

# realscreen **west**

The Factual Entertainment Forum

May 30 & 31, 2012 Fairmont Miramar, Santa Monica



realscreen's 2012  
**factual**  
**ENTERTAINMENT**  
*awards*

SPONSORSHIP MENU



## MARQUEE SPONSOR

### REALSCREEN WEST AND *REALSCREEN'S* FACTUAL ENTERTAINMENT AWARDS

#### **One (1) Exclusive Opportunity at US\$27,995 net**

- Above the line exposure (“Realscreen West and *realscreen's* Factual Entertainment Awards presented in association with...”) on all pre-event promotional material to include brochure, mailers, website, advertising in *realscreen* and other trades
- Extensive logo and branding exposure on conference signage and multimedia
- Exclusive sponsorship of Factual Entertainment Awards and cocktail party (includes opportunity to provide branded napkins, signature drinks etc., subject to the approval of the event producers)
- Eight (8) general conference passes for Realscreen West on May 30 & 31, 2012, including the Factual Entertainment Awards show on May 30, 2012
- Opportunity to run a 60-second sizzle reel at the commencement of the Factual Entertainment Awards show on May 30, 2012
- Exclusive sponsorship of the keynote presentation including:
  - the opportunity to deliver a one-minute welcome and intro address
  - the opportunity to provide and present a thank-you gift to the keynote speaker at the close of the presentation
  - the opportunity to provide a seat drop during the keynote session
  - prominent logo representation on all promotional materials in support of the keynote presentation
- One (1) opportunity to send a dedicated email blast to conference and awards show attendees. *Realscreen* will deploy
- Full page 4-color advertisement in the May/June issue of *realscreen*
- Two (2) Pull up banners placed in a high-traffic areas (sponsor to provide banners and stands)
- Sponsorship of the delegate bags. *Realscreen* chooses and prepares the delegate bag with your logo
- Opportunity to insert one (1) branded item into the delegate bags
- Three (3) pull up banners placed in the Factual Entertainment Awards area (sponsor to provide banners and stands)
- Sponsorship of one (1) conference session (first-come, first-served), also includes one (1) seat drop during this session
- Banner ad on west.realscreen.com, in rotation
- Additional conference passes at the discounted sponsor rate of \$425

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## PLATINUM SPONSOR

#### **One (1) Opportunity at US\$17,995 net**

- Premium logo exposure on all pre-event promotional material to include brochure, mailers, website, advertising in *realscreen* and other trades
- Extensive logo and branding exposure on conference signage and multimedia
- Exclusive sponsorship of the closing cocktail party on May 31, 2012. . Cocktail takes place on the beautiful grounds of the Fairmont Miramar. (Location is weather- permitting.)
- Two (2) pull up banners placed in the closing cocktail area (sponsor to provide banners and stands)
- Exclusive opportunity to provide speaker gifts. Sponsor supplies
- Exclusive sponsorship of delegate badge lanyards (*Realscreen* supplies)
- Six (6) general conference passes for the Realscreen West on May 30 & 31, 2012, including the Factual Entertainment Awards show on May 30, 2012
- One (1) opportunity to send a dedicated email blast to conference and awards show attendees. *Realscreen* will deploy
- Full page 4-color advertisement in the May/June issue of *realscreen*
- One (1) pull up banner to be placed in a high traffic area (sponsor to provide banner and stand)
- Sponsorship of one (1) conference session (first-come, first-served), also includes one (1) seat drop during this session
- Banner ad on west.realscreen.com, in rotation
- Additional conference passes at the discounted sponsor rate of \$425



# GOLD SPONSOR

## One (1) Opportunity at US\$10,995 net

- Premium logo exposure on all pre-event promotional material to include brochure, mailers, website, advertising in *realscreen* and other trades
- Extensive logo and branding exposure on conference signage and multimedia
- Exclusive sponsorship the Registration/Info Desk (sponsor to supply two (2) pull up banners, and table cloth branding for the tables. *Realscreen* will supply one Plasma/LCD screen for sponsor programming to show in a looping reel, sponsor to supply reel)
- Four (4) general conference passes for Realscreen West on May 30 & 31, 2012, including the Factual Entertainment Awards show on May 30, 2012
- Full page 4-color advertisement in the May/June issue of *realscreen*
- One (1) pull up banner to be placed in a high traffic area (sponsor to provide banner and stand)
- Sponsorship of one (1) conference session (first-come, first-served), also includes one (1) seat drop during this session
- Banner ad on [west.realscreen.com](http://west.realscreen.com), in rotation
- Additional conference passes at the discounted sponsor rate of \$425

# SILVER SPONSOR

## Three (3) Opportunities at US\$7,995 net

- Premium logo exposure on all pre-event promotional material to include brochure, mailers, website, advertising in *realscreen* and other trades
- Extensive logo and branding exposure on conference signage and multimedia
- Exclusive sponsorship of realXchange online delegate communication tool and iPhone App **OR** sponsorship of the "30 Minutes With" and Speed Pitching sessions **OR** Sponsorship of Luncheon Round Tables (2 in total)
- Three (3) general conference passes for Realscreen West on May 30 & 31, 2012, including the Factual Entertainment Awards show on May 30, 2012
- Half page 4-color advertisement in the May/June issue of *realscreen* (upgrade to a full page ad for an additional \$1000US)
- One (1) pull up banner to be placed in a high traffic area (sponsor to provide banner and stand)
- Shared table-top space for one (1) promotional item. *Realscreen* will replenish
- Sponsorship of one (1) conference session (first-come, first-served), also includes one (1) seat drop during this session
- Additional conference passes at the discounted sponsor rate of \$425

# BOOTH PACKAGE

## Four (4) Opportunities at US\$3,995 net

- 8'x8' space in exhibit area
- Includes one (1) table with two (2) meeting chairs
- Includes basic power with extension cord and power bar (any additional a/v requirements can be ordered ahead through the hotel's a/v supplier)
- Access to hotel shared wifi
- Logo exposure on exhibitor signage and website
- One (1) general conference pass for the Realscreen West on May 30 & 31, 2012, including the Factual Entertainment Awards show on May 30, 2012 and one (1) attendant pass for booth
- Quarter page 4-color advertisement in the May/June issue of *realscreen* (upgrade to a half page for an additional \$500US or a full page for \$1500US)
- Additional conference passes at the discounted sponsor rate of \$425

# A LA CARTE OPPORTUNITIES

- Delegate bag insert \$1250US each
- Seat Drop \$995US each
- Shared Table Top Item space \$750US each
- Cell phone charging stations (sponsor to supply) \$1,995US
- Other custom opportunities may be quoted on an individual basis

**TO DISCUSS SPONSORSHIP OPPRTUNITIES CALL OR EMAIL NOW**

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