr. Director, Director – **34%**

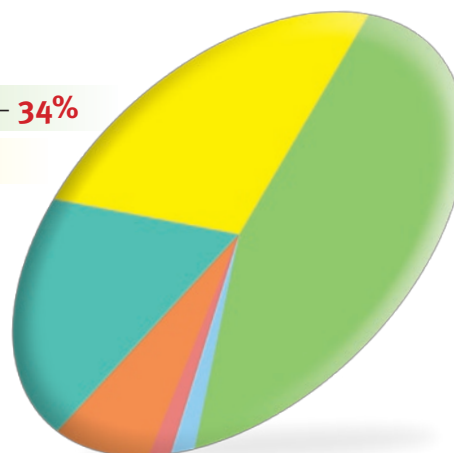
Senior Media Planner, Planner, Account Director – **25%**

Partner, SVP, VP, Managing Director – **18%**

Associate Director, Manager, Supervisor – **12%**

C-Level, President – **6%**

Other – **5%**



“A very good conference. It was inspiring stuff and I appreciate the invite...”

Laurent Ezekiel, Worldwide Client Services Director, LBi International

iMedia UK Summit Sponsorship Opportunities

To enable sponsors to maximise their investment, the iMedia Agency & Brand Summits offer a considerable range of choice in creative opportunity, providing effective sponsorship exposure to major agency directors, brand directors and planners.

Individual presentations, receptions, workshops, dinners, round tables and recreational events can be sponsored, or a package can be tailored to meet individual sponsors' requirements. Dependent upon the investment made, opportunities can include Summit passes, onsite signage, in-room distribution of literature, branding of the overall Summit plus much more.

Sponsorship Type	Sponsorships	Monday	Tuesday	Wednesday
Educational Packages	Premier Presenting Sponsor	Qty1, £13,500		
	Breakfast "Closed Door" Sponsor		Qty2, £13,500	Qty2, £13,500
	iMedia Workshop Sponsor		Qty4, £10,000	
	Publisher Breakfast Sponsor		Qty1, £7,500	Qty1, £7,500
	Closed Door Agency / Brand Only Discussion	Qty1, £15,000		
Branding Sponsorships	Wi-Fi & Networking Area Sponsor	Duration £7,500		
	Lunch Sponsor		Qty1, £7,500	Qty1, £7,500
	Evening Dinner Sponsor	Qty1, £10,000	Qty1, £10,000	
	Pre-dinner Drink Reception		Qty1, £7,500	
	After Dinner Drinks	Qty1, £7,500		
	Summit Party		Qty1, £12,000	
	Social/Recreational Activity Sponsor		Qty3, £6,000	
Additional Opportunities	Summit Badge Sponsor	Duration £7,500		
	Summit Lanyard Sponsor	Duration £7,500		
	Literature Distribution	Qty2, £5,000	Qty2, £5,000	
	Conference Bag Sponsor	Duration £7,500		
	Summit Workbook Full Page Ad	Duration £1,500		
	iMedia Summit Delegate Pass	Duration £1,800		

2009 Summit Sponsorship Opportunities in Detail

iMedia “Closed Door” Agency/Brand only discussion: £15,000

(1 available per Summit)

This is an hour period dedicated to the Agency/Brand representatives to open up to each other and discuss the issues that they are facing in the current climate. This is seen as the beating heart of the Summit and this privacy and trust is what brings them back year after year. Sponsoring this session will position your company as the main facilitator of this essential discussion group.

- Exclusive sponsor of the agency/brand closed door session
 - 2 full summit passes
 - Logo accreditation on all onsite summit collateral
 - Distribution of sales and marketing collateral to agency only discussion group
 - Company description and logo in the official summit guide
 - 1 month advertising on the iMedia UK Newsletter/Website
-

Premier Presenting Sponsor on opening evening

- 30 min presentation: **£13,500**

(1 available per Summit)

This is an exclusive opportunity to present on the opening evening of the Summit to all attendees. This sponsorship package also gives the sponsor the opportunity to welcome the attendees with a beverage following their presentation.

- 30 minute presentation to all Summit attendees on the opening evening
 - 2 full summit passes
 - Logo accreditation on all summit collateral onsite
 - Distribution of sales and marketing collateral to all delegates
 - Company description and logo in the official summit guide
 - 1 month advertising on the iMedia UK Newsletter/Website
-

Agency/Brand Breakfast Presenting Sponsor “closed door”

- 30 min presentation: **£13,500**

(4 available per Summit)

Presenting sponsors will have a unique opportunity to run a closed door educational session on either the opening morning or second morning of the summit. This package takes a more educational route to new business. Being a closed door session i.e. only agency/brand attendees, this is arguably the best option for you to get into the minds and schedules of every key media planner or brand marketer in the community.

- “Closed door” 30 minute breakfast presentation to agency/brand attendees
- 2 full summit passes
- Logo accreditation on all summit collateral onsite
- Distribution of sales and marketing collateral to all delegates
- Company description and logo in the official summit guide
- 1 month advertising on the iMedia UK Newsletter/Website

“To put it quite simply, iMedia delivers the audience we want to reach. We know that when we’re at iMedia, we’re speaking directly to the high quality decision-maker. It’s efficient and highly targeted, and their excellent content attracts great leads – ROI is always head and shoulders above other outlets we would consider!”

Lianne Schneider, Director of Marketing, International, Eyeblaster

Summit Party: £12,000

(1 available per Summit)

The party is a chance for conference delegates to unwind, network and discuss the issues raised during the day. Sponsoring the party means associating your brand with arguably the most enjoyable part of the event! For months after the event conference delegates will be talking about the conversations they had, the deals they did and the fun they had at “your” party.

- 10 passes for sponsors staff to attend the Summit party
- 2 full summit passes
- Logo on all signage throughout the summit party
- Company description and logo in the official summit guide
- One full page advert in the Summit workbook to promote the party
- A dedicated email to all Summit attendees leading up to the event to invite them to the party
- 1 month advertising on the iMedia UK Newsletter/Website

iMedia Workshop Sponsor: £10,000

(4 available per Summit)

The Summit delegates choose two 30min iMedia Lab Sessions within this hour period, there are four workshops in each session for delegates to choose from. This is an opportunity to take a more interactive approach to new business and educate a new skill to the delegates who have actively chosen to attend each specific lab.

- Two 30 minute predominately “neutral” presentations to the iMedia Lab attendees
- 2 full Summit passes
- Logo accreditation on all onsite summit collateral
- Distribution of sales and marketing collateral to all iMedia workshop attendees
- Company description and logo in the official summit guide
- 1 month advertising on the iMedia UK Newsletter/Website

Evening Dinner Sponsor: £8,000

(2 available per Summit)

With all summit delegates in attendance the dinner sponsorships are a prime opportunity to raise your company profile to every summit attendee. Evening dinner sponsors will also be given 10 seats at your preferred tables, to dine with buyers from specific publishers and agencies/brands.

- 10 seats at tables within the evening dinner
- Priority seating on tables of your choice to ensure you have the opportunity to network with key/specific agencies and brands
- 2 full summit passes
- Logo accreditation on all summit collateral onsite
- Distribution of sales and marketing collateral to all delegates
- Onsite signage within the dinner reception room
- Company description and logo in the official summit guide
- 1 month advertising on the iMedia UK Newsletter/Website



“As a marketer of technology marketing services, iMedia summits are probably the single most effective vehicle to reach our customers.”

David Rosenblatt, President, DoubleClick

Publisher Breakfast Presenting Sponsor: £7,500

(2 available per Summit)

This is a breakfast presenting opportunity where poignant issues within the publisher community will be addressed and discussed. The presenting sponsor will be given a 30 minute window to address the audience with an industry specific presentation.

- 30 minute breakfast presentation to Publishers
- 2 full summit passes
- Logo accreditation on all summit collateral onsite.
- Distribution of sales and marketing collateral to all delegates.
- Company description and logo in the official summit guide
- 1 month advertising on the iMedia UK Newsletter/Website

Pre-Dinner Drinks Reception: £7,500

(1 available per Summit)

A one off opportunity to welcome delegates back for the evening entertainment. The true value of the post dinner drinks comes alive when the sponsor gets the opportunity to shake hands, meet and share a drink with some of the most influential figures in the agency/brand and publisher community.

- 5 passes for sponsors staff to attend and network within the Summit drinks reception.
This is a prime time to network and meet key buyers from your target market
- 2 full Summit passes
- Logo on all signage throughout the Reception area and generic Summit signage
- Company description and logo in the official summit guide
- 1 month advertising on the iMedia UK Newsletter/Website

After Dinner Drinks Reception: £7,500

(1 available per Summit)

The true value of the post dinner drinks comes alive when the sponsor gets the opportunity to shake hands, meet and share a drink with some of the most influential figures in the agency/brand and publisher community.

- 5 passes for sponsors staff to attend and network within the summit drinks reception.
This is a prime time to network and meet key buyers from your target market
- 2 full Summit passes
- Logo on all signage throughout the Reception area and generic Summit signage
- Company description and logo in the official summit guide
- 1 month advertising on the iMedia UK Newsletter/Website



“The summit gave an excellent insight into the digital landscape today introducing blue-sky ideas, through to more immediate, actionable methodologies!”

Lucy Russell, Advertising Director UK, eBuddy

Lunch Sponsor: £7,500
(2 available per Summit)

With networking now playing a key role in business development the hour lunch sponsorship provides vendors with a superb opportunity to shake hands, meet and talk to the most influential brand marketing executives or agency media planners and buyers.

- 5 passes for sponsor's staff to attend and network within the summit lunch area
- 2 full summit passes
- Logo on all signage throughout the lunch area
- Company description and logo in the official summit guide
- 1 month advertising on the iMedia UK Newsletter/Website

Wi-Fi and networking area Sponsor: £7,500
(1 available per Summit)

A wireless area will be fully branded by the sponsor and the home page of the computer terminals will be on a landing page of the sponsor's choice.

- 2 full summit passes
- Logo on all generic Summit signage
- Fully branded networking area with your logo on signage
- Distribution of sales and marketing collateral in the networking area
- Company description and logo in the official summit guide
- 1 month advertising on the iMedia UK Newsletter/Website

Recreational Activity Sponsor : £6,500
(3 available per Summit)

On the second day of the event three hours in the afternoon are dedicated to a series of recreational activities. With networking now playing a key role in business development the recreational activity sponsorship provides vendors with a superb opportunity to shake hands, meet and talk to the most influential brand marketing executives or agency media planners and buyers. Past activities include wine tasting, clay pigeon shooting, spa treatments, go carting etc.

- 2 full summit passes
- Logo on all generic Summit signage
- Fully branded recreational activity area with your logo on signage
- Distribution of sales and marketing collateral in the recreational activity area
- Company description and logo in the official summit guide
- 1 month advertising on the iMedia UK Newsletter/Website

Additional Sponsorship Opportunities:

To supplement the scheduled sponsorship opportunities please also note that you can raise your company profile through a plethora of additional openings. From badge sponsorship to room drops, we can get your brand and products into the minds of the buyers who count. Opportunities include 2 full Summit passes –

- Summit badge sponsorship - **£7,500**
- Lanyards - **£7,500**
- Conference bag sponsorship - **£7,500**
- Literature distribution in delegate rooms - **£5,000**
- Conference bag sponsorship - **£7,500**
- Bag inserts - **£2,500**
- Summit Workbook full page advert - **£1,500**
- iMedia Summit delegate pass - **£1,800**
including accommodation



About us

iMedia Communications UK is an online media publisher and event producer serving the interactive media and marketing industries. The company was founded in the United States in 2001, with growth expanding the business into the UK, Singapore, Australia and China. iMedia Communications became a subsidiary of dmg world media in 2006.

Mission statement

To advance the understanding and practice of interactive media and marketing, through our publications, online communities and Summits. We aim to serve agencies, brands, publishers, solution providers and researchers to better understand digital marketing communications and embrace new strategies.

About dmg world media

An international exhibition and publishing company, dmg world media produces more than 300 market-leading trade exhibitions, consumer shows and fairs each year and publishes 45 related magazines, newspapers, directories and market reports. dmg world media is a wholly-owned subsidiary of the Daily Mail and General Trust plc (DMGT), one of the largest and most successful media companies in the UK.



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