

2012 CTAM Conferences

OCTOBER 14 - 16

SPONSORSHIP PROSPECTUS



Welcome to 2012 CTAM Conferences

The largest events for cable marketing and research are together for the first time. **CTAM Insights** and **CTAM Summit** are co-locating in Orlando, FL.

CTAM consistently delivers **knowledge sharing; business networking** and **innovative ideas** that help members **manage the future** and **drive business results today**. The conference attracts senior decision makers with nearly half of all attendees from both events at the Vice President level and above. Our co-location offers a great reason to participate with a sponsorship. Both events will draw upon their high satisfaction ratings from 2011 with roughly **9 out of 10 attendees** saying the **conferences exceeded or met expectations**.

Reach industry executives from consumer and digital marketing, interactive and advanced advertising, mobile media, emerging platforms, research, consumer insights, analytics and trendsetters from both the content and distribution sides of the cable business all under one roof this offers unparalleled exposure for your organization.

The shared environment will enable greater visibility for your sponsorship and establish **Walt Disney World Swan & Dolphin Resort** as the hub for industry networking among both the left and right brains of the business.

Sponsorship will elevate your brand, capabilities and industry commitment among a very qualified and targeted audience. Multiple opportunities are available for any budget from registration amenities and coffee breaks to custom parties.

If you don't see a sponsorship that meets your needs we will work to create the perfect opportunity.

Join us, and your investment will go way beyond Orlando.

CTAM Insights Conference Chairs

Kathy Filosa

VP, Direct Marketing
Cablevision Systems Corp.

Janet Gallent

VP, Strategic Research
NBC Universal

Steven Seidmon

President
Seidmon Associates

CTAM Summit Conference Chairs

Nomi Bergman

President
Bright House Networks

Ed Carroll

Chief Operating Officer
AMC Networks

NEW TO CTAM? HERE'S WHO WE ARE.

CTAM: Cable & Telecommunications Association for Marketing is a non-profit association that enables knowledge sharing, consumer insights and networking opportunities. CTAM serves as an indispensable partner in growing and strengthening the cable business so that cable companies, content providers and suppliers can manage the future and drive business results today. Please visit our website at www.ctam.com.

WHAT ARE THESE TWO EVENTS?

CTAM's annual marketing and research conferences are co-located for the first time. Planned by industry executives, offering ground breaking presentations, actionable working sessions, and unmatched networking and blockbuster social events. CTAM's events in Orlando are the place to exchange ideas and think differently about where the business is heading all through the lens of marketing, research and technology.

WHERE AND WHEN DOES IT TAKE PLACE?

October 14 - 16, 2012

Walt Disney World Swan and Dolphin Resort
Orlando, Florida

WHO ATTENDS?

Approximately 1,500 marketers and 300 researchers from all levels — national, regional and local will be in attendance.

WHY DO THEY ATTEND?

- Dynamic and motivating speakers from inside and outside the cable industry
- Participation at CTAM working groups and committees
- Recognition through - Mark Awards, Grand TAM, Tami and Rainmaker Awards
- Reports on current trends and business issues
- Analyst forecasts
- Interactive and hands-on Main Hall product displays and services
- Networking, social functions and more

Visit www.ctamconferences.com to see what we have planned for 2012.

WHAT ARE THE MARK AWARDS?

The 29th Annual Mark Awards competition recognizes outstanding achievement and excellence in marketing from networks, cable companies, and their agencies. Award recipients are known throughout the cable and entertainment world as "best in class!"

WHAT ARE FACE TIME SESSIONS?

Meet with top industry executives during this unscripted and informal Q & A discussion that puts you in a room with an industry executive to ask your burning questions. All Face Time sessions require an RSVP and space is limited to the first 50.

WHO SPONSORS?

Sponsors are content, technology and leading service providers in cable. In 2011 more than 55 companies supported CTAM in New York.

WHAT ARE THE SPONSORSHIP OPPORTUNITIES?

We offer a full menu of opportunities to include custom parties, private meeting suites, coffee breaks, Light Boxes, 10' x 10' demonstration spots and more. See the full prospectus for complete details.

SPONSORSHIP BENEFITS:

- Ability to customize your sponsorship with decor, premiums, etc.
- Website and printed program recognition
- Logo recognition on the center screen during the opening General Session
- Attendee list for pre and post CTAM Summit marketing
- 50 word product description on the website and in the printed program — 10' x 10' demo spot only
- Exclusivity - all sponsored networking and social functions are recognized as official CTAM Summit events in the printed program and website, and include non-compete protection.
- First right of refusal in 2013 — major sponsors.

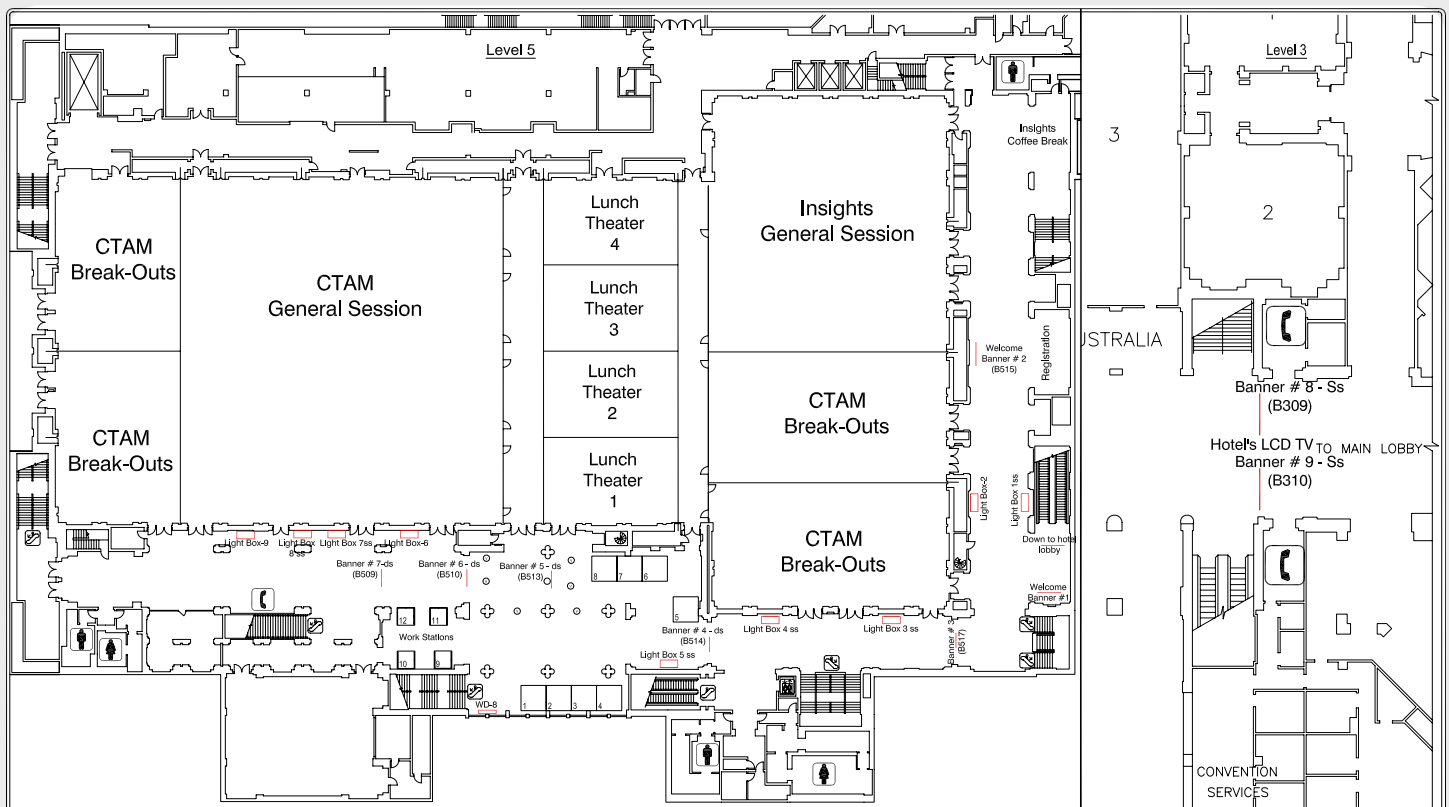
Special Note: some sponsorships require the sponsor to provide material, transportation or pay a hotel handling or service fee. Please read the descriptions for specific details.

WE WELCOME YOUR “WHAT IF.”

CTAM has a history of marketers demonstrating their creativity: street vampires, mimes, branded pillow cases, branded cocktails in the lobby bar and more...

Please consider the options in the sponsorship menu and if you do not see the perfect opportunity, give us your “what if” and we will build your perfect sponsorship.

For additional information, please contact Frank Sheridan at **770.518.9963** or frank@ctam.com



SPONSORSHIP MENU

CTAM Double Play: reserve any of the sponsorships with an “*” plus an additional sponsorship and receive a complimentary full conference badge - a \$1,095 value.

CTAM Triple Play: reserve any of the sponsorships with an “*” plus two (2) additional sponsorships and receive a \$500 discount, plus a complimentary conference badge - a \$1,595 value.

BRANDING OPPORTUNITIES

<u>Sponsorship</u>	<u>Insights</u>	<u>CTAM Summit</u>	<u>Bundled</u>
Registration Amenity	SOLD	SOLD	SOLD
Conference Bag	SOLD	SOLD	N/A
Conference Bag Insert	\$500	\$2,500	\$2,750
Conference Badge Holder & Lanyard	N/A	N/A	SOLD
Hotel Bellman Lapel Buttons	N/A	N/A	\$5,000
Bag Check	N/A	N/A	\$10,000
Concierge Desk	\$2,500	\$12,500	\$14,000*
Hotel Health Club Passes	N/A	N/A	\$2,500
Hotel Room Drop	N/A	N/A	\$2,500
Hotel Key Card	N/A	N/A	SOLD
Printed Program — Headliner	SOLD	\$10,000	\$18,000*
Printed Program — Single Page	\$2,500	\$2,500	N/A
Virtual Tote Bag	N/A	N/A	\$8,500
Meeting Room Directionals	N/A	N/A	SOLD
Water Cooler	SOLD	\$5,000	N/A
Talent Meet and Greet	N/A	N/A	\$15,000*

SESSION SUPPORT

Graphic Facilitator	SOLD	N/A	N/A
General Session	\$2,500	\$15,000	N/A
Inspired Ideas	N/A	\$30,000	N/A
Breakout Session	N/A	\$3,500	N/A
Super Session	N/A	\$25,000	N/A
Case Study	\$5,500	N/A	N/A

THE MAIN HALL

10' x 10' Demo Space	N/A	\$9,750/\$5,000	N/A
Main Hall Seating Area	N/A	\$7,500	N/A
Work Station (1 left)	N/A	\$7,500	N/A
Table Top Decals	\$1,500	\$2,500	\$3,500
Private Meeting Suites	N/A	\$9,750/\$5,000	N/A

SPONSORSHIP MENU (cont.)

BANNERS AND GRAPHICS

Hotel Lobby Plasma and Static banners	N/A	N/A	\$30,000
Escalator Cling	N/A	N/A	\$10,000
Escalator Plasma	N/A	N/A	\$7,500
Registration Welcome Banner	N/A	N/A	\$5,500 per
Main Hall Banners: #3, 4, 6, 7 (#5 SOLD)	N/A	\$5,500 per	N/A
Window Clings: #1 - 24	N/A	\$4,500 per	N/A
Information Panels: #1 - 5	\$2,500 per	\$4,500 per	\$6,500 per
Light Boxes: #1 - 9	\$2,500 per	\$5,500 per	\$7,500 per
Wall Art	N/A	N/A	\$4,500 per
Half Wall Art	N/A	\$2,500	N/A

To view interactive floor plan for locations and details, refer to <http://interactivevenue.ges.com>.

Access code: **CTAM** Select: **Walt Disney Hotel and Resort**

NETWORKING FUNCTIONS

Welcoming Reception	N/A	N/A	\$12,500*
Opening Dinner - Sunday	\$50,000*	N/A	N/A
Dessert Reception - Sunday	N/A	N/A	\$5,000*
Late Night Party - Sunday	SOLD	\$13,000	N/A
Breakfast - Monday	\$4,000	N/A	N/A
AM Coffee - Monday	\$3,000	N/A	N/A
Lunch - Monday	SOLD	N/A	N/A
PM Coffee - Monday	\$3,000	N/A	N/A
Conference Committee Dinner - Monday	N/A	N/A	SOLD
Breakfast - Tuesday	\$3,500	N/A	N/A
Coffee Oasis - 4 spots	N/A	\$12,000* per	N/A
Chairman's Reception	N/A	N/A	\$30,000*
Mark Awards Reception - Sunday	N/A	N/A	\$25,000*
Lunch Theatre - 4 spots	N/A	\$17,500* per	N/A
Late Night Bar Reception - Sunday	N/A	N/A	\$10,000*
Late Night Party - Monday	N/A	N/A	\$13,000*

CUSTOM SPONSORSHIP

Do you have an idea that is not on the list? CTAM welcomes suggestions and ideas for other sponsorship opportunities. Please note all opportunities must comply with the CTAM Non-Commercial Policy recently updated by the CTAM Board of Directors.

Please read the full prospectus for complete details and specifics for sponsorships.

BRANDING OPPORTUNITIES

Registration Amenity

CTAM Insights	\$1,500
CTAM Summit	\$3,500
Bundled	\$4,500

Make the first hands on impression. Your amenity will be the first physical impression for all attendees. Your fun or functional amenity will be handed to each attendee as they receive their conference credentials.

Sponsor is responsible for the amenity, production, transportation and hotel delivery fees.

Conference Bag

CTAM Insights	\$1,500
CTAM Summit	\$5,500

Create your own walking billboard for the conference and beyond.

The Conference Bags are a strategic method to deliver and reinforce your brand during and after the conference. Sponsor may include literature, premium, etc., to be placed inside bags.

Sponsor is responsible for the Conference Bag production, transportation and hotel delivery fees.

Conference Bag Inserts – Limited to 5 sponsors

CTAM Insights	\$500
CTAM Summit	\$2,500
Bundled	\$2,750

Better than USPS 1st Class

delivery! Your branded collateral will be placed in the Conference Bag that every attendee receives.

Sponsor is responsible for the insert production, transportation and hotel delivery fees.

Conference Badge Holder & Lanyard

Bundled Sponsorship \$11,000*

We all check the badge for the name. Grab hundreds of looks a day from attendees seeing your brand and get added exposure from the lanyards as conference goes mingle during the conference.

Sponsor is responsible for the badge holder & lanyard, production, transportation and hotel delivery fees.

Hotel Bellmen Lapel Button

Bundled Sponsorship \$5,000

Be seen on the way in and way out every day. Hotel bellmen will wear your custom button during the conference. Reinforce your brand to promote an upcoming series, a new product or service; the choice is yours.

Sponsor is responsible for the button production, transportation and hotel delivery fees.

Bag Check

Bundled Sponsorship \$10,000

Let me get that bag for you! Be the service and convenience that we all appreciate. Conveniently located adjacent to registration for easy drop off and pick up.

Sponsorship fee includes labor to service the Bag Check.

Sponsor may provide branded apparel and collateral for the Bag Check area.

CTAM Concierge Desk

CTAM Insights	\$2,500
CTAM Summit	\$12,500
Bundled	\$14,000*

Treat your clients like big shots!

The CTAM Concierge Desk will be strategically located to assist attendees with finding restaurants, booking transportation, printing boarding passes and more.

CTAM will provide the space and basic furnishings. CTAM is available to facilitate staffing the Concierge Desk.

Sponsor is responsible for all fees and services associated with staffing and servicing the Concierge Desk.

Hotel Health Club Passes

Bundled Sponsorship \$2,500

CTAM stays fit! If your brand promotes healthy living or exercise, this is a perfect opportunity to reinforce the brand and deliver value to your clients.

Sponsor may provide promotional/information single sheet page to be placed at the registration desk.

Sponsor is responsible for applicable hotel fee of \$8.00 per pass/per day.

Hotel Room Drops – Limited to 3 sponsors

Bundled Sponsorship \$2,500

At your door service! Deliver your message, premium item or information to every CTAM attendee. Get creative with a special goody, bathroom mirror cling, valuable reading material or whatever best tells your story and helps you stand out.

Sponsor is responsible for collateral and applicable hotel delivery fee of \$2.00 per room (under the door) or \$3.00 per room (in the room).

Hotel Key Card

Bundled Sponsorship \$5,500

What is in our attendee's wallet? Your branded room key card. Strategic and subtle brand reinforcement that gets carried everywhere. Don't leave home (away from home) without it.

Sponsor is responsible for key production and all applicable hotel fees.

Printed Program - Headliner

CTAM Insights **SOLD**
CTAM Summit \$10,000
Bundled \$18,000*

Grab top billing in the Program!

The printed program will include both conferences to guide all attendees. As the Headline sponsor you will receive the inside cover and a single page in your respective section of the program.

Printed Program Single Page

CTAM Insights \$2,500
CTAM Summit \$2,500

Make sure you make the program!

Individual full page 4 color ads are available.



Virtual Tote Bag

Bundled Sponsorship \$8,500

Be our GREEN partner. CTAM will offer electronic brochures, white papers and exhibitor collateral to all attendees via a virtual tote bag. Added bonus, sponsorship provides the opportunity to include a physical insert in the conference bag to drive the reader to the Virtual Tote Bag. Landing page may be branded as well as recognition on the CTAM marketing agenda to promote the Virtual Tote Bag.

Meeting Room Directionals

Bundled Sponsorship \$16,500*

Your characters leading the way!

Your custom directionals displaying session information are placed outside the conference meeting rooms. These are a strong tool to reinforce your brand and associate it with professional education.

Sponsor is responsible for directional production, transportation and hotel handling fees.



Water Cooler

CTAM Insights **SOLD**
CTAM Summit \$5,000

Drinks on the house, your house that is! Water stations strategically located around the conferences offer attendees water at their convenience. Sponsor has the option to provide branded water cups and graphics to be placed alongside the water stations.

Sponsor is responsible for cup production, transportation and hotel delivery fees.



Talent Meet and Greet

Bundled Sponsorship \$15,000

Access to your Star! The perfect way to impress a client. Arrange a meet and greet photo opportunity with talent from your organization. Sponsor must arrange 15 minutes meet and greet in NYC or perhaps a studio visit. Sponsor will draw the winner on Tuesday at the closing General Session, winner must be present. CTAM will assist with the promotion via website and schedule broadcast emails.

SESSION SUPPORT

Graphic Facilitator

CTAM Insights \$10,000

Putting words to the canvas! The Graphic Facilitator will graphically record the content of the Insights General Sessions creating large murals in real time. These visual recordings recap the core highlights and key take-aways, making it easier for attendees to debrief their office colleagues. A unique opportunity to demonstrate ingenuity and creativity.

General Sessions - 3 available

CTAM Insights \$2,500
CTAM Summit \$15,000

Need to run a sizzle reel or show exciting news?

Sponsorship includes:

- Introduction video (60 - 90 seconds)
- Visual branding in the room to include banners, collateral and/or premiums placed on the seat
- Access to the existing audio/visual inventory in the room

Inspired Ideas

CTAM Summit \$30,000

Thought Leadership. The Inspired Ideas session offers a fast paced series of 20 minute breakthrough presentations designed to inspire and bring out your inner genius.

Sponsorship includes:

- Podium remarks (three minutes) to address the audience
- 60 - 90 seconds of video delivery with the existing equipment on the stage
- Visual branding in the room to include banners, collateral and/or premiums placed on the seats

Breakout Sessions

CTAM Summit \$3,500

Be our education partner. A perfect opportunity to target sessions that apply to your product and or service.

Sponsorship includes:

- Opportunity to place a premium or informational collateral at each chair in the session
- Logo recognition on the front screen prior to the session

Super Session

CTAM Summit \$25,000

Demonstrate your industry dominance. A perfect vehicle to announce; new product, content or just let the industry know you are a leader.

Sponsorship includes:

- Podium remarks (60 - 90 seconds) to address the audience
- 30-60 seconds of video delivery with the existing equipment on the stage
- Visual branding in the room to include banners, collateral and/or premiums placed on the seats

Insights Case Study

CTAM Insights \$5,500

Associate your brand with the solutions! The Case Study sponsorship is the perfect vehicle to promote your brand. Sponsorship includes; recognition on the entry forms, website and in the program. Sponsor will serve as the host for the session and present the awards. A new twist this year will allow all participants to vote at the conclusion of the session for the winner.

THE MAIN HALL

10' x 10' Demo Space

CTAM Summit \$9,750
(Corporate Partner Member Rate \$5,000)

We bring the customer to your showroom! Grab a cup of coffee and invite a client or prospect to your space to demonstrate all the value and benefits you have to offer. CTAM provides an open environment with a basic furniture package to make your space complete.

Sponsor may enhance the space with a 3' x 8' sign and/or a monitor.

Main Hall Seating Area

CTAM Summit \$7,500

Better than the lobby of the Ritz! Sponsor a seating area in the center of the Main Hall and give our attendees a place to get off their feet and talk business. CTAM provides a furniture package to make the space comfortable and attractive.

Sponsor may enhance the space with signs, premiums or monitors to show content.

Work Station (1 left)

CTAM Summit \$7,500

CTAM Superman phone booth! Strategically located in the center of the Mail Hall, CTAM will provide semi-private functional work stations to check voice mail, recharge phones, laptops, etc.

Work Stations may be customized at the sponsor's discretion. CTAM will provide the basic unit and electricity. All customization is at the expense of the sponsor.



Table Tops Decals

CTAM Insights	\$1,500/table
CTAM Summit	\$2,500/table
Bundled Sponsorship	\$3,500/table

Give your brand a place at the table!

CTAM will provide 42" high stand-up bistro tables strategically place in the Main Hall for Insights and CTAM Summit. Snag one of these tables and grab the attendee's eye.

Sponsor is responsible for submitting the artwork by September 1, 2012.

Private Meeting Suites

CTAM Summit	\$9,750
(Corporate Partner Member Rate)	\$5,000

Make the deal in private. CTAM provides 10' x 10' private meeting suites conveniently located in the center of the Main Hall.

Each suite includes a basic furniture package, exterior graphics and a locking door. A perfect environment to make your client feel like a big shot!



BANNERS AND GRAPHICS

To view interactive floor plan for locations and details, go to <http://interactivevenue.ges.com>.

Access code: **CTAM**
Select: **Walt Disney Hotel and Resort**

Hotel Lobby Plasma and Static Banners

Bundled Sponsorship	\$30,000
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See your message on the BIG Screen: the Swan and Dolphin Resort Lobby HighDef Projector and 2 supporting static banners. This is the perfect tool to reach attendees as they come and go to the conferences and while they mingle in the hotel lobby

Sponsor is responsible for applicable hotel projector set up fee of \$995.

Escalator Cling

Bundled Sponsorship	\$10,000
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Ride the escalator with your brand! Grab the eyes of every attendee while the ride the escalator up and down each time. The escalator clings are a unique and fun branding opportunity.

Sponsor is responsible for the creative and must use GES for the production and installation of the cling.



Escalator Plasma

Bundled Sponsorship	\$7,500
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The perfect 7 second delivery! As attendees descend the escalator each time to return to the main hotel your message will be seen. Leverage the plasma with a sizzle reel, static logo or branded message.

Sponsor is responsible for supplying the electronic file and hotel set up fee of \$1,200.



Registration Welcome Banner

Bundled Sponsorship	\$5,500
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Can't miss at registration. This banner sits directly across from conference registration and adjacent to the Insights General Sessions. Ample visibility during the entire conference.

Main Hall Banners: #3, 4, 6, 7 (#5 SOLD)

CTAM Summit	\$5,500/banner
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Strategically hung from the ceiling for all to see each day. Best suited for CTAM Summit audience. Your brand will be in clear view for every attendee throughout the entire conference. Banners intersect the traffic pattern in and out of General Session, breakout rooms and directly below daily coffee breaks.

Window Clings: #1 - 24

CTAM Summit \$4,500/window

Let the natural light shine on your brand. Window clings in the Main Hall of CTAM Summit offers the opportunity to place your brand and creative message in clear view for all attendees.

Window dimensions: 21 3/4" x 21 3/4" per pane (each window has 3 individual panes)

Total of 24 windows



Information Panels: #1 - 5

CTAM Insights \$2,500/panel
CTAM Summit \$4,500/panel
Bundled \$6,500/panel

Bill boards where you want them!

The Information Panels offer an economical way to brand the area and offer collateral. Each unit includes a 3' x 8' high custom graphic and brochure pocket.

Sponsor is responsible for supplying collateral to include transportation and hotel delivery fees.

Sponsor is responsible for submitting the artwork by September 1, 2012.

Light Boxes: #1 - 9

CTAM Insights \$2,500
CTAM Summit \$5,500
Bundled \$7,500

You see them at the airport, the train station and now CTAM.

Strategically placed Light Boxes to promote your brand, upcoming programs and more.

Sponsor is responsible to submit artwork by September 1, 2012.



Wall Art

Bundled Sponsorship \$4,500

Make your message a work of art!

The hotel has 7 permanent frames mounted throughout the foyer of the general sessions and breakout rooms. Place your custom message in each frame. A perfect medium for a logo or celebrity image.

Sponsor is responsible for the creative and must use GES for the production and installation labor.



Half Wall Art

CTAM Summit \$2,500

A location that will draw eyes. Do you have a message or logo that would work on the rail? The half wall art will grab the attendee's eye each time they walk past. This unique placement will work to your advantage to stand out!

CTAM provides the structure and sponsor is responsible for the creative, production and installation. Sponsor must use GES for the graphic production and installation.



NETWORKING FUNCTIONS

Unless specified CTAM provides the venue, menu and promotion for all network functions.

Welcome Reception – Sunday

Bundled Sponsorship \$12,500

Open the CTAM Conferences with very special guests! Disney characters will stop by the Welcome Reception to greet attendees and welcome the crowd. Disney characters will be available for a 30 minute private meet and greet and 30 minutes to work the greater crowd. The perfect sponsorship to impress your clients and send them home with a smile and a great photo for the way!

CTAM Insights Opening Dinner – Sunday

CTAM Insights \$50,000*

Time to show off! Dinner under the stars, as long as the rain clouds stay away! Dinner will take place adjacent to the pool creating multiple options for theme's and special décor. Significant recognition from the podium with this support to include welcome remarks to the audience, optional table premiums, VIP seating for your partners and physical branding around the area.

Dessert Reception – Sunday

Bundled Sponsorship \$5,000

Join us for coffee and a sweet! Immediately following the opening dinner dessert will be served. A perfect way to cap off the evening catching up and working the crowd. Sponsor may provide branded collateral to include but not limited to; premiums, napkins, signs and banners.

The reception is open to CTAM Insights and CTAM Summit attendees.

Late Night Party – Sunday

CTAM Insights **SOLD**
CTAM Summit \$13,000

Time to hit the town! The Disney Boardwalk is within view and walking distance of the hotel, offering a variety of venue options for this exclusive opportunity.

Sponsor is responsible for securing venue, menu and entertainment.

CTAM will co-promote the event with the sponsor.

CTAM Insights Breakfast –Monday

CTAM Insights \$4,000

It is the most important meal of the day. Demonstrate to the crowd your commitment to supporting the conference and earn significant good will with this first of the day opportunity.

CTAM Insights AM Coffee – Monday

CTAM Insights \$3,000

Brand the morning cup of “Joe” with your own special touch! Sponsorship includes the opportunity to customize the break with cups, banners and more.

CTAM Insights Lunch – Monday

CTAM Insights **SOLD** \$10,000*

Lunch and on the stage! Sponsorship includes lunch and the exclusive right to the General Session stage for a 45 minute presentation. Banners and premiums too, to brand the room.

CTAM Insights PM Coffee – Monday

CTAM Insights \$3,000

Don't let the day slip away without being seen. This is the final break of the day so grab the opportunity to deliver your message.

Conference Committee Dinner – Monday

Bundled Sponsorship **SOLD** \$5,000

Dinner of “insiders”! Place your organization at the table with the industry heavy hitters who design and create the conference.

This sponsorship includes the Conference Committee members from CTAM Insights and CTAM Summit.

CTAM Insights Breakfast – Tuesday

CTAM Insights \$3,500

Last Call! Make the impression that will leave with the attendees. The perfect opportunity to deliver collateral for reading on the plane.

CTAM Summit Coffee Oasis – Sunday PM, Monday AM, Monday PM or Tuesday AM

CTAM Summit \$12,000*/session

Be a big shot and buy everyone a cup of coffee! Available in 4 hour blocks, this sponsorship allows you to brand the Main Hall with your signs banners, premiums and a free cup of coffee. Sponsorship includes CTAM provided specialty coffees, healthy snack and tea. Sponsor may provide branded coffee cups, napkins etc.

Chairman's Reception

Bundled Sponsorship \$30,000*

The Most Prestigious Function! Sponsor the Chairman's Reception and demonstrate to all, your industry leadership and commitment. This annual function is recognized as a priority on everyone's schedule.

Mark Awards Reception - Sunday

Bundled Sponsorship \$25,000*

Cable's Premier marketing competition recognizing outstanding achievement and excellence in marketing. Sponsorship includes visibility in print, electronically and physical presence during winner recognition. In addition to the conference recognition, sponsorship includes 12 months of recognition on the Mark Awards website www.markawards.com.

Late Night Bar Reception – Sunday

Bundled Sponsorship \$10,000*

Be where everybody knows your name! Sponsor may host a late night reception in the hotel lobby bar offering a complimentary drink or cocktail of choice. Sponsorship includes the ability to provide branded napkins, cups, signs and buttons on the bartender and servers. Sponsor is responsible for the cost of the complimentary drink or cocktail.

CTAM Summit Lunch Theatre – Monday

CTAM Summit \$17,500*/theatre

Lunch and a movie! Conveniently located just next door to the General Session. Sponsor has the opportunity to show content over a two (2) hour block while lunch is served. CTAM provides the room, lunch and basic AV to show content. The perfect vehicle to promote content.

CTAM Summit Late Night Party – Monday

Bundled Sponsorship \$13,000*

So many options to choose! Pick a theme park, the hotel pool, or one of the many night clubs to show your marketing expertise.

Sponsor serves as host for this exclusive evening. Sponsor is responsible for securing venue, menu and entertainment. CTAM will co-promote the event with the sponsor.

This function is open to both CTAM Insights and CTAM Summit attendees.

CTAM Double Play: reserve any of the sponsorships with an "*" plus an additional sponsorship and receive a complimentary full conference badge - a \$1095 value.

CTAM Triple Play: reserve any of the sponsorships with an "*" plus two (2) additional sponsorships and receive a \$500 discount plus a complimentary conference badge - a \$1095 value.

