

2010 CTAM Research & Insights Conference Sponsorship Opportunities



2010 Research & Insights Conference

Sponsorship Opportunities

CTAM has highly effective, and efficient sponsor opportunities designed to help your organization target your audience. We also welcome your input on other sponsorship opportunities to deliver your message.

CTAM Research & Insights Conference Sponsorships include:

- Logo recognition on the CTAM Research Conference Website
- Logo recognition in the CTAM Research Conference Program
- 75 word product description in the program + 2 Research Central only badges (Research Central Table sponsors only)
- Logo recognition on CTAM sponsor thank you graphics
- Attendee list prior to and after the CTAM Research Conference
- Option to enhance the sponsorship with food beverage, graphics, monitors, premiums, etc.

Registration Amenity

Investment \$1,500



You provide the amenity and CTAM guarantees the delivery when the attendee registers. Provide a functional amenity or something fun to enhance the attendee's experience.

Business Center

Investment \$2,500



Don't let attendees be without the office while they are at the Research Conference. Strategically located adjacent from registration, coffee breaks and Research Central, this high-traffic area will draw attendees throughout the conference.

The sponsor will provide basic office service to include electrical charging stations, fax service, print service and wireless internet connections and laptops. Take advantage of this opportunity to brand your product with this essential service.

PC Support Center

Investment \$2,500



Solve the mystery of laptops, blackberries, smart phones, viruses and more. Provide this very valuable service to our attendees and build awareness and good will.

CTAM provides the tables and chairs, while you provide the experts.

Bag Check

Investment \$3,500



No jackets in sunny LA but lots of bags and attendees headed to the airport on May 14th. Attendees will be grateful to check their laptops or travel bags. Strategically located, the bag check will be the first and last area attendees see each day. Take advantage of this important service to leverage your company name and brand.

The Bag Check will be set up adjacent to the registration area.

Conference Bags

Investment \$1,500

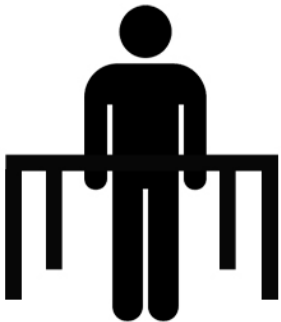


You provide the bag and CTAM delivers your message to all the Research & Insights Conference attendees. Your logo on the conference bags also becomes a walking brand to all the NCTA attendees who will be in the hotel during the conference. Plus many of our attendees may visit The Cable Show taking your brand even further. Sponsor is responsible for the bag production, transportation and hotel delivery handling fees.

Bags are subject to CTAM approval and CTAM reserves the right to insert materials.

Research Central Tables

Investment \$2,900



Showcase your research products and services among the largest and most select gathering of cable and entertainment industry research executives. Promote and demonstrate your product or service on Wednesday, Thursday, Friday during lunch and designated refreshment breaks.

Sponsorship includes:

- 1- 6' skirted table
- 2 Research Central badges
- 1- 500 watt electrical outlet
- 75 word product description

Water Dispensers

Investment \$3,000



CTAM is going green, so you will not find plastic water bottles, but attendees will find your brand when they grab a cup of water from the strategically placed water dispenser during the conference. This sponsorship gives you the unique opportunity to promote your brand to a thirsty audience each day of the conference.

Water will be distributed via 5-gallon dispensers. CTAM recommends sponsor provide:

- 2 Branded cups
- Custom graphic

Room Drops

Investment \$500 plus the hotel delivery fee



Send a special message or promotion directly to attendees in their hotel rooms. Room drops ensure high visibility and the element of surprise. All room drops are subject to CTAM approval.

Case Study Awards

Investment \$5,250



Position your company where it belongs with the best. The Research Case Study Awards recognize the most effective and innovative research efforts from MSOs, content providers and industry suppliers who have successfully positioned, conducted and used research to improve their business.

Sponsorship benefits include recognition with:

- Every mention of the Research Case Study Awards including ongoing e-mails and direct mail.
- Online and print advertisement
- Major industry trade publication
- Participation during the awards ceremony

Printed On-site Program

Investment \$10,000

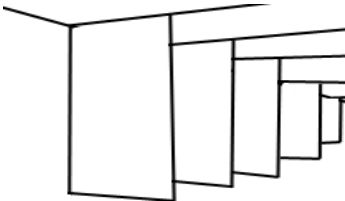


Be the single go-to guide for all the attendees throughout the conference. Every attendee will receive a printed program with the schedule, session information and more.

Sponsorship includes exclusive inside front cover, exclusive inside back cover and logo placement on the back cover.

Promotional Signs

Investment \$650/single; \$550/multiple



Create your own billboard strategically place in the traffic patterns as attendees work their way around the conference. A great way to reinforce your brand and deliver a message in your own words.

Wednesday, May 12

Afternoon Coffee Break

Investment \$3,000



Everyone will walk out of the opening General Session eager to talk and network. Grab this opening opportunity to be the first brand attendees see while they chat and discuss the opening General Session.

Opening Reception

Investment \$10,000



Enjoy exclusive conference kick-off privileges when sponsoring the Wednesday night opening reception! Attendees will be gearing up to hear the celebrity dinner speaker during your customized pre-dinner event.

CTAM provides the environment and drinks to freshly-arrived attendees while they catch up with old friends and meet new colleagues.

Opening Dinner & Keynote

Investment \$50,000



Exclusive sponsorship of this top-tier conference event provides a first-rate dinner for all attendees, followed by a celebrity speaker approved by the sponsor. This highly-promoted evening showcases your company and provides an exciting launch for the conference.

Wednesday Dessert Reception

Investment \$3,500



Sweeten up the attendees with these decadent desserts. This reception immediately follows the Opening Keynote Dinner and always draws a great crowd.

Late Night Party

Investment \$2,500



L.A. LIVE offers an unlimited number of opportunities. Venue opportunities run the full gambit from the Nokia Theatre, The Grammy Museum, Staples Center and more, within walking distance of the JW Marriott, Los Angeles Hotel.

Thursday, May 13

Continental Breakfast

Investment \$4,000



Welcome attendees to the first event of the day! Treat them to hot coffee and a continental breakfast as they gather in Research Central to gear up for a full day of learning and networking.

Morning Coffee Break

Investment \$3,000



Mingle with the industry's key research players as they chat and swap business cards over that second cup of coffee.

Research Showcase Lunch

Investment \$5,000



Veggie Burgers and sprouts for everyone, it is California! Seriously, take advantage of this strong opportunity. Lunch is the opportunity to deliver a message to the attendees while they sit and enjoy their lunch.

Lunch is a full 90 minutes so take advantage to grab the attendees eyes during the lunch period.

Afternoon Ice Cream Break

Investment \$2,500



In sunny LA ice cream is a must. We will offer "dreamsicles" for all those California Dreamers. Deliver both ice cream and your company's message all at one time.

New Member Welcome

Investment \$1,500



The combination of the Research Conference and the Cable Connection attendees should provide a well attended New Member Reception. Reach out to the new members and make a positive first impression.

Thursday, May 13 (cont.)

Thursday Evening Reception

Investment \$9,000

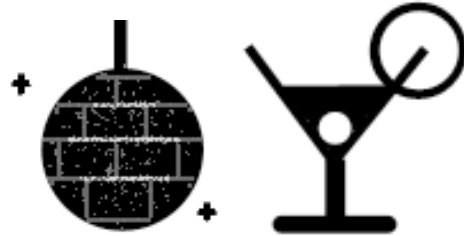


It has been an intense two days of education now comes a chance to relax, compare notes and reaffirm the new professional relationship established during the conference.

Be the sponsor that brings all this together while reinforcing your position in the research community.

Late Night Party

Investment \$2,500



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Friday, May 14

Keynote Breakfast

Investment \$3,500



Let attendees rise and shine to your company's branding. Treat them to freshly-brewed coffee and a continental breakfast on the final conference morning.

Morning Break

Investment \$2,500



Keeps the coffee flowing while you deliver your company message during the morning break.

Research Showcase Box Lunch

Investment \$4,000



Feed them, while you brand the event. Let attendees know lunch is on you at this Research Central Showcase lunch.

CTAM welcomes suggestions and ideas for other sponsorship opportunities, which must comply with the CTAM Non-Commercial Policy recently updated by the Board of Directors.

To discuss sponsorships and to reserve your spot, please contact:

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