



**AT A GLANCE**

- Exposure to top tier marketing professionals in the performance marketing industry
- Prominent brand exposure in event programme, website, and signage
- High-quality lead generation

**TESTIMONIALS**

“As a DealMaker sponsor last year, we were able to meet so many more publishers and really show off our brand and what we can offer. At the Symposium, we were able to form relationships and discuss opportunities with partners that we hadn’t crossed paths with previously, as well as being able to put faces to names of those we had already been in touch with.”

**Annie Jakeman**  
Ecommerce Manager  
**GLD Group (Superga)**

“When it comes to industry events Symposium is one of the first we look out for. It’s always well attended and an opportunity to meet agencies and brands direct. Looking forward to 2017’s event.”

**Patrick Guidi**  
Business Development Manager  
**InteractiveMapp, formerly TERADATA**

# Maximise Your 2017 Sales

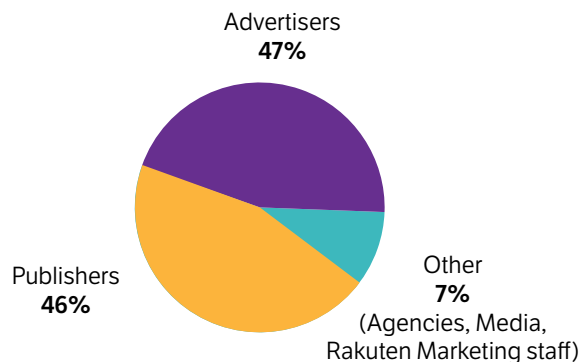
The Symposium London is *the* gathering place for performance marketing leaders to build their online initiatives and forge new business relationships. Through inspirational content and premium networking sessions, Rakuten Marketing strives to give our guests strategic advice and endless opportunities to form profitable partnerships.

**COMPELLING PARTNERSHIP OPPORTUNITIES**

**We offer a variety of exciting sponsorship packages providing a range of brand exposure opportunities!**

**AUDIENCE**

**Attendees include mid to senior-level marketers in the performance marketing industry, from Rakuten Marketing’s client base of over 500 brands, publishers, and partners.**



**Across our affiliate network, advertisers who attended Symposium outperformed the network by achieving:**

- Relationship growth by 14%
- Order growth of 6%
- GMS growth of 11%

**Attending publishers outperformed the network:**

- Order growth by 14%
- GMS growth by 14%

**Our display clients who attended Symposium last year also outperformed non-attende retargeting clients by a margin of 112% before Symposium and 178% thereafter.**

**A SAMPLE OF 2016 SPONSORS**



**To learn more about our Symposium London 2017 sponsorship opportunities, contact your Rakuten Marketing Representative or [events@mail.rakuten.com](mailto:events@mail.rakuten.com)**



# Sponsorship Opportunities

The following sponsorship packages have been specially designed to allow you to maximise your participation and exposure at this year's event.

## **PLATINUM LEVEL SPONSOR – £7,000** (EXCLUSIVE-AVAILABLE)

Take centre stage at Symposium London with a focal point in the DeakMaker room, and strong branding throughout the event.

- 6ft DealMaker table
- Logo on website, emails, and event signage
- 2 blog posts posted to the Rakuten Affiliate Network blog featuring sponsor as Platinum sponsor (one announcement and one thank you)
- Special mention in email that will go out to all attendees pre-event
- Designated sponsor page on Pathable with the ability to track leads
- 50 word company description and logo in event programme
- 2 page ad in event programme
- Mention in event press release
- Attendee preview - organisations confirmed 2 weeks before event
- Promotional material distribution in tote bag
- Floor sticker at entrance of event to include sponsor logo
- 4 passes to Symposium and the after party
- Company mention during opening remarks

## **GOLD LEVEL SPONSOR – £5,000** (EXCLUSIVE-AVAILABLE)

Go for Gold with strong brand presence throughout the venue and mention in exclusive event press release.

- 6ft DealMaker table
- Logo on website, emails, and event signage
- Special mention in email that will go out to all attendees pre-event
- 50 word company description and logo in event programme
- 1 page ad in event programme
- Mention in event press release
- Attendee preview - organisations confirmed 2 weeks before event
- Promotional material distribution in tote bag
- 3 passes to Symposium and the after party

## **SILVER LEVEL SPONSOR – £4,000** (EXCLUSIVE-AVAILABLE)

- 6ft DealMaker table
- Prominent logo on website, emails, and event signage
- Special mention in email that will go out to attendees pre-event
- 50 word company description and logo in event programme
- ½ page ad in event programme
- Attendee preview - organisations confirmed 2 weeks before event
- Promotional material distribution in tote bag
- 2 passes to Symposium and the after party

## **BRONZE LEVEL SPONSOR – £3,500** (AVAILABLE)

- 6ft DealMaker table
- Logo on website, emails, and event signage
- 50 word company description and logo in event programme
- ¼ page ad in event programme
- Attendee preview - organisations confirmed 2 weeks before event
- Promotional material distribution in tote bag
- 2 passes to Symposium and the after party

## **BLOGGER PARTNERSHIP SPONSOR – £5,000** (AVAILABLE)

- Private lunch with 8 selected bloggers
- 6ft DealMaker table
- Logo on event website and in programme
- 50 word company description and logo in event programme
- Attendee preview - organisations confirmed 2 weeks before event
- 1 pass to Symposium and the after party
- Promotional distribution in tote bag

## **REGISTRATION SPONSOR – £3,000** (AVAILABLE)

- Co-branded registration desk
- Co-branded attendee badges
- 50 word company description and logo in event programme
- ¼ page ad in event programme
- Logo on event website
- 2 passes to Symposium and the after party
- Promotional distribution in tote bag



**DRINKS RECEPTION SPONSOR – £2,500**  
(EXCLUSIVE-AVAILABLE)

- Sponsored drinks reception during afternoon DealMaker
- Branded drinks station
- Attendee preview - organisations confirmed 2 weeks before event
- Special signage promoting company as Drinks Reception sponsor
- Custom napkins at bar with sponsor logo (one color; black)
- 50 word company description and logo in event programme
- Logo on event website
- ¼ page ad in event programme
- 2 passes to Symposium and the after party
- Promotional distribution in tote bag

**DEALMAKER TABLE – £2,500**  
(AVAILABLE)

DealMaker tables provide endless networking opportunities guaranteed. Your brand will hold a presence at the event, encouraging maximum interactions with prospects and partners.

- 6ft DealMaker table
- Logo on website, emails, and event signage
- 50 word company description and logo in event programme
- Attendee preview - organisations confirmed 2 weeks before event
- Promotional material distribution in tote bag
- 1 pass to Symposium and the after party

**DEALMAKER PILLAR BRANDING – £3,000**  
(AVAILABLE)

- Full pillar wrap on a prominent pillar in the DealMaker room (photos will be provided)
- 6ft DealMaker table
- Attendee preview - organisations confirmed 2 weeks before event
- Logo on event website
- 50 word company description and logo in event programme
- 1 pass to Symposium and the after party

**EVENT APP SPONSOR – £4,000**  
(AVAILABLE)

- Logo on event website, app, event app signage, and programme
- 6ft DealMaker table
- Logo on event website
- ¼ page ad in event programme
- Attendee preview - organisations confirmed 2 weeks before event
- 50 word company description and logo in event programme
- 2 passes to Symposium and the after party
- Promotional distribution in tote bag

**TOTE BAG INSERT – £250**  
(AVAILABLE)

- Inclusion of marketing material or promotional item in the Symposium London 2017 tote bag handed out to all event attendees. The total quantity requested is 550 pieces and the item must be preapproved by Rakuten Marketing.
- Attendee preview - organisations confirmed 2 weeks before event
- Logo on event website
- 50 word company description and logo in event programme

**WI-FI SPONSOR – £2,000**  
(1 AVAILABLE)

- Sponsored Wi-Fi access for all Symposium attendees
- Recognition on event website
- Mention in event programme
- Attendee preview - organisations confirmed 2 weeks before event
- Promotional material distribution in tote bag
- 1 pass to Symposium and the after party

**AFTER PARTY SPONSOR – £6,000**  
(AVAILABLE)

Our prestigious After Party gives attendees the chance to let their hair down at the end of the day. This is your opportunity to co-host this exclusive event!

- Official sponsorship of the after party in London venue
- Logo on event website and the after party signage
- 50 word company description in event programme
- 1 page ad in event programme
- Promotional distribution in tote bag
- Attendee preview - organisations confirmed 2 weeks before event
- 2 passes to Symposium and 4 passes to the after party

**AFTER PARTY PHOTO BOOTH – £3,500**  
(EXCLUSIVE-AVAILABLE)

- Sponsor company logo printed on every virtual copy of photo booth photo - to be posted on Facebook
- Sponsor company logo printed on all photo booth printouts
- 50 word company description in event programme
- Attendee preview - organisations confirmed 2 weeks before event
- Promotional distribution in tote bag
- Logo on event website

**FULL COLOUR EVENT PROGRAMME ADVERTISEMENT**  
(AVAILABLE)

BACK PAGE – ~~£650~~ | FULL PAGE - **£350**

HALF PAGE - **£250** | QUARTER PAGE - **£125**

**WATER BOTTLE – £3,000**  
(AVAILABLE)

- Rakuten Marketing will create 1,000 water bottles branded with sponsor logos to be given out on Wednesday, 19 April
- Logo on signage displayed in event space advertising sponsor as the exclusive water bottle sponsor
- Quarter (¼) page ad in event program
- Attendee preview (company name and title, sent two (2) weeks before the event)
- Fifty (50) word company description in event program
- Logo on event website
- 1 pass to Symposium and the after party

**PATHABLE SPONSOR PAGE – £250**  
(AVAILABLE)

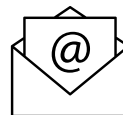
- Custom page for sponsor on Pathable, our private online networking community
- Page will be available for sponsor to update and promote their brand and attendance at Symposium
- Ability to actively collect leads on the attendees that visit sponsor page

**MOBILE COMMERCE – £3,000**  
(AVAILABLE)

- Logo on Mobile Charging Station to be placed in main area of the event
- Quarter (¼) page ad in event program
- Attendee preview (company name and title, sent two (2) weeks before the event)
- Fifty (50) word company description in event program
- Logo on event website
- 1 pass to Symposium and the after party

**RESERVED LUNCH TABLE – £750**  
(AVAILABLE)

- Private lunch table for 10 available for sponsor all day during Symposium London. Table to be marked with table tent using company logo
- Company logo and 50-word description in event program
- Logo on event website and in several event communications to attendees both registered and not registered
- Company preview (company and title only) sent prior to event
- Option to include promotional material in event goodie bag (550 quantity)
- Ability to pre book meetings at table through Pathable



For all availability and pricing, or to discuss any other possible opportunities, contact [events@mail.rakuten.com](mailto:events@mail.rakuten.com)

**We welcome your ideas!**