

FUSE

THE CONVERGENCE OF
TECHNOLOGY & MEDIA

SPONSORSHIP OPPORTUNITIES

SEPTEMBER 12-14, 2016
CENTER CITY, PHILADELPHIA PA
fuse.pubexec.com

PRESENTED BY

Publishing
EXECUTIVE



WHY SPONSOR? LET'S COUNT THE WAYS...

The FUSE Value Proposition is Simple...

As a Sponsor, you'll have guaranteed one-on-one time with executive decision makers. These attendees are responsible for evaluating, purchasing, implementing and managing major technology platforms, tools and solutions for their media and publishing companies. Our "1:1 Meeting-Case Study-Boardroom" approach creates results at a fraction of the cost compared to attending a large industry trade event or traditional conference.

- ➔ **Pre-scheduled 1:1 meetings** with attending senior executives are the ideal way to drive sales and solidify partnerships. Sponsors schedule meetings with Attendees beginning 3-4 weeks before the event through our online scheduling system, as well as on site.
- ➔ **Private Case Study Presentations** with rotating groups of 10-15 senior executives in the process of reviewing technology tools and solutions for implementation at their organizations.
- ➔ **Additional networking opportunities including:** receptions, breakfasts, luncheons, dinners, casino night and awards night where attending executives vote on the best Sponsor products and presentations.
- ➔ **Keynote presentations and panels:** in-depth presentations and panel discussions featuring sponsors whose solutions are driving media and publishing businesses' to new heights.

FUSE is an exclusive forum where buyers and sellers come together, in an environment facilitated by experts, to share their experiences, needs, products and services. The entire event experience – from meals and entertainment to the venue and conference program – provides Attendees and Sponsors with first-class networking and unique business development opportunities.

All qualified attendees receive a full participation package that includes travel, hotel accommodations, meals and networking activities. This ensures a cost-effective and quality peer-to-peer experience for Attendees and a 100% qualified audience for participating Sponsors.

What makes FUSE different from other events?

FUSE is an invitation-only, hosted summit designed for senior publishing & media executives who want to understand how current and future technology platforms, tools and solutions can drive their organizations. This exclusive summit offers strategic level insights into which technologies publishing and media industry leaders should be leveraging to optimize their business. Rather than just another tradeshow or exhibition, FUSE is focused on building relationships so all members in these complex ecosystems can better understand and advance their needs.

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Keynote Partner: \$50,000

- ➔ Keynote Panel Presentation
- ➔ Six Case Study Presentations (25 min sessions in Boardroom setting with up to 15 attendees per session)
- ➔ Up to Three designated meeting tables in the Attendee 1:1 meeting zone
 - ➔ Ability to conduct up to thirty-five 1:1 meetings with executive attendees
 - ➔ First access to 1:1 self-scheduling systems
 - ➔ Full 4-color page ad in Publishing Executive magazine's December "Publishing & Media Technology" Issue
 - ➔ A half-page editorial summary of your organization and involvement at the event
- ➔ Insertion of one white paper into Attendee Orientation kit
- ➔ Maximum promotional exposure via on-site signage, event website and all advertising and promotional vehicles
- ➔ Post-show complete demographics profile of all attending executives
- ➔ Inclusion in pre-show and post-show press releases
- ➔ Five all-access supplier passes

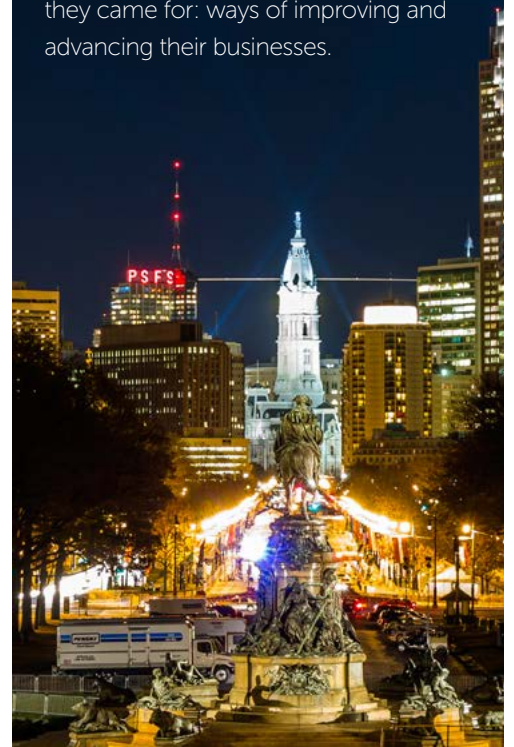
Diamond Package: \$35,000

- ➔ Four Case Study Presentations (25 minute sessions in Boardroom setting with up to 15 attendees per session)
- ➔ Up to Two designated meeting tables in the Attendee meeting Lounge for 1:1 meetings
 - ➔ Ability to conduct up to twenty-five 1:1 meetings with executive attendees
 - ➔ Access to 1:1 self-scheduling systems
- ➔ Post-show complete demographics profile of all attending executives
- ➔ Inclusion in pre-show and post-show press releases
- ➔ Three all-access supplier passes

QUALIFIED ATTENDEES

The attendees that come to our events are targeted. We recruit them and qualify them. We don't use traditional event marketing practices that deliver unknown results in terms of types of attendees. We bring in high level decision makers, not numbers and numbers of unqualified attendees.

When a sponsor comes to FUSE, they don't have to "hope" that they have meaningful meetings. Sponsors' 1:1 and group meetings are pre-scheduled so they know exactly what they are getting and how to prepare. The hosted model is a proven approach that gives sponsors and attendees what they came for: ways of improving and advancing their businesses.



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Gold Package: \$17,500

- ➔ Two Case Study Presentations (25 minute sessions in Boardroom setting with up to 15 attendees per session)
- ➔ One designated meeting table in the Attendee Meeting Lounge for 1:1 meetings
 - Ability to conduct up to fifteen 1:1 meetings with executive attendees
 - Access to 1:1 self-scheduling systems
- ➔ Post-show complete demographics profile of all attending executives
- ➔ Inclusion in pre-show and post-show press releases
- ➔ Two (2) all-access supplier passes

Silver Package: \$10,500

- ➔ One Case Study Presentations (25 minute sessions in Boardroom setting with up to 15 attendees per session)
- ➔ One designated meeting table in the Attendee Meeting Lounge for 1:1 meetings
 - Ability to conduct up to ten 1:1 meetings with executive attendees
 - Access to 1:1 self-scheduling systems
- ➔ Post-show complete demographics profile of all attending executives
- ➔ Inclusion in pre-show and post-show press releases
- ➔ One all-access supplier passes

Options

- ➔ Customized sponsorship packages are available along with additional sponsorship items such as network receptions, meals, and other opportunities.

For information on sponsoring and/or attending FUSE 2016, please visit fuse.pubexec.com or contact Matt Steinmetz at msteinmetz@napco.com.

What our sponsors from past hosted-buyer events had to say

"Being an active participant and a keynote sponsor of an event like the Inkjet Summit gives Canon Solutions America the unique opportunity to not only interact with our customers and learn what makes their businesses successful, but to also foster thought leadership and development in the area of inkjet technology. We are excited to partner with our customers and help them take advantage of this fast-growing technology. The Inkjet Summit is a great environment to engage in this level of discussion."

— FRANCIS MCMAHON, VICE PRESIDENT,
MARKETING, AT CANON SOLUTIONS AMERICA.

"What an excellent event! We found the Inkjet Summit to be an intimate, boutique conference that brings like-minded industry professionals together without the distractions, masses and "noise" of a traditional tradeshow. The Summit is a well-organized, focused event that fosters face-to-face interactions, business relationships and networking in a very efficient and personal manner."

— MARY ANN ROWAN, CMO & VICE PRESIDENT,
SOLIMAR SYSTEMS, INC.

"Today's communication is all about multi-channel, the Digital Packaging Summit is the role model in 'eventing', interacting with customers on 3 different levels - through general sessions - case studies and one2one meetings."

— PATRICK VAN BAELEN, VICE PRESIDENT
WW MARKETING, XEIKON AMERICA INC.