

SPONSORSHIP OPPORTUNITIES

2006 EMX EXHIBITION AND CONFERENCE



AUGUST 8-9, 2006

UNIVERSAL CITY HILTON, UNIVERSAL CITY, CALIFORNIA

EXCITING SPONSORSHIP OPPORTUNITIES

AVAILABLE FOR EXHIBITORS AND NON-EXHIBITORS

SEE INSIDE TO LEARN HOW YOU CAN PUT YOUR COMPANY FRONT AND CENTER AT THE LARGEST PACKAGED MEDIA CONFERENCE, EXHIBITION AND AWARDS PROGRAM IN THE UNITED STATES, SERVING THE NEEDS OF ENTERTAINMENT MEDIA PROFESSIONALS.



Entertainment Media Expo is produced by IRMA and CMP Entertainment Media, Inc.



medialine

Mediaware



BEST DEAL, GREATEST EXPOSURE!

BECOME THE OFFICIAL EMX CO-SPONSOR! — \$20,000

Become the official Co-Sponsor of EMX and enjoy all the benefits and value we can offer! In addition to a guaranteed minimum of 400,000 impressions from direct mail, email, and other promotions, official co-sponsors receive royal treatment, including:

- Four full registrations to the EMX Conference Tracks
- Sponsorship of Leonard Maltin's Appearance at the DVD Awards
- Front-page logo on the EMX Show Guide
- Two full pages of premium advertisements in the EMX Show Guide
- Company logo on the front-page of every printed EMX promotional piece
- Hyperlink from every EMX webpage to your homepage
- Signage at every event during the EMX



PLATINUM LEVEL SPONSORS — \$12,500

Invest in the best and see your venture pay dividends almost overnight!

Platinum Level Sponsors receive the following valuable benefits:

- One exclusive reception or conference event sponsorship opportunity
- Three full registrations to the EMX Conference Tracks
- One full page advertisement in the EMX Show Guide
- Your company logo included in every EMX promotional piece
- Hyperlink from the EMX homepage to your homepage
- Premier Signage at EMX reception or conference

GOLD LEVEL SPONSORS — \$7,500

Go for the gold - expand your company's recognition and exposure as a Gold Level Sponsor.

Gold Level Sponsors receive the following valuable benefits:

- One exclusive sponsorship opportunity (luncheon, keynote, award trophies or event map)
- Two full registrations to the EMX Conference Tracks
- One half page advertisement in the EMX Show Guide
- Your company logo included in every EMX promotional piece
- Hyperlink from the EMX homepage to your homepage
- Signage at EMX

SILVER LEVEL SPONSORS — \$4,500

Your company will shine with recognition at the Silver Level!

Silver Level Sponsors receive the following valuable benefits:

- One exclusive event sponsorship opportunity (keynote, coffee break or logistics)
- One full registration to the EMX Conference Tracks
- Hyperlink from the EMX homepage to your homepage
- Signage at the EMX

CONTRIBUTING SPONSORS — \$2,500

Make EMX a memorable - and profitable - event for you with these exciting sponsorship opportunities!

BADGE HOLDER/INSERTS OR LANYARDS - Everyone wears them, so they're a great way to put your name in front of - and on - everyone at EMX.

EMX ATTENDEE TOTE BAGS OR DVD AWARDS GOODY BAG - These handy, carry-all bags are always a hit - and they're a great way to get your company name out in front of either the entire EMX attendees or the prominent DVD Awards audience.

ONE FULL PAGE ADVERTISEMENT IN THE EMX SHOW GUIDE - The Show Guide is an essential resource for all attendees. Become a full page advertiser in the EMX Show Guide and receive the additional benefits of being a contributing sponsor to EMX. Multiple contributors permitted.

Please note that lanyards, bags or stuffer sponsorships do not include the purchase and/or printing of the particular item; you must provide the actual item.

Contributing Sponsors also receive the following valuable benefits:

- Hyperlink from the EMX homepage to your homepage
- Signage at the EMX

ADDITIONAL SPONSORSHIPS — \$1,500

Make EMX work for you with these economical sponsorship opportunities!

EMX ATTENDEE BAG STUFFER OR DVD AWARDS GOODY BAG STUFFERS - Here's a great opportunity for you to provide small gift items or promotional pieces in the tote bags given to every EMX registrant or the goody bags that go to every DVD Awards show attendee. Multiple contributors permitted.

EMX LITERATURE CRADLE - Conveniently located next to registration for the exhibits. You supply the materials (1,500 pieces) that will be seen by every EMX registrant. Multiple contributors permitted.

HALF PAGE ADVERTISEMENT IN THE EMX SHOW GUIDE - The Show Guide is an essential resource for all attendees. Multiple contributors permitted.

Additional Sponsors also receive the following benefit:

- Hyperlink from the EMX homepage to your homepage.



2006 EMX SPONSORSHIP REPLY FORM

EVENT SPONSORSHIP IS ON A FIRST-COME-FIRST-SERVE BASIS

OFFICIAL CO-SPONSOR — \$20,000

- The Royal Treatment

PLATINUM LEVEL SPONSORSHIP — \$12,500

Includes ONE event sponsorship — please mark the box next to the event you would like to sponsor.

- DVD Conference (Tuesday All Day)
- DVD Awards Reception (Tuesday evening)
- Packaging Conference (Wednesday All Day)
- ALEX Awards Reception (Wednesday Evening)

GOLD LEVEL SPONSORSHIP — \$7,500

Includes ONE sponsorship opportunity please mark the box next to the event/item you would like to sponsor.

- Conference Luncheon (Tuesday)
- Conference Luncheon (Wednesday)
- EMX Keynote Address (Tuesday Morning)
- Conference Luncheon (Tuesday)
- DVD Awards Trophies

- ALEX Awards Trophies
- EMX Show Map/Guide of Venue

SILVER LEVEL SPONSORSHIP — \$4,500

Includes ONE sponsorship opportunity - please mark the box next to the event/item you would like to sponsor.

- DVD Conference Keynote Address (Tuesday Afternoon)
- Packaging Conference Keynote Address (Wednesday Afternoon)
- DVD/Packaging Conference Portfolios
- Conference Audio/Visual Services (Tuesday or Wednesday)
- Conference Coffee break (Tuesday AM)
- Conference Coffee break (Wednesday AM)

CONTRIBUTING SPONSORS — \$2,500

Contributing sponsorships do not include the purchase and/or printing of the item; you must provide the item.

- EMX Badge Holder/Insert

- EMX Attendee Lanyards
- EMX Attendee Tote Bags
- DVD Awards Goody Bag (does not include stuffer)
- Full page advertisement in EMX Show Guide

ADDITIONAL SPONSORSHIPS — \$1,500

- EMX Attendee Bag Stuffer
- DVD Awards Goody Bag Stuffer
- EMX Literature Cradle (near Registration Area)
- Half page advertisement in EMX Show Guide



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PLEASE SUPPLY ALL SPONSOR INFORMATION REQUESTED BELOW.

Contact's Name & Title: _____

Company: _____

Mailing Address: _____

City/State/Zip or Postal Code/Country: _____

Phone: _____ Fax: _____ Email: _____

Total Sponsorship Amount: \$ _____ US

- Enclosed is a check, payable to CMP Entertainment Media, Inc., in the amount shown above.
- Charge this credit card the amount shown above: American Express Visa MasterCard

Card Number: _____

Security Code (3- or 4-digit code found on back of card) _____ Expiration Date: _____

Name on card: _____

Signature: _____

RETURN COMPLETED FORM WITH PAYMENT OR CREDIT CARD INFORMATION TO:
CMP ENTERTAINMENT MEDIA, INC. • 810 SEVENTH AVE., 27TH FLOOR • NEW YORK, NEW YORK, 10019 • FAX: 212-378-0466
FOR MORE INFORMATION, CONTACT LARRY SPITZER AT +212-378-0455 OR E-MAIL: LSPITZER@CMP.COM