



**matrix**  
PRESENTS

# **MEDIA AD SALES SUMMIT**

**NOVEMBER 9-11, 2022  
FORT LAUDERDALE, FL**

**SPONSORSHIP OPPORTUNITIES**

# ABOUT MEDIA AD SALES SUMMIT



Mark Gorman

We started the Media Ad Sales Summit over five years ago as a way to deliver our customers and partners a place where the future of media ad sales conversation took center stage. Shining a light on the often-underserved areas of media ad sales, the event proved valuable from both a networking and content perspective. Now in year five, we are honing in the event to get candid about the good, the bad, and the ugly where media and technology intersect with everyday advertising.

Our goal is to provide a forum where industry leaders can collaborate on what's driving advertising revenue. And in an effort to ensure key leaders have a seat at the table, sponsorship dollars will be used to compensate qualified attendee's registration for the event.

We welcome your support to join us in creating what will be a niche event focused on quality attendance and content shaping how we as an industry evolve.

*Mark Gorman*

CEO  
Matrix Solutions

# MEDIA AD SALES SUMMIT



## Why Sponsor?

The Media Ad Sales Summit is a great opportunity to get you and your brand in front of industry leaders and decision makers across advertising/agencies, media, and technology companies. Now in its 5th year, this niche event provides an intimate setting focused on quality over quantity when it comes to content, attendees, and overall experience.

Throughout the 2+ day event, there will be an abundance of networking opportunities that will enable you to directly connect to key stakeholders and decision makers.

***As a sponsor, you will be afforded the opportunity to be a part of advancing the future of media ad sales both at the event and all year through! Elevate your company's profile, become a sponsor today!***

# WHO ATTENDS?



The Media Ad Sales Summit is designed specifically for those invested in the future of media ad sales. Including C-level executives at media companies, advertising agencies, advertisers, and ad tech companies who are committed to collaboration and advancement of media ad sales.



BROADCAST TV

CABLE

RADIO

PUBLISHERS

DIGITAL

OUT OF HOME

CEO

CIO/  
CTO

CRO

VP  
SALES

DIR.  
SALES

VP Ad  
Ops

CMO

GM

GSM

# AUDIENCE SNAPSHOT



# THE VENUE



## The Conrad

Offering breathtaking views, exceptional service, and expansive suites, The Conrad is only steps from the illustrious Fort Lauderdale Beach. The Conrad's sleek décor boasts tranquility, both inside and out. Furthermore, take a step outside the hotel and explore Fort Lauderdale's indulgent al fresco lifestyle. Guests can also enjoy swift access to the Fort Lauderdale International Airport.

Sanctioning a truly unforgettable experience, the Media Ad Sales Summit will utilize both indoor and outdoor space – including breakfast, lunch, and cocktail receptions, overlooking the Atlantic Ocean.



FOR MORE, VISIT:  
[Conradfortlauderdale.com](https://www.conradfortlauderdale.com)

Conrad Hotel  
 551 N. Fort Lauderdale Beach Blvd.  
 Fort Lauderdale, FL 33304



# SPONSORSHIP OPPORTUNITIES

# SPONSORSHIP LEVELS



Benefits Included:	Diamond \$10K	Platinum \$6.5K	Gold \$5K	Silver \$3.5K	Bronze \$2K
Conference Registration	3	2	1 + 50% off second	1	1
Recognition on Summit Signage	Logo	Logo	Logo	Name	Name
Recognition in Summit Program (print & online)	Full Pg Ad	Half Pg Ad	Half Pg Ad	Logo	Name
Recognition on Summit Website Page	Linked Ad & Logo	Linked Ad & Logo	Logo	Logo	Logo
Recognition at Summit	X	X	X	X	X
Include Promotional Item in Attendee Bags	X	X	X	X	
Receive Post-Show Attendee List	Pre & Post	X	X		
Feature Write-up in Pre-Show Summit e-Mail	X	X			
eNewsletter Advertorial Opportunity (10K users+)	X				
2 Minute Speaking opportunity at Summit	X				

# SPONSORSHIP OPPORTUNITIES



## DIAMOND SPONSORSHIP LEVEL

INVESTMENT: \$10,000 – 1 AVAILABLE (2 SOLD)

**ONLY 1 LEFT!**

- Conference registration for three attendees
- Recognition including logo on Summit signage
- Recognition including full page ad in print and online Summit program
- Recognition including logo and a linked ad on Summit website page
- Recognition of sponsorship status on name badge
- Right to include sponsor provided promotional item in attendee bags
- Receive the Pre- and Post-show attendee list
- Receive a featured write-up in one pre-show Summit email targeted to attendees and prospects
- Opportunity to provide an advertorial in one Matrix eNewsletter which has a 10k+ reach
- Opportunity to provide two-minute remarks to entire Summit audience

## PLATINUM SPONSORSHIP LEVEL

INVESTMENT: \$6,500 – 4 AVAILABLE (1 SOLD)

- Conference registration for two attendees
- Recognition including logo on Summit signage
- Recognition including half page ad in print and online Summit program
- Recognition including logo and a linked ad on Summit website page
- Recognition of sponsorship status on name badge
- Right to include sponsor provided promotional item in attendee bags
- Receive the Post-show attendee list
- Your company will be featured in a write-up in one pre-show Summit email targeted to attendees and prospects

# SPONSORSHIP OPPORTUNITIES



## GOLD SPONSORSHIP LEVEL

### INVESTMENT: \$ 5,000

- Conference registration for one attendee
- 50% discount on one additional conference registration
- Recognition including logo on Summit signage
- Recognition including half page ad in print and online Summit program
- Recognition including logo on Summit website page
- Recognition of sponsorship status on name badge
- Right to include sponsor provided promotional item in attendee bags
- Receive Post-show attendee list

## SILVER SPONSORSHIP LEVEL

### INVESTMENT: \$3,500

- Conference registration for one attendee
- Name recognition on Summit signage
- Recognition including logo in printed and online Summit program
- Recognition including logo on Summit website page
- Recognition of sponsorship status on name badge
- Right to include sponsor provided promotional item in attendee bags

# SPONSORSHIP OPPORTUNITIES



## BRONZE SPONSORSHIP LEVEL

### INVESTMENT: \$ 2,000

- Conference registration for one attendee
- Name recognition on Summit signage
- Name recognition in both the print and online Summit program
- Recognition including logo on Summit website page
- Recognition of sponsorship status on name badge

# PREMIUM ADD-ON SPONSORSHIP OPPORTUNITIES



COMBINE ANY OF THE FOLLOWING PREMIUM SPONSORSHIP OPPORTUNITIES WITH A GOLD SPONSORSHIP LEVEL OR ABOVE TO GET MORE BRAND VISIBILITY

## WELCOME RECEPTION SPONSOR - \$3,000 - 1 AVAILABLE

Be the brand that attendees first see at the reception welcoming them to the summit. Opportunity to provide signage and welcome remarks at the reception. Status as welcome reception sponsor in Summit materials, print and online. Welcome reception Wednesday 11/9/22 5PM – 7PM.

## COCKTAIL RECEPTION SPONSOR - \$5,000 - 1 AVAILABLE

As the official sponsor of the cocktail reception, you will have the opportunity to provide signage and 5-minute remarks during the reception. Status as cocktail reception sponsor in Summit materials, print and online. Cocktail reception Thursday 11/10/22 5PM – 7PM.

# ADD-ON SPONSORSHIP OPPORTUNITIES



COMBINE ANY OF THE FOLLOWING SPONSORSHIP OPPORTUNITIES WITH A **BRONZE SPONSORSHIP LEVEL OR ABOVE** TO GET MORE BRAND VISIBILITY

## **LUNCHEON SPONSOR - \$3,000 – 1 AVAILABLE**

Includes logo recognition on luncheon table during Thursday lunch, opportunity to provide two-minute remarks leading into lunch, 30-second video looping on big screen welcoming attendees back from lunch and status as luncheon sponsor in Summit materials, print and online.

## **BREAKFAST SPONSOR – \$2,000 – 2 AVAILABLE**

Includes logo recognition on breakfast table for one day, opportunity to provide 30-second video looping on big screen to welcome attendees and status as breakfast sponsor in Summit materials, print and online.

## **COFFEE TABLE SPONSOR - \$1,500 – 2 AVAILABLE**

Logo recognition on coffee table during the entire event. Recognition as coffee table sponsor in Summit materials, print and online.



# QUESTIONS?

CONTACT: [MATRIX@RISEMRKTG.COM](mailto:MATRIX@RISEMRKTG.COM)