



Thank you for your interest in sponsoring the New Media Collaborative on May 15th. New Media Lab is setting the standard for new media curriculum based education and for our collaborative lab, we are aiming to reach a group of attendees that are taking a second look at their online presence, making this an ideal demographic for companies offering web based and/or marketing services. We expect the New Media Collaborative to be a very popular event with modern content delivered by some of the nation's top new media educators.

## the attendees

New Media Lab is bringing Texas (heavy emphasis locally) as well as national decision makers of small to medium sized businesses to spend the day interacting with us around social media in *their* marketing. These professionals are from a range of business models: such as C-Level executives, public relations, retail and small business owners and executives, marketing and association executives, as well as non profit leaders.

We're beginning with 120 available seats with an option to expand. New Media Collaborative will be held in a well suited tech facility, complete with high speed wireless as attendees are encouraged to bring laptops in order to make this a truly interactive experience.

## the venue

Our goal is to create a unique 'experience' for our attendees, and much labor was involved in choosing the facility. The Marriott Round Rock is equipped for all of our needs- wireless internet, an on-site event manager on call during the New Media Collaborative, free parking for attendees, world class food, beverages (they serve Starbucks of course) and service. We have available to us an atrium great for networking (which we'll encourage attendees to do so, especially with you).

Because the event is located north of Austin rather than south, traffic will be less challenging for attendees. For those flying in from out of town, we will have a block of rooms available at a reduced rate for the event. We're proud to present at the Marriott as they are simply a cut above.

## the schedule

**The New Media Collaborative will be held from 8am to 5pm on Friday, May 1st.**

The venue offers an on-site bar and grill perfect for post-event face time opportunities with attendees that choose to stick around.

## The schedule is as follows:

- 8:00-9:00 Registration, traditional networking with attendees
- 9:00-12:00 Curriculum based interactive instruction (emphasis on Q&A time)
- 12:00-1:00 Working lunch (headline sponsor has opportunity to speak)
- 1:00-4:00 Hands-on social media setup instruction
- 4:00-5:00 Networking social media style, iPhone giveaway at day's end

# thesponsors

We are keeping our sponsorship opportunities extremely limited and exclusive. We are hand selecting sponsors that will benefit from involvement, are local and understand our goals as well as our attendee's goals.

	Headline Sponsor	Premiere Sponsor	Basic Sponsor
Included in all online promotions for event	★	★	★
Included in all print marketing materials	★	★	★
Inclusion in chair drop print materials	★	★	★
Brand presence in slideshow during all hourly breaks	★	★	★
Attendance to conference included	★	★	★
Sponsor iPhone mixer at 4:00, named the sponsor of \$200 Apple gift card	■	★	■
Sponsor iPhone mixer at 4:00, named the sponsor of an Apple iPhone	★	■	■
Speaking opportunity during working lunch	★	■	■
Included on Q&A panel of speakers	★	■	■
Named as sponsor for all wi-fi for attendees	★	■	■

*for pricing and availability, contact us today*

## SPONSOR CONTACT:

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