

# DIGITAL BOOK WORLD

CONFERENCE + EXPO

MARCH 7-9, 2016 • NYC

@DIGIBOOKWORLD  
#DBW16

HILTON NEW YORK  
NEW YORK CITY

## DIGITAL BOOK WORLD CONFERENCE + EXPO 2016

### Where Book Publishing Meets the Digital Transformation

The Digital Book World Conference + Expo 2016 will be the most important conference event of the year for digital publishing and digital publishing strategies. Nearly 2,000 publishing professionals will come together in NYC to focus on how they can develop, grow, and transform their organizations to compete more effectively in an ever-changing digital publishing environment.

### Who Attends the Digital Book World Conference + Expo?

- Decision makers. More than 60% identify themselves as senior management, digital, editorial, sales/marketing, or production management
- Global. More than 25% of DBW's attendees come from Europe, Latin America, Middle East, Africa, Asia and Australia
- Big and Small. Attendees come from all of the Big 5 Publishing Houses, small- and mid-sized publishers, other media companies, universities, associations, technology companies, libraries, consultancies, etc.

### The Digital Book World Reach and Influence

- DigitalBookWorld.com averages 116,000 monthly visits, 87,000 unique visitors and a highly engaged audience spending more than three minutes on site
- International attendees assemble from more than 35 countries around the world looking for new ways to develop and improve their business.

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## TITLE SPONSORSHIP: ONE (1) EXCLUSIVE OPPORTUNITY

### CONFERENCE + EXPO

- Strategic speaking opportunity (to be determined by DBW Conference co-chair)
- Two (2) sponsored 30-minute case studies/breakout sessions
- Branding & signage co-sponsor for daily lunch within the Showcase display area
- Main Conference panel session participation
- Up to 20 x 20 display booth (prime location) in Digital Book World Exhibit Showcase (includes ID sign, table/chairs and wireless internet access)
- Ten (10) complimentary Total Access registrations. (Note: 50% discount on additional passes for sponsor personnel)
- Primary logo placement in all marketing materials—print, online and on-site
- Full-page ad in Conference program
- Company listing w/logo in online sponsor directory
- Sponsorship of official DBW registration packet

- Web Ad on the conference website
- Logo on podium signs (sign will say F+W Events, Publishers Launch and Title Sponsor)
- VIP Reserved Table – Digital Book Award Gala (Evening Program)

### RECOMMENDED DBW ONLINE COMMUNITY OPTIONS (BUNDLED RATES AVAILABLE)

- Two (2) Sponsored DBW.com Daily sends
- Two (2) dedicated email blasts
- One (1) custom-branded white paper
- Five (5) sponsored blog posts
- 90-day banner ad on DBW.com online community site
- Two-time use opt-in attendee list post event
- Two (2) sponsored webcasts post event

### INVESTMENT COST

**\$30,000**

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## PRESENTING SPONSORSHIP (LIMITED TO 3)

- One (1) sponsored 30-minute case study/breakout session
- Main Conference panel session participation
- Co-sponsor with signage of coffee breaks during the main Conference
- 10x20 booth display in Digital Book World Exhibit Showcase (includes ID sign, table/chairs/ Logo on Website)
- Six (6) complimentary Total Access registrations. (Note: 50% discount on additional passes for sponsor personnel)
- Primary logo placement in all marketing materials—print, online, and on-site
- Full-page ad in Conference program
- Company listing w/logo in online sponsor directory
- One (1) promotional item in official DBW registration packet
- VIP Reserved Table – Digital Book Award Gala (Evening Program)

## RECOMMENDED DBW ONLINE COMMUNITY OPTIONS (BUNDLED RATES AVAILABLE)

- 60-day banner ad on DBW.com online community site
- One (1) Sponsored DBW.com Daily eNewsletter
- Two (2) dedicated email blasts
- Three (3) sponsored blog posts
- One-time use opt-in attendee list post event
- One (1) sponsored webcast post event

**INVESTMENT COST**

**\$25,000**

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## ← CONFERENCE TRACK SPONSOR (LIMITED TO 6) →

- Sponsor will take a **“thought leader”** role and host one (1) conference track for one (1) conference day (TBD)
- Sponsor can make brief opening remarks during the first breakout session to welcome attendees and frame the session topic. This is an opportunity to position yourself as a thought leader in the market. *It is important to the credibility of the program that these remarks not be a presentation of your products/services*
- Sponsor introduces the moderator for each break-out session in sponsored track
- Sponsor will have the opportunity to create their own breakout session in a separate, sponsored session track
- One (1) table-top display in Digital Book World Exhibit Hall (Includes: Chairs/table, ID Sign/Logo on Website)
- Two (2) complimentary Total Access Conference passes for your exhibit personnel (additional passes will be available to you at a 50% discount)
- Secondary logo placement in all marketing materials—print, online, and on-site
- Logo on podium signs (Sign will say F+W Events, Publishers Launch and Sponsor)
- Company listing w/logo in online sponsor directory
- One (1) promotional item in conference folder/bag

**INVESTMENT COST**

**\$22,500**

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## SUPPORTING SPONSORSHIP

- One (1) sponsored 30-minute case study/breakout session
- 10x20 booth display in Digital Book World Exhibit Showcase (includes ID sign, table/chairs & wireless internet access)
- Main Conference panel session participation
- Four (4) complimentary Total Access registrations. (Note: 50% discount on additional passes for sponsor personnel)
- Secondary logo placement in select marketing materials—print, online, and on-site
- Half-page ad in Conference program
- Company listing w/logo in online sponsor directory
- One (1) promotional item in official DBW registration packet

## RECOMMENDED DBW ONLINE COMMUNITY OPTIONS (BUNDLED RATES AVAILABLE)

- 60-day banner ad on DBW.com online community site
- One (1) Sponsored DBW.com Daily eNewsletter
- Two (2) dedicated email blasts
- Three (3) sponsored blog posts

**INVESTMENT COST**

**\$17,500**

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## PARTICIPATING SPONSORSHIP

- One (1) sponsored 30-minute case study/breakout session
- 10x10 booth display in Digital Book World Exhibit Showcase (includes ID sign, table/chairs)
- Two (2) complimentary Total Access registrations. (Note: 50% discount on additional passes for sponsor personnel)
- Half-page ad in Conference program
- Secondary logo placement in select marketing materials—print, online, and on-site
- Company listing w/logo in online sponsor directory
- One (1) promotional item in official DBW registration packet

## RECOMMENDED DBW ONLINE COMMUNITY OPTIONS (BUNDLED RATES AVAILABLE)

- One (1) sponsored DBW.com daily eNewsletter
- 30-day banner ad on DBW.com online community site
- One (1) dedicated email blast
- One-time use opt-in attendee list post event

**INVESTMENT COST**

**\$13,500**

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## CASE STUDY BREAK-OUT SESSION PACKAGE (LIMITED 8)

- One (1) table-top display in Digital Book World Exhibit Hall (includes ID sign, Chairs/Table, Logo on Website)
- 30 Minute Case- Study Break -out Session (Date/Time TBD)
- 2 full Conference passes for your exhibit personnel. (Note: 50% discount on additional passes for exhibitor personnel)
- Company listing w/logo/link on DBW Sponsor Website

**INVESTMENT COST**

**\$8,500**

## EXHIBITOR PLUS + PACKAGE

- 10x10 booth display in Digital Book World Exhibit Showcase (includes ID sign, Chairs/Tables, Logo on Website)
- Two (2) full Conference passes for your exhibit passes. Note: 50% discount on additional passes for exhibitor personnel
- Company listing w/logo in online sponsor directory
- One (1) dedicated email blast (28K+ Publishing Book Professionals)
- One (1) promotional item in official DBW registration packet

**INVESTMENT COST**

**\$7,500**

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## EXHIBITOR PACKAGE

- 10x 10 Booth Display in Digital Book World Exhibit Hall (Includes: Chairs/Table ID Sign/Logo on Website)
- Two (2) full Conference passes for your exhibit personnel. Note: 50% discount on additional passes for exhibitor personnel
- Company listing w/logo in online sponsor directory
- One (1) promotional item in official DBW registration packet

**INVESTMENT COST**

**\$5,500**

## TABLE-TOP PACKAGE

- One (1) table-top display in Digital Book World Exhibit Hall (Includes: Chairs/Table, ID Sign/Logo on Website)
- One (1) full Conference passes for your exhibit personnel. (Note: 50% discount on additional passes for exhibitor personnel)
- Company listing w/logo in online sponsor directory

**INVESTMENT COST**

**\$4,500**



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NETWORKING/BRANDING SPONSORSHIP OPPORTUNITIES	PRICE
Charging Station (1 available)	\$1,500
Official DBW Show Mobile App	\$2,000
DBW Opening Day Reception (Community Fund Raiser)	\$5,000
Digital Book Awards Gala	from \$10,000
Lanyard	\$5,000 – sold
Badge Sponsor	\$1,500
Official DBW Bag Sponsorship	\$8,000
Promo distribution in bags (other than literature distribution)	\$1,500
Pens	\$2,000
Notepads	\$2,000
Coffee breaks	\$1,500
Lunch	\$5,000
Hospitality Suites	\$500/room/day
Floor Decals	\$2,000
Wifi	\$5,000
Registration Counters Graphics: Total of 2 panels	\$1,500
Banners	
Free standing billboard: 1 sided	\$1,500

NETWORKING/BRANDING SPONSORSHIP OPPORTUNITIES	PRICE
Free standing billboard: 2 sided	\$2,500
Lounge area on level 3 outside ballroom	\$5,000
T-shirt (official show shirt with sponsor logo on back/DBW front)	TBD
Case Study Sponsor: 30 Minute Session during break	\$6,500
Hilton Elevator Door Clings: 2nd floor, 1 door (center)	
Hilton Elevator Door Clings: 2nd floor, 6 doors (1 bank)	
Hilton Elevator Door Clings: 2nd floor, 12 doors (2 banks)	
Hilton Room Drop: Under Door	
Hilton Room Drop: Inside room	
Hilton Room Drop: Hang on Door	
Hilton Guest Room TV: shown throughout 2085 rooms	
Hilton In Elevator video monitors: 12 elevators/24 hrs continuous	
Hilton Digital LCD Reader Boards: Lobby Level 2 (silent, no audio)	
Hilton Room Keys	