

# SAMMA 2007

SOUTH ASIANS IN MEDIA AND MARKETING ASSOCIATION  
MEDIA & MARKETING SUMMIT

## SPONSORSHIP OPPORTUNITIES NYU STERN, NEW YORK CITY

The **SOUTH ASIANS IN MEDIA AND MARKETING SUMMIT 2007** brings together top executives, entrepreneurs and thought leaders to discuss and debate the the hot button issues facing the world of new media, marketing and entertainment, with an eye towards the emergence of South Asians in Media and Marketing.

**Attendees Include 250+ leading innovators and influencers** – including CEOs, CMOs, General Managers, VPs, entrepreneurs, agency executives and venture capitalists. **Become a sponsor today.**

### SPONSORSHIP BENEFITS:

- **ENGAGE DECISION MAKERS** at leading media companies, agencies and advertisers
- **GAIN BRAND EXPOSURE** among media & marketing decision makers and influencers
- **SUPPORT DIVERSITY** and the growth of South Asians in media & marketing
- **RECRUIT** top-tier industry talent in media and marketing

#### PLATINUM SPONSORSHIP \$8,500

- Official “Presenting” Sponsor in all online and offline materials
- Track, Workshop or Event sponsorship
- Premier visual display in Conference Lobby
- Full page advertisement
- Premier logo placement in Gala program
- Product Sampling and/or Conference Bag inclusion
- “Presenting” sponsor mention and logo in press materials and press releases
- Website link for (1) year minimum
- Mention and logo placement in SAMMA newsletter
- Premier seating at Gala
- Recognition at conference gala as “Presenting Sponsor”
- (3) invites to all conference events

#### GOLD SPONSORSHIP \$5,000

- Official “Gold” Sponsor in all online and offline materials
- Workshop or Event sponsorship
- Prominent visual display in Conference Lobby
- Half page advertisement
- Logo placement in Gala program
- Product Sampling and/or Conference Bag inclusion
- Logo inclusion in press materials and press releases
- Website link for (1) year minimum
- Mention and logo placement in SAMMA newsletter
- Prominent seating at Gala
- Recognition at conference gala as “Gold Sponsor”
- (2) invites to all conference events

#### SILVER SPONSORSHIP \$2,500

- Official “Silver” Sponsor in all online and offline materials
- Workshop sponsorship
- Prominent visual display in Conference Lobby
- Quarter page advertisement
- Logo placement in Gala program
- Conference Bag inclusion
- Logo inclusion in press materials and press releases
- Website link for (1) year minimum
- Mention and logo placement in SAMMA newsletter
- Preferred seating at Gala
- (1) invite to all conference events

\* Customized packages available

For more info, contact: **Manoj Aggarwal, Director, Beyond Interactive, maggarwal@beyondinteractive.com, 212.500.9360** or **Durjoy (Ace) Bhattacharjya, Director, USTA, durjoy@usta.com, 914.697.2268**

### ADDITIONAL SPONSORSHIP OPPORTUNITIES PRICING VARIES

#### LANYARD SPONSORSHIP (EXCLUSIVE)

Be the exclusive branded provider of customized lanyards used and visibly displayed by all attendees and speakers for each day of the conference.

#### BRANDED CONFERENCE BAG (EXCLUSIVE)

Brand the SAMMA Media and Marketing SUMMIT 2007 conference bag to maximize presence. Put your Brand in every SAMMA attendee's and speaker's hands.

#### SPEAKERS/VIP LOUNGE SPONSORSHIP

Gain Brand exposure with conference keynotes, senior executives, participants and press. Your Brand will be featured in signage at entrance and in-room presence.

#### KICK OFF COCKTAIL RECEPTION (FRIDAY EVENING)– SOLD OUT

Be part of welcoming participants to the first night of the conference, an evening of appetizers and cocktails with an exciting opening night keynote.

#### SATURDAY MORNING BREAK SPONSORSHIP

Give conference attendees a lift from 8:00 am -10:30 am by sponsoring the Breakfast Break.

#### SATURDAY SEATED LUNCH (SATURDAY AFTERNOON)

Serve as Title Sponsor of Saturday afternoon's keynote address and luncheon which will bring together speakers and attendees all in one place.

#### SATURDAY AFTERNOON BREAK SPONSOR

Give conference attendees a lift from 2:00 pm - 4:00 pm by sponsoring the Afternoon Break.

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## SPONSOR COMMITMENT FORM NYU STERN, NEW YORK CITY

### MARKETING AND SPONSORSHIP COMMITMENT FORM

I'm excited to be a sponsor of the **SAMMA Media and Marketing Summit 2007**.

To take advantage of the following opportunities, please fill out this form completely and fax to 212-500-9309, email your SAMMA Contact or email [sponsorships@sammaconference.com](mailto:sponsorships@sammaconference.com).

Company Name \_\_\_\_\_

Company Contact \_\_\_\_\_

Company Contact Email \_\_\_\_\_ Phone \_\_\_\_\_

Brand/Executive/Department to be billed \_\_\_\_\_

Billing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

TYPE OF OPPORTUNITY	PRICE	QUANTITY	INITIAL
Platinum Sponsorship	\$8500	_____	_____
Gold Sponsorship	\$5000	_____	_____
Silver Sponsorship	\$2500	_____	_____
Lanyard (Exclusive)	Contact	_____	_____
Conference Bag (Exclusive)	Contact	_____	_____
Speakers/VIP Lounge	Contact	_____	_____
Friday Evening Kick Off Cocktail Reception	<b>Sold Out</b>	_____	_____
Saturday Evening Gala Dinner	Contact	_____	_____
Saturday AM Break Sponsor (Exclusive)	\$1500	_____	_____
Saturday Afternoon Break Sponsor (Exclusive)	\$1500	_____	_____

**I agree to the fees associated with the sponsorship items I have approved above with my initials.**

Authorized Signature \_\_\_\_\_

Name (Please Print) \_\_\_\_\_ Date \_\_\_\_\_

For more info, contact: Manoj Aggarwal, Director, Beyond Interactive, [maggarwal@beyondinteractive.com](mailto:maggarwal@beyondinteractive.com), 212.500.9360 or Durjoy (Ace) Bhattacharjya, Director, USTA, [durjoy@usta.com](mailto:durjoy@usta.com), 914.697.2268