

# IS<sup>09</sup>

interactive strategies

PRESENTED BY:

**H+MA**  
HUMAN MADE

**EXPAND BEYOND:**  
BORDERS. BLAH. BULL(CRAP)

**SPONSOR PACK**

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## ABOUT INTERACTIVE STRATEGIES:

There is more to interactive marketing than meets the eye (and ear). Houston's largest intimate gathering will cover the latest in interactive marketing. The hodgepodge of apps and tactics and tools and connections will be revealed to help attendees expand beyond their fears, traditions, and experiences in marketing.

**DATE: SEPTEMBER 09, 2009**

## SPONSOR OVERVIEW & KEY BENEFITS

Most conferences offer the same ole thing. Booth (maybe). Logo here. Small logo there. A few comp passes. And that's about it. Yes, we offer those things, too. But there's more that can be done with our sponsors that other conferences are too shy or too dull to do. But we're not. We want our sponsors to be a part of the conference. Not just a series of logos that no one can recall the next day. Interactive Strategies is Houston's largest intimate gathering that will cover the latest in interactive. As a sponsor, you definitely want to be in the mix with 300 of the coolest people you'll want to meet. The best part of intimate events is the loyalty that can be quickly built.

### YOUR BRAND CAN:

Rub elbows with key decision-makers, social media influencers, large companies, small and medium businesses, and a host of freelancers, visionaries, and tech champions.

Be the conversation piece of our marketing collateral leading up to the conference (trust us, we get creative!)

Interact on a personal level with attendees, speakers, and members (before, during, and after the event)

Distribute collateral and other awesome swag to the crowd

To give you ONE idea of the creative things we have planned for sponsors (we don't want to give all our tricks away ;), we plan on creating some viral videos to promote the videos. We will creatively and strategically 'place' sponsors in the spots to maximize value. Sign up early to be a part of our pre-event promotions!

# ATTENDEE BREAKDOWN:

## WHO COMES TO INTERACTIVE STRATEGIES?

*300 marketers come for the latest tidbits.*

- Creatives (Designers, Developers, Photographers, Copywriters)
- Corporate Marketing Executives
- Interactive Professionals
- Bloggers/Twitterers
- Agency Executives
- PR Practitioners

## WHAT INDUSTRIES ARE REPRESENTED AT INTERACTIVE STRATEGIES?

- Healthcare (10%)
- Energy (20%)
- Advertising/Marketing (45%)
- Non-profits (8%)
- Media (15%)
- Other (2%)

## WHERE DO ATTENDEES COME FROM?

- Houston (of course!)
- San Antonio
- Austin
- Dallas/Fort Worth
- Louisiana



# PACKAGES:

## TERA // \$3000 (LIMIT 4)

Expand beyond competitors. The Tera package was made for brands who are looking to get in good with the interactive crowd in Houston and neighboring regions.

### KEY BENEFITS INCLUDE:

- 4 complimentary tickets
- Logo on IS website with link to company site
- Display table available from 8AM to 4PM
- Premier sponsor listing on all event materials\*
- Logo on event t-shirts or other major giveaway\*
- Logo displayed in theaters before/after sessions (possibility to loop commercial during breaks)\*
- 15% off HiMA Flagship or 2.0 sponsorship
- 1 Free HiMA membership (Raffle to attendee if unable to take advantage of membership)
- Creative interactivity with attendees (we'll brainstorm together on this!!)
- Inclusion in pre-event & post-event emails and promotional marketing\*



## GIGA // \$1750 (LIMIT 4)

Expand beyond limits. The Giga package was designed for brands that want to tap into the growing Houston market of interactive minds.

### KEY BENEFITS INCLUDE:

- 2 complimentary tickets
- Logo on IS website with link to company site
- Sponsor listing on all event materials\*
- Logo displayed in theaters before/after sessions
- Ability to distribute promotional material at the event
- 1 Free HiMA membership (Raffle to attendee if unable to take advantage of membership)
- Creative interactivity with attendees (we'll brainstorm together on this!!)
- 15% off HiMA Flagship or 2.0 sponsorship
- Logo in pre-event emails\*

## LUNCH // \$1250

Expand beyond hunger. The lunch sponsor will be one of the most appreciated sponsors, receiving much attention before and during the conference.

### KEY BENEFITS INCLUDE:

- 2 complimentary tickets
- Logo on IS website with link to company site
- Ability to distribute promotional material during lunch
- Logo displayed in theaters before/after sessions
- Sponsor listing in program\*
- Banner/signage display during mixer



## HAPPY HOUR // \$1000

Expand beyond cocktails. Mingle with attendees during the hour following the conference. Share your story with influencers and decision-makers over drinks.

### KEY BENEFITS INCLUDE:

- Logo on IS website with link to company site
- 1 complimentary ticket
- Ability to distribute promotional material during mixer
- Sponsor listing in program\*
- Banner/signage display during mixer

## MEDIA // AT COST

Expand beyond print. Our paid media sponsor will be featured in all footage recorded and broadcasted online for the event.

### KEY BENEFITS INCLUDE:

- 1 complimentary ticket
- Logo on IS website with link to company site
- Logo displayed in theaters before/after sessions
- Announcement in program\*
- Logo on video footage and frequent mentions during any live streaming\*

## IN-KIND

Interactive Strategies is looking for the following in-kind sponsors: videography, printing, coffee, and more. Benefits to be negotiated.

\*Payment/contract and artwork must be submitted by stated deadline(s) for inclusion in relevant sponsor offerings.





## CONTACT

### CHRIS PITRE

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**Hoping to expand beyond** Starburst

(i've been hooked way too long...)