



REALSCREEN WEST 2018

JUNE 5-7, 2018 | FAIRMONT MIRAMAR HOTEL, SANTA MONICA, CA

SPONSORSHIP MENU

850+
Delegates

150+
Buyers

24%
Closed a deal



Realscreen West is focused exclusively on the business and craft of making unscripted entertainment. Covering a wide range of content — gameshows, docusoaps, docureality, studio-based and lifestyle competition, and much more — this three-day conference is the only international gathering of the unscripted community on America's sunny West Coast. Over the past 10 years, Realscreen West has earned a top spot on the list of "must attend" events for producers, buyers and distributors of reality fare from around the globe.

MARQUEE SPONSOR

One (1) Exclusive Opportunity

REALSCREEN

WEST 2018

CORE ELEMENTS

- Opening Night Cocktail Party
 - Ten (10) general conference passes (additional conference passes at the discounted sponsor rate of \$825 USD)
- Meeting Space
 - Exclusive use of Jones Library as meeting space
- Lanyards
- Delegate bag insert, (1) branded item into delegate bags
- Sponsorship of Keynote plus one (1) conference session of choice
 - Opportunity to deliver a one-minute welcome intro address
 - Opportunity to air 60 second sizzle reel at the beginning of the conference session
 - Opportunity to provide and present a thank-you gift to the keynote speaker at the close of the presentation
 - Prominent logo representation on all promotional materials in support of the keynote presentation
- Key Cards
 - Logo on hotel key cards for Realscreen West delegates

ADVERTISING & PROMOTION

- Full page 4-color advertisement in the May/June 2018 issue of *realscreen*
- Leaderboard ad in rotation on west.realscreen.com
- Two (2) eblast invitations to the cocktail party sent by *Realscreen* on behalf of sponsor (sponsor has the option to supply, or *Realscreen* can create)
- Two (2) Pull-up banners placed in high-traffic areas (provided by sponsor)
- Marquee Sponsor identification on all pre-event promotional material to include print and digital
- Extensive logo and branding exposure on conference signage and multimedia preceding each session



GOLD SPONSOR

Three (3) Opportunities

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WEST 2018

CORE ELEMENTS

- Four (4) general conference passes (additional conference passes at the discounted sponsor rate of \$825USD)
- Opportunity to insert one (1) branded item into delegate bags
- Sponsorship of one (1) conference session (first-come, first-served)
 - Opportunity to air 60 second sizzle reel at the beginning of the conference session

ADVERTISING & PROMOTION

- Full page 4-color advertisement in the May/June 2018 issue of *realscreen*
- Premium logo exposure on all pre-event promotional material to include print and digital in *realscreen* and other trade publications
- Leaderboard ad in rotation on west.realscreen.com
- Extensive logo and branding exposure on conference signage and multimedia
- One (1) pull-up banner to be placed in a high traffic area (sponsor to provide banner and stand)

PLUS ONE (1) CHOICE OF:



REGISTRATION DESK

- Sponsor's branding of the entire Registration Desk
- One additional pull-up banner
- *Realscreen* will supply one Plasma/LCD screen for sponsor programming to show at registration desk



CLOSING COCKTAIL PARTY & DELEGATE BAGS

- Takes place in the Miramar Gardens (weather permitting)
- One additional pull-up banner (to be placed at party)
- Sponsor may provide branded napkins, accessories, etc (at sponsor's expense)
- Opportunity for 1-minute address during cocktail



DELEGATE'S LOUNGE AND PROVIDED MEALS

- Opportunity to provide branding in lounge and work with *Realscreen* on design elements
- Two additional pull-up banners in high traffic areas
- Exclusive sponsorship of breakfast and lunch meals served to all attendees (may provide branded napkins, accessories, etc. at sponsor's expense)

SILVER SPONSOR

Four (4) Opportunities

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CORE ELEMENTS

- Three (3) general conference passes (additional conference passes at the discounted sponsor rate of \$825USD)
- Opportunity to insert one (1) branded item into delegate bags
- Sponsorship of one (1) conference session (first-come, first-served)
 - Opportunity to air 60 second sizzle reel at the beginning of the conference session

ADVERTISING & PROMOTION

- Full page 4-color advertisement in the May/June 2018 issue of *realscreen*
- Premium logo exposure on all pre-event promotional material to include print and digital in *realscreen* and other trade publications
- Leaderboard ad in rotation on west.realscreen.com
- Extensive logo and branding exposure on conference signage and multimedia
- One (1) pull-up banner to be placed in a high traffic area (sponsor to provide banner and stand)

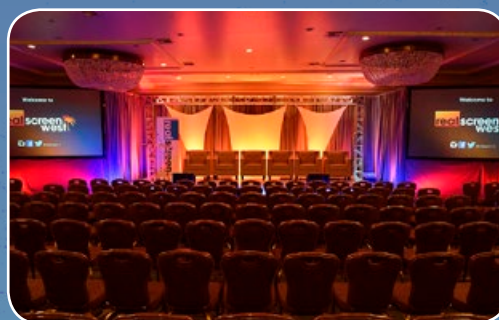
PLUS ONE (1) CHOICE OF:

30 MINUTES WITH, PITCHING PARTNERS, LUNCHEON ROUNDTABLES SESSIONS, SPEED PITCHING AND MEET AN EXPERT

- Logo exposure on agenda (on website, delegate book and selected onsite signage)
- Logo on tabletop signage, opportunity for sponsor to provide branded napkins at Luncheon Roundtable sessions
- Two (2) additional pull-up banners inside The Main House and The Study' where 30 Minutes With and Luncheon Roundtable sessions take place (provided by sponsor)

MAIN SESSION ROOM NAMING RIGHT PACKAGE

- Marketing and promotional material will refer to room by the sponsor's name as agreed to by sponsor and Realscreen
- Logo/room name on the 2 large screens flanking the stage as delegates enter and depart the room
- Other in-room signage to be discussed
- Six (6) reserved seats for sponsor (opportunity to identify with branding such as special chair covers)
- 1 pull-up banner to be placed outside of the room



REALXCHANGE & AWARENESS

- Logo on all communications sent between delegates on realXchange
- Full Page Ad or Outside Back Cover of the Realscreen West delegate book (based on availability at the time of booking)
- 10x newsletter ads in the Realscreen Daily Newsletter leading up to and after the event (ad unit based on availability)
- 25,000 Wallpaper/Leaderboard impressions on realscreen.com leading up to leading up to and after the event
- 1 eBlast to Realscreen West delegates
- One additional pull-up banner in high-traffic area

NETWORKING COFFEE BREAKS

- Coffee stations to be serviced during the networking coffee breaks
- May supply coffee cups, lids, napkins, stir sticks, etc. to be used during the networking coffee breaks
- Coffee break stations will have the opportunity for branding
- Logo exposure on agenda (on both website and delegate book)
- Logo on tabletop signage

BRONZE SPONSOR

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CORE ELEMENTS

- Two (2) general conference passes (additional conference passes at the discounted sponsor rate of \$825USD)
- Sponsorship of one (1) conference session (first-come, first-served)
- Opportunity to insert one (1) branded item into delegate bags

ADVERTISING & PROMOTION

- Quarter-page 4-color advertisement in the May/June issue 2018 of realscreen (upgrade to a full page ad for an additional \$1500USD)
- Premium logo exposure on all pre-event promotional material to include print and digital in Realscreen and other trade publications
- Extensive logo and branding exposure on conference signage and multimedia

PLUS ONE (1) CHOICE OF:

WIFI SPONSOR

- Sponsor logo to accompany WiFi information on delegate badges and social media
- Branded wifi password

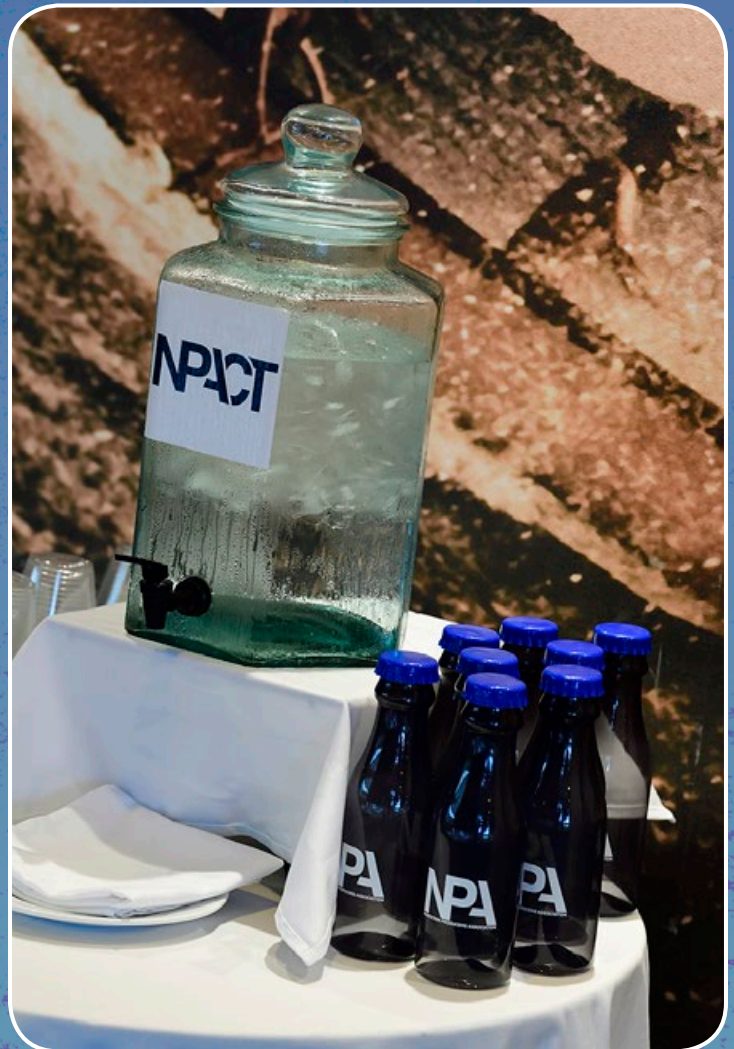
DELEGATE BADGE INSERTS

SOLD

- Extended inserts to be company-branded
- Exclusive Sponsorship of shared conference WiFi and realXchange delegate social media tool
- logo on delegate badge with wifi information
- Logo on all communications sent between delegates on realXchange

WATER BOTTLES AND WATER STATIONS

- Realscreen supplies reusable water bottles with your logo, to be inserted into delegate bags
- Water stations will include logo branding (stickers, bubbler cover, etc)



BOOTH PACKAGE

Eight (8) Opportunities

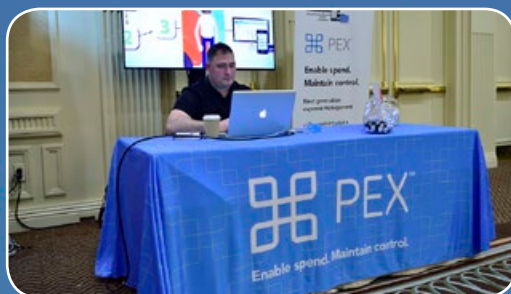
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CORE ELEMENTS

- 8'x6' space in exhibit area located in the Delegates' Lounge or in the foyer
- Includes one (1) table with two (2) meeting chairs
- Includes basic power with extension cord and power bar (any additional a/v requirements can be ordered ahead through the hotel's a/v supplier)
- Access to conference shared WiFi
- Two (2) general conference passes (additional conference passes at the discounted sponsor rate of \$825USD)
- Opportunity to insert one (1) branded item into delegate bags

ADVERTISING & PROMOTION

- Quarter page 4-color advertisement in the May/June 2018 issue of realscreen (upgrade to a full page for \$1500US)
- Logo exposure on exhibitor signage onsite and website
- One (1) e-blast to Realscreen West delegates



OTHER SPONSORSHIP OPTIONS

PRIVATE MEETING SPACE: BI-LEVEL BUNGALOW:

- King bedroom for three (3) nights
- Meeting portion of the bungalow includes a dining table and chairs, sofa, tv and stand as well as a wet bar
- Two (2) general conference passes (additional conference passes at the discounted sponsor rate of \$825USD)

PRIVATE CONTINENTAL BREAKFAST FOR UP TO 50 INVITED GUESTS:

- Served on The Bungalow patio
- Champagne to be offered to guests
- Sponsor may bring in branded napkins, pull-up banner or other promotional items (at sponsor's expense)
- Includes dedicated email blast invitation



A la Carte

- Reserved Meeting Tables (includes 1 cocktail round and 4 chairs): \$995
- Delegate Bag Insert: \$1,250
- Full Page in Delegate Book \$1500
- Half Page in Delegate Book \$800
- Guestroom Drop – Inquire

(All rates in US dollars)

Don't see anything here that works for you? Don't worry...

We open to new ideas to help promote and build your brand.

Ask us to customize a package to specifically fit your goals.