



2024 SPONSORSHIP TOOLKIT

ANA



ABOUT THE ANA

The ANA's (Association of National Advertisers) mission is to drive growth for marketing professionals, brands and businesses, the industry, and humanity. The ANA serves the marketing needs of 20,000 brands by leveraging the 12-point ANA Growth Agenda, which has been endorsed by the Global CMO Growth Council. The ANA's membership consists of U.S. and international companies, including client-side marketers, nonprofits, fundraisers, and marketing solutions providers (data science and technology companies, ad agencies, publishers, media companies, suppliers, and vendors). The ANA creates Marketing Growth Champions by serving, educating, and advocating for more than 50,000 industry members that collectively invest more than \$400 billion in marketing and advertising annually.

ABOUT SPONSORSHIP

Sponsorship and Partner Programs with the ANA allow companies to engage and connect with senior-level client-side marketers.

Conference Sponsors are provided access to all attendees at our national industry conferences through exclusive sponsorship of breakfasts, lunches, networking coffee breaks, WiFi, live streaming, receptions, and dinners (where available). These events are open to members and nonmembers, and registration fees apply.

Exhibitors receive a presence at ANA national industry conferences with a dedicated tabletop exhibit located outside the general session room.

Partnership Programs offer year-round, high-level engagement with multiple touchpoints throughout the year. The ANA offers five unique partnership programs annually: Strategic Partner, Thought Leader, B2B Business Partner, Data Partner, and Brand Partner.

2024 ANA NATIONAL INDUSTRY CONFERENCE CALENDAR

**18
MAR**

2024 ANA MEDIA CONFERENCE
March 18-20 | Orlando, Fla.

**08
APR**

2024 ANA AI FOR MARKETERS CONFERENCE
April 8-10 | Hollywood, Fla.

**15
APR**

2024 ANA BRAND MASTERS CONFERENCE
April 15-17 | Carlsbad, Calif.

**05
MAY**

2024 ANA ADVERTISING FINANCIAL MANAGEMENT CONFERENCE
May 5-8 | Orlando, Fla.

**14
MAY**

2024 ANA IN-HOUSE AGENCY CONFERENCE
May 14-16 | Carlsbad, Calif.

**20
MAY**

2024 ANA MARTECH FOR MARKETERS CONFERENCE
May 20-22 | Orlando, Fla.

**12
JUN**

2024 ANA MASTERS OF B2B MARKETING CONFERENCE
June 12-14 | Naples, Fla.

**17
JUL**

2024 ANA DIGITAL & SOCIAL MEDIA CONFERENCE
July 17-19 | Los Angeles, Calif.

**16
SEPT**

2024 ANA MEASUREMENT & ANALYTICS CONFERENCE
September 16-18 | Chicago, Ill.

**22
OCT**

2024 ANA MASTERS OF MARKETING CONFERENCE
October 22-25 | Orlando, Fla.

**11
NOV**

2024 ANA MASTERS OF ADVERTISING LAW CONFERENCE
November 11-13 | Scottsdale, Ariz.

**18
NOV**

2024 ANA MULTICULTURAL & DIVERSITY CONFERENCE
November 18-20 | Las Vegas, Nev.

2024 ANA MEDIA CONFERENCE

MARCH 18-20
ROSEN SHINGLE CREEK | ORLANDO FLA.

The ANA Media Conference brings together media leaders to galvanize the industry and share actionable insights on the newest ways to connect with today's consumers. This event will tackle important issues and provide perspective from industry leaders. Attendees will be able to network with more than 600 marketers to gain firsthand knowledge from those facing similar challenges. Speakers will cover the industry's most critical topics, including media agency reviews, e-commerce, voice/audio, GDPR, programmatic buying, transparency, data, owned media, in-house agencies, and digital media.



2024 AGENDA
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PHOTOS
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PREVIOUS SPONSORS INCLUDED:

Ad/FIN, Bionic Ads, Cortex Media, Cuebiq, dataxu, Datorama, Extreme Reach, Factual, Innovid, Jellyfish, NCC, Neustar, Newsy, Origami, Quantcast, Simulmedia, Site Impact, Smithsonian Channel, The Trade Desk, TiVo, Triad, TripleLift, v12 Data, and XACTV.



2024 ANA MEDIA CONFERENCE

MARCH 18-20 | ROSEN SHINGLE CREEK | ORLANDO, FLA.

CONFERENCE SPONSORSHIP: (includes 3 comps)

Kickoff Session	\$30,000
Opening Night Reception	\$20,000
Breakfast	\$20,000
Lunch	\$35,000
Dinner	\$35,000
Conference Kick-Off Coffee Break	\$10,000
A.M./P.M. Networking Coffee Break	\$20,000
A.M. Networking Coffee Break	\$10,000
Networking Reception	\$20,000
Wi-Fi	\$20,000
Social Q&A	\$20,000
Room Keys	\$20,000
ANA Events App	\$20,000
Mobile Charging Stations	\$20,000
Social Photography	\$25,000
Lanyards	\$25,000

EXHIBIT: (includes 2 comps)

Tabletop Exhibit (includes lead/badge scanner)	\$8,000
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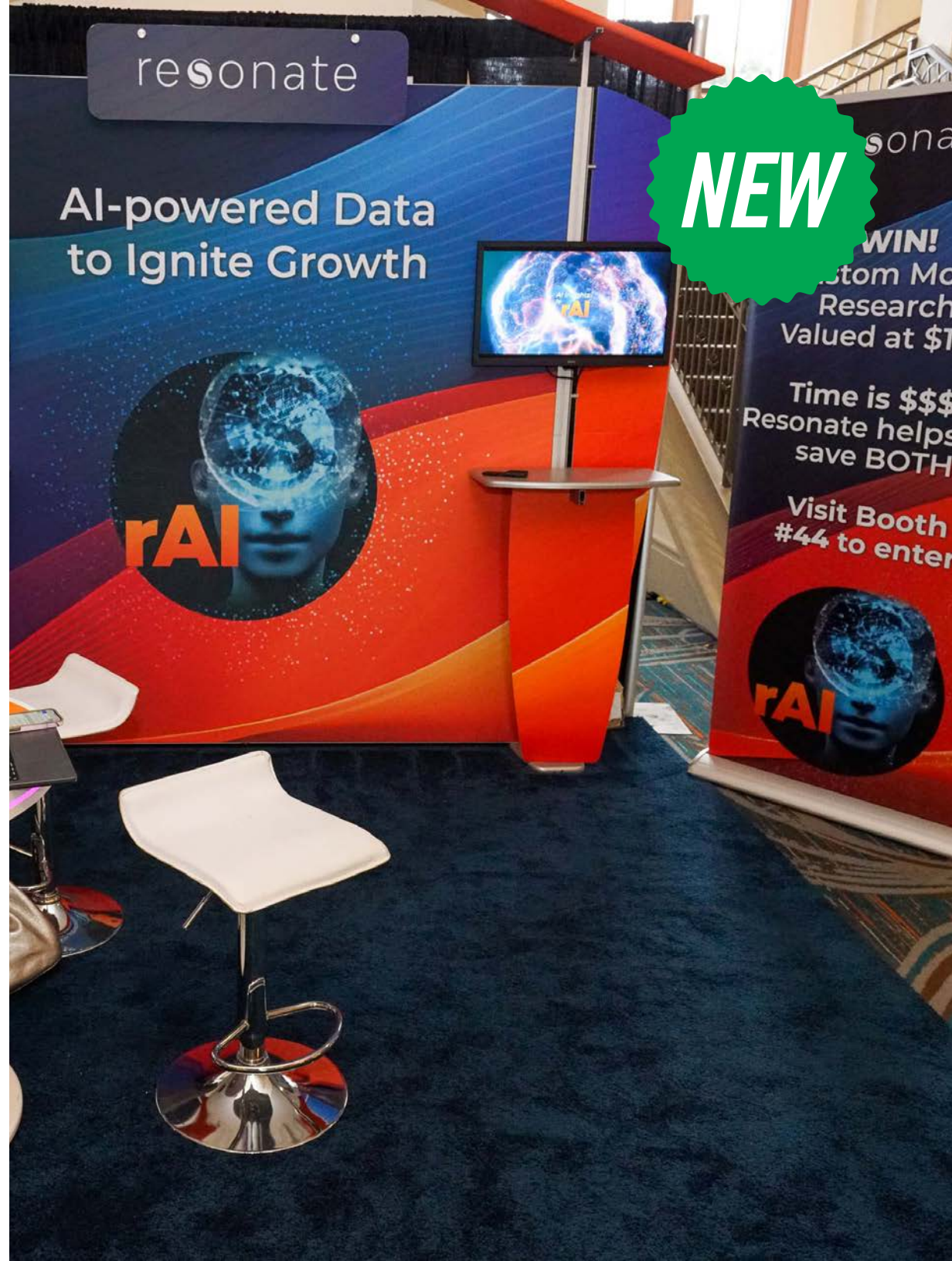
2024 AI FOR MARKETERS CONFERENCE

APRIL 8-10
MARGARITAVILLE HOLLYWOOD BEACH RESORT |
HOLLYWOOD, FLA.

We have assembled some of the industry's best experts and together will explore the myriad of use case opportunities that marketers are pursuing in applying AI and will address the issues and risks around governance, ethics, and intellectual property protection. You'll hear real examples from leading brands that demonstrate how they are successfully using this technology today to improve performance and drive efficiencies, and how some are putting guardrails in place to enable long-term success.

This event will provide you with practical education, inspiration, and expert networking opportunities to understand the evolving landscape today and in the coming year ahead to successfully integrate AI within your marketing efforts.

 **2024 AGENDA**
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2024 AI FOR MARKETERS CONFERENCE

APRIL 8-10 | MARGARITAVILLE HOLLYWOOD BEACH RESORT | HOLLYWOOD, FLA.

CONFERENCE SPONSORSHIP: (includes 3 comps)

Kickoff Session	\$30,000
Opening Night Reception	\$20,000
Breakfast	\$20,000
Lunch	\$35,000
Dinner	\$35,000
Conference Kick-Off Coffee Break	\$10,000
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A.M. Networking Coffee Break	\$10,000
Networking Reception	\$20,000
Wi-Fi	\$20,000
Social Q&A	\$20,000
Room Keys	\$20,000
ANA Events App	\$20,000
Mobile Charging Stations	\$20,000
Social Photography	\$25,000
Lanyards	\$25,000

EXHIBIT: (includes 2 comps)

Tabletop Exhibit (includes lead/badge scanner)	\$8,500
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2024 ANA BRAND MASTERS CONFERENCE

APRIL 15-17
OMNI LA COSTA RESORT AND SPA |
CARLSBAD, CALIF.

The 2024 Brand Masters conference will celebrate the ANA Growth Agenda's focus on Brand, Creativity & Media, inclusive of the key areas of Brand Management, Brand Purpose, Brands for Humans and Brand Activation. These critical areas focus on building brands, driving innovative experiences and leveraging media as the brand's centerpiece for growth. Successful branding relies on innovation and inspiration and as a result connects with consumers to grow long term customer value. We look forward to hearing from those brands that have used their marketing voice to serve customers, communities, and society.



2024 AGENDA
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PHOTOS
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PREVIOUS SPONSORS INCLUDED:

Comscore, Datorama, eBay Advertising, Edelman, Extreme Reach, InMarket, Innovid, IPSOS Connect, Julius, Marketing Evolution, Mediacom, Music Audience Exchange, NCC, Neustar, Simmons Research, Smithsonian Channel, StudioNow, Thunder Experience Cloud, Turner Broadcasting, Twitter, V12 Data, and YieldMo.



2024 ANA BRAND MASTERS CONFERENCE

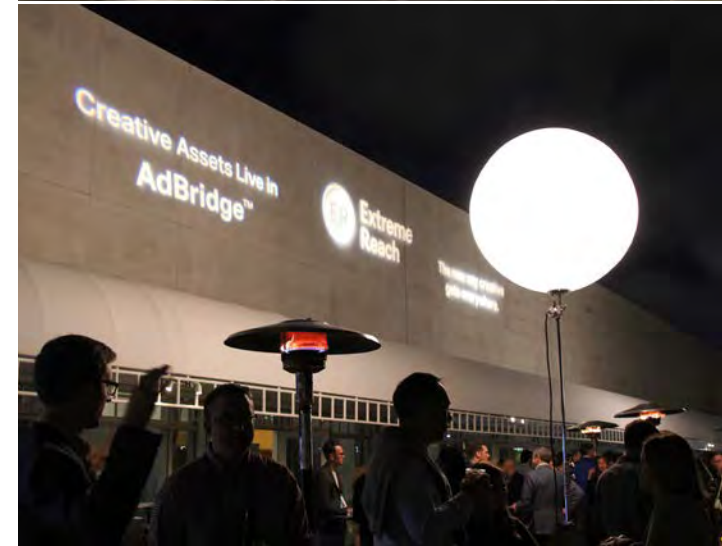
APRIL 15-17 | OMNI LA COSTA RESORT AND SPA | CARLSBAD, CALIF.

CONFERENCE SPONSORSHIP: (includes 3 comps)

Kickoff Session	\$30,000
Opening Night Reception	\$20,000
Presenting Awards Dinner Sponsor	\$40,000
Awards Category Sponsor	\$10,000
Breakfast	\$20,000
Lunch	\$35,000
Conference Kick-Off Coffee Break	\$10,000
A.M./P.M. Networking Coffee Break	\$20,000
A.M. Networking Coffee Break	\$10,000
Networking Reception	\$20,000
Wi-Fi	\$20,000
Social Q&A	\$20,000
Room Keys	\$20,000
ANA Events App	\$20,000
Mobile Charging Stations	\$20,000
Lanyards	\$25,000

EXHIBIT: (includes 2 comps)

Tabletop Exhibit (includes lead/badge scanner)	\$8,000
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2024 ANA ADVERTISING FINANCIAL MANAGEMENT CONFERENCE

MAY 5-8

**JW MARRIOTT ORLANDO, GRANDE LAKES |
ORLANDO, FLA.**

The annual ANA Advertising Financial Management Conference is the only marketing procurement and advertising financial event of its kind. It brings together top client-side marketing procurement and finance professionals with advertising agency chief financial officers and other key industry stakeholders. The conference focuses on delivering greater value to organizations, including efficiencies, cost savings, and return on investment.



2024 AGENDA
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PREVIOUS SPONSORS INCLUDED:

Active International, Ad/FIN, Agency Mania Solutions, Beekman Associates, Catch & Release, Corporate Spending Innovations, Cortex Media, Decideware, DG2, ECI, Elite Commercial Services, Extreme Reach, HH Global, IMS, Mediaocean, Oracle/NetSuite, Paymerang, Reed Smith, Rogue Producers, StudioNow, The TEAM Companies, Warner Media, Yangaroo, and Zorch.



2024 ANA ADVERTISING FINANCIAL MANAGEMENT CONFERENCE

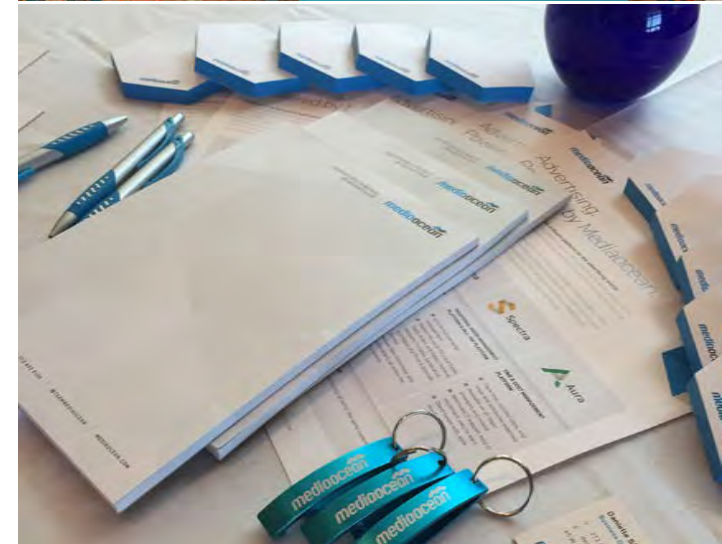
MAY 5-8 | JW MARRIOTT ORLANDO, GRANDE LAKES | ORLANDO, FLA.

CONFERENCE SPONSORSHIP: (includes 3 comps)

Kickoff Session	\$30,000
Opening Night Reception	\$20,000
Breakfast	\$20,000
Lunch	\$35,000
Dinner	\$35,000
Conference Kick-Off Coffee Break	\$10,000
A.M./P.M. Networking Coffee Break	\$20,000
A.M. Networking Coffee Break	\$10,000
Networking Reception	\$20,000
Wi-Fi	\$20,000
Social Q&A	\$20,000
Room Keys	\$20,000
ANA Events App	\$20,000
Mobile Charging Stations	\$20,000
Social Photography	\$25,000
Lanyards	\$25,000

EXHIBIT: (includes 2 comps)

Tabletop Exhibit (includes lead/badge scanner)	\$8,000
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2024 ANA IN-HOUSE AGENCY CONFERENCE

MAY 14-16

**OMNI LA COSTA RESORT & SPA |
CARLSBAD, CALIF.**

According to a recent ANA study, “The Continued Rise of the In-House Agency,” there has been substantial growth in the number of marketers with in-house agencies. More than two-thirds of client-side marketers now have an in-house agency, compared to less than half 10 years ago. These in-house agencies have also grown in scope, from “fast and cheap” to providing strategic and creative direction. At this conference you will learn from chief marketing officers, chief creative officers, heads of in-house agencies, and marketing leaders who will provide practical ideas to enhance your in-house agency operations and creative strategy.



2024 AGENDA

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PREVIOUS SPONSORS INCLUDED:

Adelphic, a Viant Company, Aquent Studios, Bionic Advertising Systems, Cella, Centro, Datorama, Extreme Reach, Mediaocean, MightyHive, Oliver, PubMatic, Simulmedia, Survata, The & Partnership, The Team Companies, Thunder Experience Cloud, Tilt Creative + Production, and TripleLift.



2024 ANA IN-HOUSE AGENCY CONFERENCE

MAY 14-16 | OMNI LA COSTA RESORT & SPA | CARLSBAD, CALIF.

CONFERENCE SPONSORSHIP: (includes 3 comps)

Kickoff Session	\$30,000
Opening Night Reception	\$20,000
Presenting Awards Dinner Sponsor	\$40,000
Awards Category Sponsor	\$10,000
Breakfast	\$20,000
Lunch	\$35,000
Conference Kick-Off Coffee Break	\$10,000
A.M./P.M. Networking Coffee Break	\$20,000
A.M. Networking Coffee Break	\$10,000
Networking Reception	\$20,000
Wi-Fi	\$20,000
Social Q&A	\$20,000
Room Keys	\$20,000
ANA Events App	\$20,000
Mobile Charging Stations	\$20,000
Lanyards	\$25,000

EXHIBIT: (includes 2 comps)

Tabletop Exhibit (includes lead/badge scanner)	\$8,000
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2024 ANA MARTECH FOR MARKETERS CONFERENCE

MAY 20-22
THE RITZ-CARLTON ORLANDO, GRANDE LAKES |
ORLANDO, FLA.

Marketing Technology powers the systems that enable great marketing, and our business is transforming.

With \$500+ billion in annual spending, a shortage of experienced talent, and an untenable evolving privacy landscape, among other huge challenges such as brand safety, transparency, copyright infringement, and more, the stakes are as high as they have been in decades, and it is the people, processes, and technologies that are enabling winning brands to mitigate risks and continue to drive business and brand growth as our marketplace evolves.

We'll explore how emerging capabilities like Generative AI, Composability, and Low Code/No Code are being used to create brilliant customer experiences more efficiently and effectively.



2024 AGENDA
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2024 ANA MARTECH FOR MARKETERS CONFERENCE

MAY 20-22 | THE RITZ-CARLTON ORLANDO, GRANDE LAKES | ORLANDO, FLA.

CONFERENCE SPONSORSHIP: (includes 3 comps)

Kickoff Session	\$30,000
Opening Night Reception	\$20,000
Breakfast	\$20,000
Lunch	\$35,000
Dinner	\$35,000
Conference Kick-Off Coffee Break	\$10,000
A.M./P.M. Networking Coffee Break	\$20,000
A.M. Networking Coffee Break	\$10,000
Networking Reception	\$20,000
Wi-Fi	\$20,000
Social Q&A	\$20,000
Room Keys	\$20,000
ANA Events App	\$20,000
Mobile Charging Stations	\$20,000
Social Photography	\$25,000
Lanyards	\$25,000

EXHIBIT: (includes 2 comps)

Tabletop Exhibit (includes lead/badge scanner)	\$8,500
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2024 ANA MASTERS OF B2B MARKETING CONFERENCE

JUNE 12-14
THE RITZ-CARLTON | NAPLES, FLA.

ANA's Masters of B2B Conference brings together today's leading business marketers who will share stories about their journeys to make marketing more relevant in their companies. This conference features two days of inspiring and insightful sessions on topics including marketing technology, customer experience, social business, marketer case studies, data and analytics, branding/brand activation, marketing and sales, client/agency relations, and marketers of the future.



2024 AGENDA
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PHOTOS
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PREVIOUS SPONSORS INCLUDED:

Captivate, Currnt, DatabaseUSA, Datorama, Demandbase, Fandango Rewards, GES Events, gyro, Hotwire Global Communications, IEEE Global Spec, LinkedIn, LovePop, Mower, Overture Promotions, SmartBrief, and Stein IAS.



2024 ANA MASTERS OF B2B MARKETING CONFERENCE

JUNE 12-14 | THE RITZ-CARLTON | NAPLES, FLA.

CONFERENCE SPONSORSHIP: (includes 3 comps)

Kickoff Session	\$30,000
B2 Awards Gala	\$25,000
Category Presenting Sponsor of the B2 Awards Gala	\$10,000
Presenting Awards Dinner Sponsor	\$40,000
Breakfast	\$20,000
Lunch	\$35,000
Conference Kick-Off Coffee Break	\$10,000
A.M./P.M. Networking Coffee Break	\$20,000
A.M. Networking Coffee Break	\$10,000
Networking Reception	\$20,000
Wi-Fi	\$20,000
Social Q&A	\$20,000
Room Keys	\$20,000
ANA Events App	\$20,000
Mobile Charging Stations	\$20,000
Social Photography	\$25,000
Lanyards	\$25,000

EXHIBIT: (includes 2 comps)

Tabletop Exhibit (includes lead/badge scanner)	\$8,000
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2024 ANA DIGITAL & SOCIAL MEDIA CONFERENCE

JULY 17-19

**INTERCONTINENTAL LOS ANGELES |
LOS ANGELES, CALIF.**

The digital and social media landscape continues to change at an unprecedented pace. What's cutting-edge today may be passé tomorrow. The 10th annual ANA Digital & Social Media Conference will feature top CMOs and key leaders who will cover important topics such as AI, augmented reality, influencer marketing, voice, virtual reality, social media, chatbots, content marketing, and measurement. This conference has become the annual go-to event to discuss industry issues and to network.

 **2024 AGENDA**
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PREVIOUS SPONSORS INCLUDED:

Accenture Interactive, AdMedia, BrandTotal, Datorama, DesignIQ, DoubleVerify, ECI Media Management, Extreme Reach, Geopath, Innovid, IPSOS Connect, ListenFirst, Meredith, Music Audience Exchange, Neustar, OneSpot, Shutterstock, and VMLY&R.



2024 ANA DIGITAL & SOCIAL MEDIA CONFERENCE

JULY 17-19 | INTERCONTINENTAL LOS ANGELES | LOS ANGELES, CALIF.

CONFERENCE SPONSORSHIP: (includes 3 comps)

Kickoff Session	\$30,000
Opening Night Reception	\$20,000
Breakfast	\$20,000
Lunch	\$35,000
Dinner	\$35,000
Conference Kick-Off Coffee Break	\$10,000
A.M./P.M. Networking Coffee Break	\$20,000
A.M. Networking Coffee Break	\$10,000
Networking Reception	\$20,000
Wi-Fi	\$20,000
Social Q&A	\$20,000
Room Keys	\$20,000
ANA Events App	\$20,000
Mobile Charging Stations	\$20,000
Lanyards	\$25,000

EXHIBIT: (includes 2 comps)

Tabletop Exhibit (includes lead/badge scanner)	\$8,000
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2024 ANA MEASUREMENT & ANALYTICS CONFERENCE

SEPTEMBER 16-18
RADISSON BLU AQUA HOTEL | CHICAGO, ILL.

“What gets measured is what gets done” is an old business maxim that’s as relevant today as it has ever been. Better measurement can help marketers make better business decisions and add billions of dollars to the bottom line.

This ANA conference will provide attendees with practical ideas to improve marketing decision-making through measurement.



2024 AGENDA
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PREVIOUS SPONSORS INCLUDED:

Alphonso, Cadent, Comscore, Datorama, Drawbridge, Geopath, Google, Hulu, Invoca, IPSOS Connect, iSpot, Marketing Evolution, Neustar, Resonate, TiVo Research, V12 Data, and Video Advertising Bureau.



2024 ANA MEASUREMENT & ANALYTICS CONFERENCE

SEPTEMBER 16-18 | RADISSON BLU AQUA HOTEL | CHICAGO, ILL.

CONFERENCE SPONSORSHIP: (includes 3 comps)

Kickoff Session	\$30,000
Opening Night Reception	\$20,000
Breakfast	\$20,000
Lunch	\$35,000
Dinner	\$35,000
Conference Kick-Off Coffee Break	\$10,000
A.M./P.M. Networking Coffee Break	\$20,000
A.M. Networking Coffee Break	\$10,000
Networking Reception	\$20,000
Wi-Fi	\$20,000
Social Q&A	\$20,000
Room Keys	\$20,000
ANA Events App	\$20,000
Mobile Charging Stations	\$20,000
Lanyards	\$25,000

EXHIBIT: (includes 2 comps)

Tabletop Exhibit (includes lead/badge scanner)	\$8,000
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2024 ANA MASTERS OF MARKETING CONFERENCE

OCTOBER 22-25
ROSEN SHINGLE CREEK | ORLANDO, FLA.

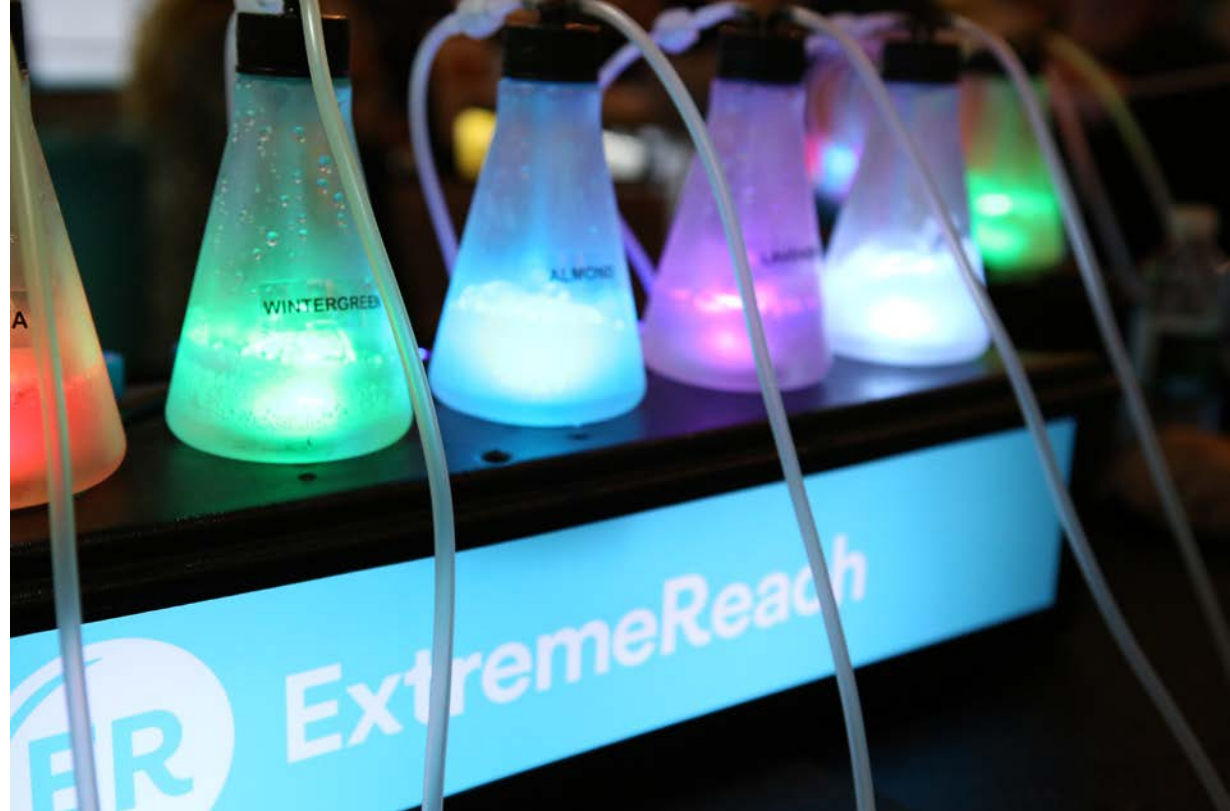
Join the nation's chief marketing officers and leaders from the client-side marketer, agency, and media worlds for our industry's signature event. This conference offers an opportunity to learn from and engage with the leaders of the marketing community who have built brands, leveraged the expanding array of media, made marketing more accountable, and improved the quality of their marketing organizations.

 **2024 AGENDA**
[CLICK HERE](#)

 **PHOTOS**
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PREVIOUS SPONSORS INCLUDED:

A+E Networks, Accenture Interactive, Active International, Adobe, Animated Storyboard, Cadent, Captivate, Claritas, Datorama, Deloitte Digital, eBay, ECI Media Management, Experian, Extreme Reach, Facebook, Flashtalking, GfK/MRI Simmons, Google, HC2 Network, Inc./Azteca America/belN Media, Hulu, IBM Watson Media and Weather, iHeart Media, inMarket, Innovid, iSpot, Kantar, LiveRamp, LPGA, Marketing Evolution, Mediaocean, Meredith, Merkle, MobileFuse, MPA, Nativo, NCC, Neustar, Optimizely, Overture Promotions, Pandora, Pathmatics, Pinterest, Premion, Quantcast, Radio Advertising Bureau, Resonate, Roku, Simulmedia, Teads, The Female Quotient, The Walt Disney Company, Throttle, Triad Retail Media, TripleLift, TVB, Twitter, UPTv, USPS, Verizon Media, Viacom Ad Solutions, Video Advertising Bureau, Visa USA, WestwoodOne/Cumulus Media, Winmo, WTA, XACTV, Xandr and YouGov.



2024 ANA MASTERS OF MARKETING CONFERENCE

OCTOBER 22-25 | ROSEN SHINGLE CREEK | ORLANDO, FLA.

CONFERENCE SPONSORSHIP: (includes 3 comps)

Pre-Receptions	\$40,000
Post-Receptions	\$30,000–\$35,000
A.M./P.M. Networking Coffee Break	\$30,000
Wi-Fi	\$35,000
Room Keys	\$35,000
Q&A	\$35,000
ANA Events App	\$35,000
Mobile Charging Stations	\$35,000
Shuttle Buses (if necessary)	\$35,000
Conference Bags (plus cost of bags)	\$35,000
Golf/Tennis Tournaments	\$35,000
Social Photography	\$35,000
Branding/Banner/TV	\$20,000–\$35,000
Lanyards	\$35,000

EXHIBIT: (Includes 2 full comps)

10x10 Exhibit (includes lead/badge scanner)	\$28,000
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AV, power, and internet not included



2024 ANA MULTICULTURAL & DIVERSITY CONFERENCE

NOVEMBER 18-20

BELLAGIO HOTEL | LAS VEGAS, NEV.

The ANA Multicultural Marketing & Diversity Conference has become the annual go-to event to discuss and debate industry issues and to network and celebrate. Plus, the ANA Multicultural Excellence Awards will recognize the year's best multicultural advertising campaigns.



2024 AGENDA
[CLICK HERE](#)



PHOTOS
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PREVIOUS SPONSORS INCLUDED:

Aspire, aspireTV, Claritas, Essence, Essential Accessibility, Geopath, H Code Media, Mirriad, Music Audience Exchange, Nielsen, Pandora, Pod Digital Media, Times Group, Video Advertising Bureau, VIX, and Zeta Global.



2024 ANA MULTICULTURAL MARKETING & DIVERSITY CONFERENCE

NOVEMBER 18-20 | BELLAGIO HOTEL | LAS VEGAS, NEV.

CONFERENCE SPONSORSHIP: (includes 3 comps)

Kickoff Session	\$30,000
Opening Night Reception	\$23,000
Multicultural Excellence Awards Category Sponsorship	\$15,000
Multicultural Excellence Awards Dinner	\$40,000
Presenting Awards Dinner Sponsor	\$40,000
Breakfast	\$20,000
Lunch	\$35,000
Conference Kick-Off Coffee Break	\$10,000
A.M./P.M. Networking Coffee Break	\$20,000
A.M. Networking Coffee Break	\$10,000
Networking Reception	\$20,000
Wi-Fi	\$20,000
Social Q&A	\$20,000
Room Keys	\$20,000
ANA Events App	\$20,000
Mobile Charging Stations	\$20,000
Lanyards	\$25,000

EXHIBIT: (includes 2 comps)

Tabletop Exhibit (includes lead/badge scanner)	\$8,000
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CONFERENCE SPONSORSHIP OPPORTUNITIES

MEALS/SPEAKING:



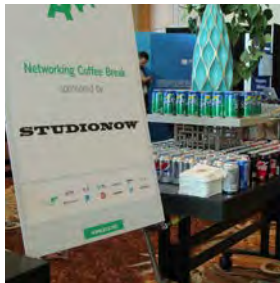
Breakfasts, lunches, and dinners provide opportunities to speak and present valuable thought leadership within the meal room. Length of the session ranges from 10 to 20 minutes. The session abstract and speaker names will be added to the conference website and Events App. Sponsors are welcome to provide additional signage and distribute additional materials/collateral on seats.

WI-FI:



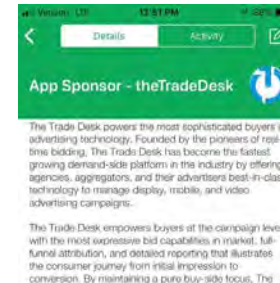
The Wi-Fi package includes sponsorship of the Wi-Fi services within the general session room to keep our attendees connected, posting, and tweeting during the conference. Sponsor to furnish custom Wi-Fi cards with sponsor logo and log in information, which will be placed at each seat.

NETWORKING COFFEE BREAKS:



During the first full day of the conference, we offer a 20-minute morning **refreshment and networking break**. The morning break allows a sponsor to show a 60-second video/sizzle reel within the general session room, indicating the start of the break. The ANA also offers a **continuous afternoon coffee break** without a hard stop in the agenda. Both breaks offer the ability to distribute materials, collateral, or promotion items on the coffee stations.

EVENTS APP:



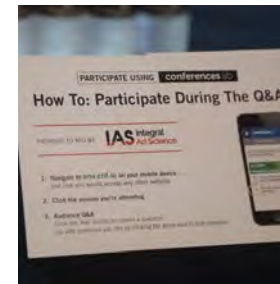
The ANA Events App is the go-to resource for accessing the conference agenda, attendee list, and social media connections. The Events App sponsor will have recognition onsite and in the app, which includes a corporate profile, and the option to craft two push notifications per day. Use the push notification to share thought leadership, drive a click-through contest or connect to a custom landing page.

RECEPTIONS:



ANA receptions offer a one-hour full bar with passed hors d'oeuvres, creating a relaxed networking environment for attendees to meet and connect. Receptions include the ability to display signage and distribute materials or other uniquely branded items, helping your company take center stage.

Q&A:



Stay top of mind during the conference while sharing thought leadership on stage during the Q&A sessions with speakers. The Q&A allows attendees to submit questions from the conference's I/O platform at the end of each presentation. The sponsor logo is displayed on the bottom of the screens, along with a 140-character "insight" or "did you know?".

CONFERENCE SPONSORSHIP OPPORTUNITIES

ROOM KEYS:



Sponsorship of keys will showcase your brand and message each time attendees enter their rooms. The room key sponsorship includes branded room keys with folders (sponsor branding on the inside) handed out to each attendee at check-in.

LANYARDS:



Company logo will be double-sided on all lanyards. Recognition on stage and through signage reminding attendees to get their badge and lanyard at registration.

MOBILE CHARGING STATIONS:



A fully charged mobile device is critical to staying connected. Sponsorship of the mobile charging stations allows attendees to keep phones and tablets fully powered. The ANA provides three standing charging stations, which includes a full wrap of sponsor-supplied branding and the ability to utilize video media capabilities (artwork and media to be supplied by the sponsor). The ANA will handle the logistics of the wrapping, etc. If there aren't suitable power outlets in a visible location, sponsor must cover the cost of standard electric drop.

SOCIAL PHOTOGRAPHY:



Activation will have an area with a professional photographer who will be capturing and taking pictures of attendees and sending their pictures via email. Activation can be a professional picture or group picture. Sponsor & Photographer will have the ability to scan everyone that takes pictures within the Social Photography area. Sponsor will be given two (2) attendee badge scanners.

All conference sponsorships above include three complimentary registrations, logo attribution as a conference sponsor on agenda webpage, a 75-word corporate profile, social media handles and logo listed in the Conference Sponsor tab on the ANA Events App, and a digital ad in the app, plus mention on stage in the general session room.

NOTE: Basic A/V, including screen, projector, mic, and podium, is part of the sponsored packages above. Any additional activation, such as talent, music, decoration, lighting (likely needed for outdoor receptions), etc., is NOT included. Additional A/V and activation fees are the responsibility of the sponsor. Reception sponsors may choose to personalize the reception with entertainment or decoration (at the sponsor's expense).

Attendee Lists: Attendee lists will be made available through the ANA Events App for all registered attendees on the first day of the conference. The ANA attendee lists includes name, title, and company. No contact information will be provided.

NOTE: There is a renewal deadline for incumbent sponsors approximately 90 days prior to the event. After that time, sponsorships are available on a first-come, first-served basis.

EXHIBITOR OPPORTUNITIES

EXHIBIT:



Create an experience attendees will remember at an exhibit space during an ANA national industry conference. An exhibit allows for a visible footprint outside the general session room for the duration of the conference. Exhibitors may distribute materials, collateral, or other promotional items from their tabletop display. Interaction with attendees is typically highest before or breakfasts and lunches and during networking coffee breaks. Includes:

- One 6' skirted table, two chairs and a waste basket in a 6x8 space at select national industry conferences, with the exception of Masters of Marketing (10x10 space). Should not exceed the overall allocated footprint.
- One complimentary registration (additional passes may be purchased at the discounted ANA MSP Gold member rate).
- A corporate profile, and social media handles and logo listed in Exhibitor tab on the ANA Events App.
- Power, internet/Wi-Fi, or A/V equipment is not included and may be rented directly through ANA's contracted provider.
- Capture attendee contact information with the ANA's lead retrieval badge scanners. One badge scanner is included in exhibitor sponsorship. All scanned data will be returned to exhibitor following the event with contact information of scans collected during the conference.

