



# **DIGIMARCON** 2014

DIGITAL MARKETING CONFERENCE

**SAILING FROM:** October 18 - 23, 2014

**LOCATION:** Carnival Victory, Caribbean Cruise  
(Departing from Port of Miami, Florida)

## **SPONSORSHIP OPPORTUNITIES**

PRESENTED BY





## ABOUT DIGIMARCON 2014

**If you want to be successful in digital marketing, you can't afford to miss DIGIMARCON 2014!**



The Inaugural DIGIMARCON Digital Marketing Conference will be held from October 18<sup>th</sup> to 23<sup>rd</sup>, 2014, and presented by Search Experiences, the World Leader in Branded Search. DIGIMARCON 2014 Conference showcases the most audacious and thought provoking speakers in the digital marketing industry, providing attendees with emerging strategies, the latest innovative technologies, best practices, and insights from successful digital marketing campaigns.

Whether it's building customer loyalty, increasing sales, improving lead generation, or driving greater consumer engagement, the DIGIMARCON 2014 program has been specifically designed to help attendees develop their audience. Attendees will learn how to build traffic, create brand awareness, improve customer service, and develop better use of digital tools internally to drive more productive business outcomes. Immerse yourself in topics such as **Content Strategy, Web Experience Management, Usability/Design, Mobile Marketing, Customer Engagement, Social Media, Targeting & Optimization, Branded Search, Marketing Automation, Analytics & Data** and much, much more!

Over the course of five days onboard the Carnival Victory, sailing to various destinations in the Bahamas, DIGIMARCON 2014 offers all of the elements you need to achieve digital marketing success! Awesome keynotes, expert panels, plus solutions providers and their tools for digital marketing - all in a dynamic, community-based setting. Conventional thought will be challenged, new ways of thinking will emerge, and you will leave with your head and notebook full of action items and ideas to lead your agency / team / account to even greater success. With plenty of networking opportunities, it is the perfect place to build a professional network, find business partners, generate new ideas, and learn.



Registration is limited to ensure attendees get the full benefit of this exclusive Conference. Come to DIGIMARCON 2014 and discover how to thrive as a marketer in a world where everything is digital. Take advantage of our early bird registration deals and secure your seat early! Group discounts are available on a limited basis.

## WHO ATTENDS DIGIMARCON 2014

Innovators, senior marketers and branders, entrepreneurs, digital executives and professionals, web & mobile strategists, designers and web project managers, business leaders, business developers, agency executives and their teams, and anyone else who operates in the digital community will attend to learn and leverage digital, mobile, and social media marketing. Whether it's building customer loyalty, increasing sales, improving lead generation, or driving greater consumer engagement, DIGIMARCON 2014 has been specifically designed to help attendees develop their audience and build traffic, create brand awareness, improve customer service, and develop better use of digital tools internally to drive more productive business outcomes.



## TOP 10 REASONS TO ATTEND



### 1. Find inspiration and fresh ideas.

We're bringing luminary speakers from marketing and beyond to inspire you and help you infuse new ideas into your business.

### 2. Learn from the experts.

DIGIMARCON 2014 sessions are taught by some of the most innovative marketers from top companies around the world. This is your opportunity to learn from their years of real-world experience.

### 3. Put yourself ahead of the pack.

Time invested at DIGIMARCON 2014 will pay dividends to you today as you gain valuable knowledge and skills. Our program focuses on emerging trends and solutions to give you the advantage. Put your business on the cutting-edge.



### 4. Network with other bright minds.

Discuss the latest industry trends with speakers and digital marketing experts. Talk with your peers to learn how they get the most from their marketing programs. At DIGIMARCON 2014, there are plenty of opportunities to make connections at impromptu meetings, brainstorming sessions, and daily social events.

### 5. World-class content governed by issues, not sponsors

Our sponsors don't control the flow of information at conference sessions; the agenda is set by our independent editorial board and driven by continuous dialogue with the digital marketing community – people like you and your peers.

### 6. Great advice, incredible value-for-money.

To hire a consultant to get the same insight you'd find at DIGIMARCON 2014 would cost you tens of thousands of dollars; the conference fee is a snip in comparison. What's more, register for our early bird discount and you'll save a further 25% on the registration price.

### 7. Continual learning is the best way to advance your career

Do you want to lead change or be led by it? Staying on the cutting-edge means better opportunities for career advancement and personal fulfillment. But it also requires learning about new opportunities and challenges. DIGIMARCON 2014 offers that.

### 8. Conference held in the best place.

We know spending time out of the office is a big deal, which is why we chose the best location for our event – a place that seamlessly mixes business with pleasure – the Carnival Victory.



### 9. Enjoy evening entertainment.

Once you've soaked in all you can from the keynotes and breakouts, the day will be far from over. Use the evenings onboard the Caribbean Carnival Victory to meet other marketers, and enjoy world-class entertainment.

### 10. Unwind on a Carnival Victory and the Beach.

The Conference agenda allows for flexible free-time to relax on the ship or disembark with optional shore excursions.








## AGENDA (draft)

Keynote Speakers subject to change.

DAY ONE: CONFERENCE – SATURDAY 18 <sup>th</sup> OCTOBER, 2014			EMBARK, WELCOME RECEPTION	
Time	Location	Session	Speaker	Brought to you by
11:00am	Port of Miami, FL, United States	Embarkation, Customs, Board Cruise Ship, Check-in		
flexible	Cruise Ship	Lunch (Many Dining Options onboard Cruise Ship)		
4:00pm	Cruise Ship	5 night Caribbean Cruise Departs		
5:30pm	Cruise Ship: Adriatic Aft Lounge	Conference Registration & Welcome Reception		TBD
6:10pm	Cruise Ship: Adriatic Aft Lounge	Welcome to DIGIMARCON 2014	Aaron Polmeer (CEO, Search Experiences / DIGIMARCON 2014 Manager and Host)	
6:15pm	Cruise Ship: Adriatic Aft Lounge	Housekeeping Reminders	Tammy Sullivan (DIGIMARCON 2014 Conference Coordinator)	
6:20pm	Cruise Ship: Adriatic Aft Lounge	Cruise Facilities & Destination Overview	Carnival Cruise Representative	
6:25pm	Cruise Ship: Adriatic Aft Lounge	DIGIMARCON 2014: Day 1 Wrap Up	Christer Lind (DIGIMARCON 2014 Conference MC)	
6:30pm	Cruise Ship: Atlantic Forward Dining Room (lower level)	Dinner		
varies	Cruise Ship	Evening Entertainment (refer to daily Carnival Fun Times Program for evening entertainment options onboard cruise ship)		





DAY TWO: CONFERENCE – SUNDAY OCTOBER 19 <sup>th</sup> , 2014			MORNING & AFTERNOON SESSION	
Time	Location	Session	Speaker	Brought to you by
Flexible	Cruise Ship	Breakfast (Many Dining Options onboard Cruise Ship)		
8:00am	Cruise Ship: Adriatic Aft Lounge	Adriatic Aft Lounge Opens & Networking		TBD
8:25am	Cruise Ship: Adriatic Aft Lounge	DIGIMARCON 2014: Welcome Day 2 & Conference Overview	Christer Lind (DIGIMARCON 2014 Conference MC)	
8:30am	Cruise Ship: Adriatic Aft Lounge	Presenting Sponsor Opening Keynote: A New Generation of Branded Search	Aaron Polmeer (CEO, Search Experiences / DIGIMARCON 2014 Host)	



9:00am	Cruise Ship: Adriatic Aft Lounge	Presenting Sponsor Panel: Branded Search Applications & Industry Insights	Moderator: Aaron Polmeer (CEO, Search Experiences / DIGIMARCON 2014 Host)	
			Panelist: Search Experiences Client Representative 1	Client Brand
			Panelist: Search Experiences Client Representative 2	Client Brand
			Panelist: Search Experiences Client Representative 3	Client Brand
9:15am	Cruise Ship: Adriatic Aft Lounge	Platinum Sponsor Keynote: Digital Marketing Topic	TBD	Platinum Sponsor TBD
9:45am	Cruise Ship: Adriatic Aft Lounge	Platinum Sponsor Keynote: Digital Marketing Topic	TBD	Platinum Sponsor TBD
10:15am	Cruise Ship: Adriatic Aft Lounge	Morning Tea: Networking & Refreshments Break		TBD
10:40am	Cruise Ship: Adriatic Aft Lounge	Platinum Sponsor Keynote: Digital Marketing Topic	TBD	Platinum Sponsor TBD
11:10am	Cruise Ship: Adriatic Aft Lounge	Platinum Sponsor Keynote: Digital Marketing Topic	TBD	Platinum Sponsor TBD
11:40am	Cruise Ship: Adriatic Aft Lounge	Gold Sponsor Keynote: Digital Marketing Topic	TBD	Gold Sponsor TBD
12:00pm	Cruise Ship: Adriatic Aft Lounge	Gold Sponsor Keynote: Digital Marketing Topic	TBD	Gold Sponsor TBD
12:20pm	Cruise Ship: Adriatic Aft Lounge	Gold Sponsor Keynote: Digital Marketing Topic	TBD	Gold Sponsor TBD
12:40pm	Cruise Ship: Adriatic Aft Lounge	Gold Sponsor Keynote: Digital Marketing Topic	TBD	Gold Sponsor TBD
1:00pm	Cruise Ship: Pacific Dining Room	Networking Luncheon		TBD
2:00pm	Cruise Ship: Ionian Grand Bar	Networking Lounge (meet the sponsors/questions)		TBD
3:30am	Cruise Ship: Adriatic Aft Lounge	Adriatic Aft Lounge Opens, Afternoon Tea & Networking		TBD
4:00pm	Cruise Ship: Adriatic Aft Lounge	Media Partner Keynote: Digital Marketing Topic	John Pilmer (President, PilmerPR)	
4:20pm	Cruise Ship: Adriatic Aft Lounge	Media Partner Keynote: Digital Marketing Topic	Michael Clark (Principal, Beeby Clark + Meyler)	
4:40pm	Cruise Ship: Adriatic Aft Lounge	Media Partner Keynote: Digital Marketing Topic	AJ Gerritson (Principal, 451 Marketing)	
5:00pm	Cruise Ship: Adriatic Aft Lounge	Media Partner Keynote: Digital Marketing Topic	TBD	TBD
5:20pm	Cruise Ship: Adriatic Aft Lounge	Agency Partner Keynote: Digital Marketing Topic	Al Scornaienchi (CEO, Agency59)	
5:40pm	Cruise Ship: Adriatic Aft Lounge	Agency Partner Keynote: Digital Marketing Topic	TBD	TBD







6:00pm	Cruise Ship: Adriatic Aft Lounge	Agency Partner Keynote: Digital Marketing Topic	Melissa Goodis (Social Media Director, Crispin Porter + Bogusky)	
6:20pm	Cruise Ship: Adriatic Aft Lounge	DIGIMARCON 2014: Day 2 Wrap Up	Christer Lind (DIGIMARCON 2014 Conference MC)	
6:30pm	Cruise Ship: Atlantic Forward Dining Room (lower level)	Dinner		
Varies	Cruise Ship	Evening Entertainment (refer to daily Carnival Fun Times Program for evening entertainment options onboard cruise ship)		






DAY THREE: CONFERENCE – MONDAY, OCTOBER 20 <sup>th</sup> , 2014				AFTERNOON SESSION
Time	Location	Session	Speaker	Brought to you by
Flexible	Cruise Ship	Breakfast (Many Dining Options onboard Cruise Ship)		
7:30am	Grand Turk Island, Turks & Caicos	Cruise Ship arrives Grand Turk Island, Turks & Caicos		
Flexible	Grand Turk Island, Turks & Caicos	<p><b>FREE TIME:</b> Relax and enjoy free time onboard Cruise Ship or Disembark for morning of optional shore excursions and/or free time on Grand Turk Island, Turks &amp; Caicos.</p> <p><b>Onboard Entertainment:</b> Refer to daily Carnival Fun Times Program for morning entertainment options onboard cruise ship.</p> <p><b>Optional Shore Excursions:</b> Visit <a href="http://www.carnival.com/Activities/">http://www.carnival.com/Activities/</a> or the Carnival Shore Excursions Desk on board to view and reserve any optional Shore Excursions on Grand Turk Island, Turks &amp; Caicos. Optional Shore Excursions have limited availability and are an additional cost to delegates.</p>		
Flexible	Cruise Ship	Lunch (Many Dining Options onboard Cruise Ship)		
2:30pm	Cruise Ship	Cruise Ship departs Grand Turk Island, Turks & Caicos		
3:30pm	Cruise Ship: Adriatic Aft Lounge	Adriatic Aft Lounge Opens, Afternoon Tea & Networking		TBD
4:00pm	Cruise Ship: Adriatic Aft Lounge	DIGIMARCON 2014: Welcome Day 3	Christer Lind (DIGIMARCON 2014 Conference MC)	
4:05pm	Cruise Ship: Adriatic Aft Lounge	Agency Partner Keynote: Digital Marketing Topic	Mike Tunnicliffe (Chief Growth Officer, GroupM)	
4:25pm	Cruise Ship: Adriatic Aft Lounge	Association Partner Keynote: Digital Marketing Topic	TBD	TBD




4:50pm	Cruise Ship: Adriatic Aft Lounge	Association Partner Keynote: Digital Marketing Topic	Elton Mayfield (Board Member, Business Marketing Association)	
5:15pm	Cruise Ship: Adriatic Aft Lounge	Guest Speaker Closing Keynote: Digital Marketing Topic	Johan Staël von Holstein (Serial Entrepreneur)	
6:00pm	Cruise Ship: Adriatic Aft Lounge	Closing Remarks & Conference Closes	Christer Lind (DIGIMARCON 2014 Conference MC)	
6:10pm	Cruise Ship: Adriatic Aft Lounge	Group Photo		
6:30pm	Cruise Ship: Atlantic Forward Dining Room (lower level)	Dinner		
Varies	Cruise Ship	Evening Entertainment (refer to daily Carnival Fun Times Program for evening entertainment options onboard cruise ship)		

DAY FOUR: CONFERENCE – TUESDAY, OCTOBER 21 <sup>st</sup> , 2014			NO CONFERENCE SESSION	
Time	Location	Session	Speaker	Brought to you by
flexible	Cruise Ship	Breakfast (Many Dining Options onboard Cruise Ship)		
9:30am	Half Moon Cay, Bahamas	Cruise Ship Arrives Half Moon Cay, Bahamas		
flexible	Half Moon Cay, Bahamas	<p><b>FREE TIME:</b> Relax and enjoy free time onboard Cruise Ship or Disembark for day of optional shore excursions and/or free time on Half Moon Cay, Bahamas.</p> <p><b>Onboard Entertainment:</b> Refer to daily Carnival Fun Times Program for morning entertainment options onboard cruise ship.</p> <p><b>Optional Shore Excursions:</b> Visit <a href="http://www.carnival.com/Activities/">http://www.carnival.com/Activities/</a> or the Carnival Shore Excursions Desk on board to view and reserve any optional Shore Excursions on Half Moon Cay, Bahamas. Optional Shore Excursions have limited availability and are an additional cost to delegates.</p>		
flexible	Cruise Ship	Lunch (Many Dining Options onboard Cruise Ship)		
5:30pm	Cruise Ship	Cruise Ship Departs Half Moon Cay, Bahamas		
flexible	Cruise Ship	Dinner (Many Dining Options onboard Cruise Ship)		
varies	Cruise Ship	Evening Entertainment (refer to daily Carnival Fun Times Program for evening entertainment options onboard cruise ship)		

**DAY FIVE: CONFERENCE – WEDNESDAY, OCTOBER 22<sup>nd</sup>, 2014 NO CONFERENCE SESSION, FAREWELL**

Time	Location	Session	Speaker	Brought to you by
flexible	Cruise Ship	Breakfast (Many Dining Options onboard Cruise Ship)		
7:00am	Nassau, Bahamas	Cruise Ship Arrives Nassau, Bahamas		
9:00am	Atlantis Paradise Island, Bahamas	<p>Atlantis Aquaventure Shore Excursion, includes;</p> <ul style="list-style-type: none"> <li>- Transport from Cruise Ship to Atlantis Paradise Island, Bahamas.</li> <li>- Atlantis Aquaventure Water Park Entry.</li> <li>- Lunch at Atlantis Aquaventure.</li> <li>- Transport from Atlantis Paradise Island, Bahamas to Cruise Ship.</li> </ul> <p>This Shore Excursion is not an additional cost to delegates it is included in every Cruise Package for all Conference guests, including guests not attending Conference sessions.</p>		  
4:00pm	Atlantis Paradise Island, Bahamas	Depart Atlantis Paradise Island and take Transport back to Cruise Ship.		
5:00pm	Cruise Ship	Cruise Ship Departs Nassau, Bahamas		
5:30pm	Cruise Ship: Club Arctic Dance Club	Farewell Cocktail Party		TBD
flexible	Cruise Ship	Dinner (Many Dining Options onboard Cruise Ship)		
varies	Cruise Ship	Evening Entertainment (refer to daily Carnival Fun Times Program for evening entertainment options onboard cruise ship)		

**DAY SIX: CONFERENCE – THURSDAY, OCTOBER 23<sup>rd</sup>, 2014**
**DISEMBARK**

Time	Location	Session	Speaker	Brought to you by
flexible	Cruise Ship	Breakfast (Many Dining Options onboard Cruise Ship)		
8:00am	Port of Miami, FL, United States	Disembark Cruise in Port of Miami, FL, United States		



## CALL FOR SPEAKERS

Interested in speaking at DIGIMARCON 2014 Digital Marketing Conference? You're in the right place. We are always looking to be at the forefront of the industry with the highest quality content. We review hundreds of submissions for each show, so here are some hints and tips to help your submission(s) stand out and boost your chances of being selected.

## WHAT WE'RE LOOKING FOR

- **Fresh and Innovative Perspectives**  
We are always keen to present fresh and unique content at DIGIMARCON 2014. Please don't submit the same presentations that have been done several other times at other digital marketing events.
- **High-level Strategies**  
It is important to hear key strategic thinking from thought leaders in the industry. This forms great content for our agendas.
- **Tactics and Takeaways**  
Keep in mind that our attendees are looking for tangible takeaways that they can implement when returning to the office.
- **Hot Topics and New Takes on an Existing Topic**  
As you all know, this industry is constantly changing and evolving, so we want to ensure that the DIGIMARCON 2014 agenda features the hottest topics. Submitting new topic ideas or a new take on an existing topic is always a winner.
- **Don't Pitch Products or Services**  
This is probably the most important point about participating as a speaker. Attendees come to DIGIMARCON 2014 to hear unbiased presentations and we do not tolerate pitches for any kind of product or service. Please keep your abstract and presentation focused purely on education. Being a speaker at DIGIMARCON 2014 and showcasing your thought leadership on the subject you are presenting is truly the best advertisement for your business.
- **Focus on the "Hows", not the "Why's"**  
We are looking for speakers to spend their time on the stage explaining *how* to make the most out of the topic they are presenting rather than spending their time telling attendees why that topic is important.
- **Pitfalls to Avoid**  
Our attendees also love learning about what *not* to do, or how other organizations learned from their mistakes.
- **Case Studies**  
Our attendees love to hear how other businesses have approached a key challenge. Any case studies or examples that you can present will always go well at DIGIMARCON 2014 and be looked at favorably in the speaker selection process.
- **Videos of Previous Speaking Gigs**  
There is nothing better than being able to see you as a speaker in action at another event! Provide a video link in your submission to work your way to the top of the speaker list.
- **Bio and Abstract Formats**  
Bios and abstracts must be written in 3rd person, as it would be listed on our website. Even if you are making a proposal for an existing session that already has an abstract, you **MUST** provide an abstract with your submission detailing what content you would bring to that session. Our preferred format for abstracts is a few lines followed by a few bullet points listing the takeaways and what attendees will learn from the session.



## SPONSORSHIP OPPORTUNITIES

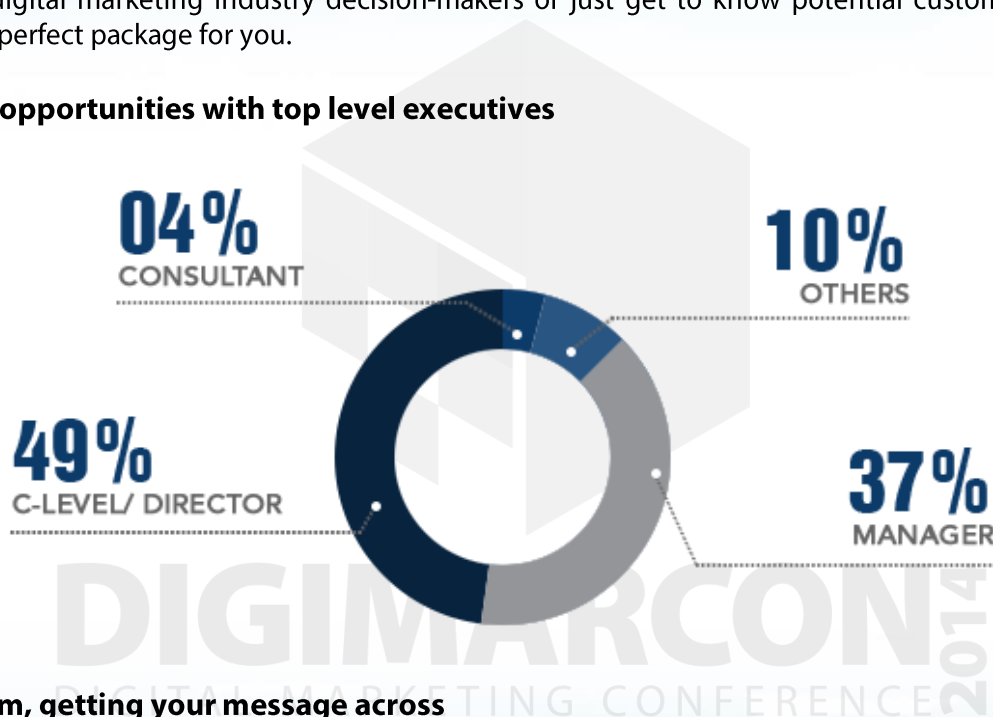
Sponsor DIGIMARCON 2014 and you'll receive exposure to movers and shakers in the digital marketing community including agencies, brands and publishers in a fun and engaging environment. And with 60% of attendees having direct decision making responsibility for their company's digital marketing purchases, you won't find a more influential audience.

### Your success is our success

We want you to look good. Because when you look good, we look good. It's that simple. Our online marketing conference sponsorship packages range from speaking opportunities to brand positioning – and cover most things in between.

So whether you want to use DIGIMARCON 2014 to demonstrate your thought leadership, promote your key messages to digital marketing industry decision-makers or just get to know potential customers a little better, we've got the perfect package for you.

### Networking opportunities with top level executives



### Your platform, getting your message across

Because we know that each Sponsor has a different message, business development goal, and branding initiative, each Sponsorship package is tailored to your corporate strategies. Though most Sponsorships offer multiple levels and types of exposure, there are a few main ways for you to highlight your corporate strengths.

### On Par with the Leaders

As a Sponsor, your company will gain second to none exposure to those executives at the point in time that they are seeking systems, information, and solutions for improving their firm's strategies. The delegates in attendance will relate your firm's solutions to the high quality of information and best practices that make up the conference. In short your systems and services will be associated with the best of breed initiatives and case studies. For a select few Sponsors there will be opportunities to support high level content and the speaker faculty of the program. These highly selective sponsorships allow your firm to establish tremendous capability and expertise in your specialty as well as highlight successful work completed with your clients.



## Premium Branding

Branding is often a major initiative for our clients who are seeking to get the message out about their offerings. As a Sponsor, your firm's logo will appear alongside of the global leaders associated with best practices in this area. DIGIMARCON 2014 leverages multiple media outlets including online, direct mail, email, press releases and media partnerships to publicize the event. We offer some key platforms for you to get across your brand image to our customer base and your prospects.

## Face Time

Networking and information sharing are two major aspects of the conference. DIGIMARCON 2014 builds many opportunities for Sponsors to enjoy and benefit from meeting the leaders in one place. As a Sponsor your company will have access to all onsite networking functions at the conference. They include refreshment break sessions, luncheons, dinners. Additionally DIGIMARCON 2014 offers a selection of Sponsorships that enable our clients to increase their opportunity to develop new relationships during our events.

## TOP 10 REASONS TO BECOME A DIGIMARCON 2014 SPONSOR

1. Typical DIGIMARCON 2014 Conference attendees include: C-level Executives, Directors, VPs, Managing Directors, and other senior level executives.
2. Gain recognition and generate business leads from brands searching for support and solutions for their experience and engagement marketing goals.
3. Brand your company name and generate awareness of your organization.
4. DIGIMARCON 2014 is expertly targeted to a well-defined market of senior executives and decision makers.
5. Unique opportunity to develop new business leads with key corporate decision makers.
6. Be part of helping create and influence one of the fastest growing business categories. Demonstrate what sets your company apart from the rest.
7. Network with decision makers and key leaders in attendance, from brands in a variety of industries.
8. Be seen by DIGIMARCON 2014's extensive audience through promotion on our website, newsletters, social networks and conference materials.
9. DIGIMARCON 2014 is committed to ensuring our sponsors know their marketing dollars have been spent wisely.
10. Your competitors will be here – so should you!

## WHY IT'S BETTER TO BOOK EARLY

### 1. Limited sponsor speaking positions

In 2014, we'll be limiting the number of sponsored speaking opportunities. This ensures we will only be working with the very best solution providers who can deliver exciting and innovative content. Make sure you're one of them.

### 2. The earlier you book, the better your spot

Prefer a day one morning session to a day two afternoon spot? Booking early means that you get your choice of when to speak.

### 3. Integrated marketing campaign

Your speaking opportunity at DIGIMARCON 2014 should be viewed as the culmination of a months-long, fully integrated marketing campaign. The earlier you book with us, the sooner we can start promoting you to all our followers and attendees.



**We have limited sponsorship opportunities available.  
Become a top sponsor and align your brand with DIGIMARCON 2014.  
Explore your options here!**

## **SPEAKING SPONSORSHIP OPPORTUNITIES**

### **Platinum Sponsorship - \$9,500**

A Platinum Sponsorship delivers the highest impact and visibility possible. It provides seamless promotional exposure by aligning your brand with DIGIMARCON 2014 as a top promotional partner. A Platinum Sponsorship is a great vehicle for enhancing brand perception and understanding across the DIGIMARCON 2014 Conference and creates the opportunity for brands to leave a lasting impression with our attendees.

Platinum Sponsorship features;

- Available Sponsors: 4 (Packages: Tropical Island, Blue Lagoon, Swaying Palm Trees, and Frothy Surf)
- Opportunity to present a 30 minute keynote presentation on a digital marketing topic
- Prominent display of your company banner or poster you provide
- Prominent display of your company logo on the registration banner
- Brand Table during the Networking Lounge (valued at \$1,500)
- Corporate advertising displayed and referred to throughout conference
- Acknowledgement as *Platinum Sponsor* in conference promotional material
- Acknowledgement as *Platinum Sponsor* in conference badge booklet
- Opportunity to include corporate advertising material you provide in every Conference Bag
- Banner, hyperlink and acknowledgement as *Platinum Sponsor* on conference website
- Full page advertisement in conference program book (valued at \$1,000)
- 30% off DIGIMARCON 2014 All Access Passes (which include a 5 Night Caribbean Cruise Package)

### **Gold Sponsorship - \$6,500**

A Gold Sponsorship allows your brand to have maximum exposure for the entire duration of DIGIMARCON 2014, as well as inclusion in DIGIMARCON 2014's promotional campaign.

Platinum Sponsorship features;

- Available Sponsors: 4 (Packages: Balmy Seas, Coral Reef, Tidal Pools, and Ebb Tide)
- Opportunity to present a 20 minute keynote presentation on a digital marketing topic
- Prominent display of your company banner or poster you provide
- Prominent display of your company logo on the registration banner
- Brand Table during the Networking Lounge (valued at \$1,500)
- Corporate advertising displayed and referred to throughout conference
- Acknowledgement as *Gold Sponsor* in conference promotional material
- Acknowledgement as *Gold Sponsor* in conference badge booklet
- Opportunity to include corporate advertising material you provide in every Conference Bag
- Banner, hyperlink and acknowledgement as *Gold Sponsor* on conference website
- Half page advertisement in conference program book (valued at \$500)
- 30% off DIGIMARCON 2014 All Access Passes (which include a 5 Night Caribbean Cruise Package)

Our sponsorship support team works closely with Sponsors to reach their target demographics, customize their sponsorship activation approach, integrate sponsor offerings and achieve their marketing objectives.



## EVENT SPONSORSHIP OPPORTUNITIES

The ideas are flowing, bountiful like the stunning fish in the Caribbean Sea. Capture that spirit and keep the synergy streaming by sponsoring one of these fabulous opportunities!

PACKAGE	DESCRIPTION	PRICE
<b>Bon Voyage</b> (Welcome Reception)	Sponsored Welcome Reception, including; Open Bar (selection of Red Wine, White Wine, Sparkling Wine, Soda, Domestic and International Beer, Coffee & Tea) with Hot & Cold Canapés and Strolling Musician in Adriatic Aft Lounge on Day 1 (1 hour duration, All Access and Guest Pass holders in attendance)	<b>\$6,500</b>
<b>Star Fish</b> (Morning Tea)	Sponsored Morning Tea, including; Networking Break, Refreshments (Coffee, Tea & Juices) with Snacks (selection of Fresh Fruit & Cheese Platter) and Strolling Musician in Adriatic Aft Lounge on Day 2 (25 minutes duration)	<b>\$2,500</b>
<b>Calypso</b> (Networking Luncheon)	Sponsored Networking Luncheon in Pacific Dining Room on Day 2 (1 hour duration)	<b>\$4,000</b>
<b>Let's Get Together</b> (Networking Lounge)	Sponsored Networking Lounge; including Brand Table and Strolling Musician in Ionian Grand Bar on Day 2 (1.5 hours duration)	<b>\$4,500</b>
<b>Brand Table</b> (Brand Table at Networking Lounge)	Sponsored Brand Table to discuss products and services to interested attendees at Networking Lounge in Ionian Grand Bar on Day 2 (1.5 hours duration)  <b>Please Note:</b> All Speaking Sponsors receive a complimentary Brand Table at the Networking Lounge, do not select if you have selected a Speaking Sponsorship	<b>\$1,500</b>
<b>Still Cruisin'</b> (Afternoon Tea)	Sponsored Afternoon Tea, including; Networking Break, Refreshments (Coffee, Tea & Juices) with Snacks (selection of Cakes & Chocolate Covered Strawberries) and Strolling Musician in Adriatic Aft Lounge on Day 2 (30 minutes duration)	<b>\$2,500</b>
<b>Island Breeze</b> (Afternoon Tea)	Sponsored Afternoon Tea, including; Networking Break, Refreshments (Coffee, Tea & Juices) with Snacks (selection of Cupcakes & Petit Fours) and Strolling Musician in Adriatic Aft Lounge on Day 3 (30 minutes duration)	<b>\$2,500</b>
<b>Smile Mon</b> (Group Photo)	Sponsored Group Photo at end of Conference session in Adriatic Aft Lounge on Day 3. Group Photo souvenir given to all attendees at Farewell Cocktail Party in Club Arctic Dance Club on Day 5	<b>\$3,500</b>
<b>Atlantis</b> (Atlantis Aquaventure)	Sponsored Atlantis Aquaventure Shore Excursion in Nassau, Bahamas on Day 5; includes; round-trip transport, Atlantis Aquaventure Park Entry and Lunch (All Access and Guest Pass holders in attendance)	<b>\$9,500</b>
<b>See Ya Mon</b> (Farewell Cocktail Party)	Sponsored Farewell Cocktail Party, including; Open Bar with Hot & Cold Canapés (Spirits, 3 Specialty Cocktails, Red Wine, White Wine, Sparkling Wine, Soda, Domestic and International Beer, Regular Coffee and Tea) in Club Arctic Dance Club on Day 5 (1 hour duration, All Access and Guest Pass holders in attendance)	<b>\$6,500</b>



## CONFERENCE BAG ITEM SPONSORSHIP

More scintillating ways to sponsor DIGIMARCON 2014 !

CONFERENCE BAG ITEM	DESCRIPTION	FEE
	<b>Stylus Pen</b> Sponsor Branded Stylus Pen included in every Conference Bag given to All Access Pass holders	<b>\$1,500</b>
	<b>Notebook</b> Sponsor Branded Notebook included in every Conference Bag given to All Access Pass holders	<b>\$2,000</b>
	<b>Mousepad</b> Sponsor Branded Mousepad included in every Conference Bag given to All Access Pass holders	<b>\$1,500</b>
	<b>Polo Shirt</b> Sponsor Branded Polo Shirt included in every Conference Bag given to All Access Pass holders	<b>\$2,500</b>
	<b>Cap</b> Sponsor Branded Cap included in every Conference Bag given to All Access Pass holders	<b>\$2,500</b>
	<b>Bottle Opener</b> Sponsor Branded Bottle Opener included in every Conference Bag given to All Access Pass holders	<b>\$1,500</b>
	<b>Sunscreen</b> Sponsor Branded Sunscreen included in every Conference Bag given to All Access Pass holders	<b>\$2,000</b>
	<b>Squeezie</b> Sponsor Branded Squeezie included in every Conference Bag given to All Access Pass holders	<b>\$1,500</b>
	<b>Can Koozie</b> Sponsor Branded Can Koozie included in every Conference Bag given to All Access Pass holders	<b>\$1,500</b>
	<b>Surf and Sand Beach Mat</b> Sponsor Branded Surf and Sand Beach Mat included in every Conference Bag given to All Access Pass holders	<b>\$2,500</b>
	<b>Program Book Advertisement (Full Page)</b> Full page advertisement in conference program book <b>Please Note:</b> All Speaking Sponsors receive an advertisement in conference program book	<b>\$1,000</b>
	<b>Program Book Advertisement (Half Page)</b> Half page advertisement in conference program book <b>Please Note:</b> All Speaking Sponsors receive an advertisement in conference program book	<b>\$500</b>

**Conference Bag Item Sponsorship is available on a first-serve basis, Hurry!**

The DIGIMARCON 2014 Sponsorship team offers valuable support to sponsors throughout the season leading up to the events. Contact us for more information on developing a custom program that fits your needs and marketing goals.







## CONFERENCE PASS

### All Access Pass

All Access Pass holders receive a 5 night Caribbean Cruise package to attend DIGIMARCON 2014 (Oct 18-23) and get access to; All Conference Sessions, Welcome Reception, Networking Lounge, Atlantis Aquaventure Park and Farewell Cocktail Party. All Access Pass holders receive a Conference Bag and a Virtual Pass so they can download all keynote presentation videos, audio and slide capture for the sessions after the Conference.

## REGISTRATION PRICING

All DIGIMARCON 2014 Sponsors receive 30% off All Access Passes.

INTERIOR STATEROOM	OCEAN VIEW STATEROOM	BALCONY STATEROOM	OCEAN SUITE STATEROOM
			
<b>All Access Pass</b> <del>—\$1,295—</del> <b>\$895 (30% off)</b> per person	<b>All Access Pass</b> <del>—\$1,395—</del> <b>\$975 (30% off)</b> per person	<b>All Access Pass</b> <del>—\$1,495—</del> <b>\$1,045 (30% off)</b> per person	<b>All Access Pass</b> <del>—\$1,795—</del> <b>\$1,255 (30% off)</b> per person

### Please Note

- Prices listed in U.S. Dollars and include government taxes, fees and onboard gratuities.
- Prices listed are per person and vary depending on stateroom (cabin) type and occupancy.
- Prices based on double occupancy staterooms, \$500-\$800 surcharge for single occupant staterooms.
- Maximum 4 occupants per stateroom (subject to availability).
- Stateroom types are subject to availability.
- Rates and availability are subject to change without prior notice.





## LOCATION

### A destination like no other...



DIGIMARCON 2014 will be held onboard a 5 night Caribbean Cruise on the Carnival Victory. The Victory departs from Port of Miami, USA, and sails to 3 picture perfect destinations; Grand Turk Island (Turks & Caicos), Half Moon Cay (Bahamas), and Nassau (Bahamas) before returning back to Port of Miami, USA. With miles of pristine beaches, a dazzling array of world-class family attractions, and its idyllic climate, the Caribbean promises a truly remarkable experience for everyone as an ideal location for DIGIMARCON 2014 Conference.

## CRUISE DESTINATIONS

### Miami, Florida, United States



Because it's so close to the Caribbean, Miami, Florida is by reputation the world's cruise capital. Rev up for your Caribbean cruise from Miami with the city's nonstop action, from party-ready South Beach and spicy Little Havana to the Mediterranean style of Coral Gables. Once you've experienced all the architectural beauty, energetic street life, and sun-kissed beaches, you may want to extend your stay in town after your Miami cruise returns.

- Drink up the sizzling nightlife on boisterous Ocean Drive
- See the classic architecture in the South Beach Art Deco historic district
- Grab a *cafecito* and a *Cubano* sandwich on Calle Ocho in Little Havana
- Dive into the coral Venetian Pool before your cruise from Miami
- Glide past gators on an airboat ride in the Everglades
- Smell the fragrances of rare blooming flowers at the Fairchild Tropical Botanic Garden
- Start a late night out and end it at dawn in a South Beach club
- Wander into cigar factories and Cuban memorials on a tour of Little Havana
- Choose your favorite beach on the city's many sandy islands
- Make friends with the dolphins at the Miami Seaquarium



## Grand Turk Island, Turks & Caicos



Grand Turk, Turks & Caicos, may be small, but it's packed with scenic punch and historic charm. Cruises to Grand Turk deliver you to an enchanted island outpost dotted with old windmills, grassy trails, and picture-perfect beaches. Discover an oasis of green set in aquamarine seas ringed by a pristine coral reef and the steep wall of the continental shelf with cruises to Grand Turk.

- Swim in the sparkling turquoise seas and soaking up the sun on Grand Turk's white-sand beaches
- Tour historic Cockburn Town and the old salinas (salt pans)
- Feel the velvety touch of a stingray's wings in Gibbs Cay
- Shop for duty-free jewelry and local crafts in the colorful Grand Turk Cruise Center
- Sip a frosty Turks Head Lager at a beachside bar
- Sample fresh conch, a Caribbean mollusk, after an educational tour of Conch World
- See historic landmarks, from an 1853 lighthouse to sturdy Bermudan bungalows
- Snorkel the fringing coral reef or dive the 7,000-ft. vertical wall just minutes offshore

## Half Moon Cay, Bahamas



Fulfill your tropical island fantasy on cruises to Half Moon Cay, the Bahamas. Sway in the sweet Bahamian breezes to the rhythms of calypso and find romance on this private island paradise. Cruises to Half Moon Cay deliver you to an idyllic sun-drenched island hideaway where you can play in the turquoise seas, ride horseback on powdery white sand, and encounter silky stingrays.

- Sail, swim or snorkel the shallow blue-green Atlantic
- Ride horseback along the sea's edge on Half Moon Cay cruises
- Snorkel, kayak or take a glass-bottom-boat ride at Stingray Cove
- Sip a fruity rum punch in a Bahamian open-air bar
- Let the kids loose in the pirate ship at the Water Park
- Take a beach horseback ride and enjoy views from the island's highest point
- Spend the day swimming and soaking up the sun on Half Moon Cay Beach
- Sip flavorful umbrella drinks at Rumrunner's beach bar



## Nassau, Bahamas



Blessed by balmy breezes and jumping to a bouncy calypso beat, cruises to Nassau, Bahamas promise sizzling fun in the sun. The historic and cultural heart of The Bahamas is one of the world's most popular Carnival Victory ports—one million travelers board cruises to Nassau annually. Carnival cruisers come for fine beaches, shopping, water sports, and the fun-filled attractions at the Atlantis Resort, connected to Nassau by a bridge to Paradise Island.

- Double down at the casino at the Atlantis resort during your Nassau cruise
- Shop for straw baskets and Junkanoo crafts in outdoor marketplaces
- Kiss a dolphin at the Dolphin Swim at Blue Lagoon
- Stroll 18th-century colonial streets and climb the sandstone Queen's Staircase
- Shop at the lively markets in Nassau's town center
- Celebrate the colorful festival known as Junkanoo on Nassau streets
- Immerse yourself in colonial Nassau on a walking tour of the colorful 18th-century downtown
- Thrill to the undersea "ruins" of Atlantis on a tour of Atlantis Resort
- Spend an afternoon swimming and soak up the sun on the pink sands at Cable Beach





## Atlantis Aquaventure, Paradise Island, Bahamas

Included in Cruise Package for all Conference Attendees

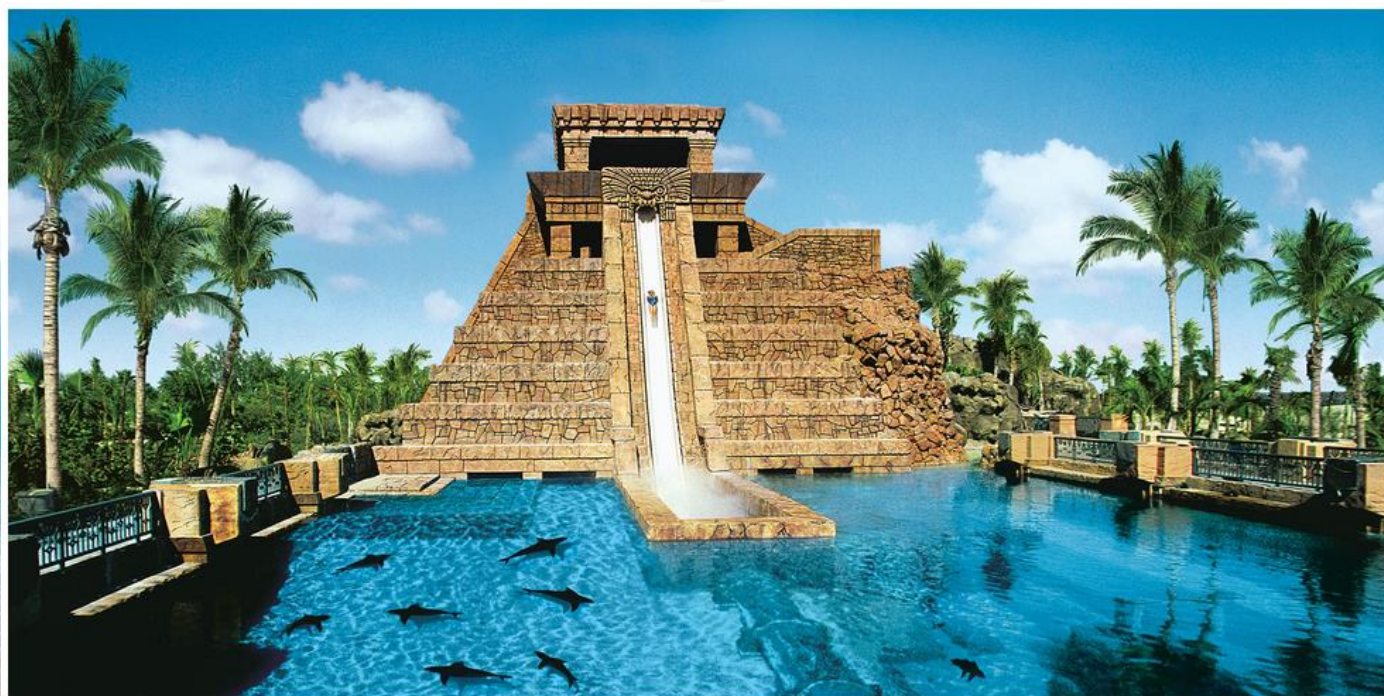


### Excursion Overview

Grab an inner tube and join the fun! Spend the afternoon relaxing in the warm tropical sun or plunging into the refreshing waters of a swimming pool or beach.

You've seen the TV commercials for the Atlantis Resort. Now's your chance to discover all the fun and excitement the Atlantis Aquaventure Water Park has to offer when your Carnival cruise calls on Nassau in the Bahamas.

Your tour begins when you board an air-conditioned motor coach for a 20-minute ride to the famed Atlantis Resort. Upon your arrival, you'll be escorted on a tour of the grounds. Discover the resort's 141-acre waterscape of pools, water coasters, body slides and rivers, making it the largest water-themed attraction in the Caribbean. The spectacular park features over 20 million gallons of fresh and seawater with more than 50,000 sea creatures. Be sure to view the marine exhibit called The Dig where you can embark on a journey through the tunnels and streets of the famous lost city of Atlantis and see spectacular marine life. Your tour will end at the Day Visitor Center, just beyond the Royal Towers.





Now you're free to enjoy all the fun this world of water has to offer. For real exhilaration, ride the adrenalin-inducing water slides, including the pulse-pounding seven-story Power Tower. Go grab an inner tube and enjoy The Current & Rapids, a one-mile journey that serves up waves, rapids, tunnels, mysterious caves and other surprises. When you've had enough thrills for the moment, relax under the warm Bahamas sun and cool off in the refreshing water of a swimming pool. There are 11 to choose from such as the formal splendor of The Baths or the relaxed atmosphere of the River Pool that is connected to the Lazy River Ride.

Perhaps you'd like to visit the seven-acre Paradise Lagoon and rent paddleboats, snorkeling and other water sports in a protected environment. The powder-soft sand beach will invite you to linger and gaze over the azure water of the Bahamas.

While you're at the Atlantis Resort, try your luck at the Caribbean's largest casino or stroll through the more than 20 duty-free shops at the Marina Village. You'll find everything from beach attire to unique crystal and watches from a variety of luxury boutiques.

When you're ready for lunch, use the coupon provided at one of several outdoor eateries that offer wonderful views of the waterscape, lagoon, pools and the sea. It's a premier way to add fun ashore to your fun afloat.



### **WATERSLIDES**

From the iconic Mayan Temple to the pulse-pounding Power Tower, Aquaventure boasts the best slides in the Caribbean.



### **RIVER RIDES**

The Current & Rapids offer tubers a mile-long river journey through waves, tunnels, rapids and other surprises.



### **POOLS**

The Atlantis waterscape consists of 11 pools spread out across its lush property, each offering unique and refreshing experiences.



### **ROCK CLIMBING**

Climber's Rush is a state of the art climbing facility with 12 climbing surfaces that offer a variety of options and difficulties to choose from.





# DIGIMARCON<sup>2014</sup>

## DIGITAL MARKETING CONFERENCE



### Keynotes

Get inspired by the headlining speakers of DIGIMARCON 2014. These remarkable individuals will motivate, enlighten, and move you.



### Bold Talks

Discover bold and powerful talks from a diverse group of exciting and influential people. These riveting presentations will educate, challenge, and impress you in less than 20 minutes.



### Big Ideas

Explore big ideas presented directly from the innovators and thought leaders of the changing business world. These thought-provoking presentations are designed to help you transform your organization, your business, and yourself.

## LEARN FROM THE EXPERTS



### Digital Marketing Experts

Led by digital marketing and sales professionals, these sessions will teach you the principles and skills of digital marketing - from basic to advanced - to improve and transform your business utilizing the latest digital marketing techniques.



### Digital Marketing Stories

Hear success stories from businesses who have successfully implemented digital marketing techniques and solutions. These case studies will profile a number of companies and industries who've leveraged digital marketing to drive remarkable success.



