



Navigating the Digital Labyrinth

In partnership, the Canadian Marketing Association and Marketing Magazine presents the annual Digital Day Conference in Toronto on November 2, 2010 at the Allstream Centre.



With an expected 400 plus digital marketing professionals in attendance, this full day of intense workshops, panel discussions and keynote presentations will showcase leaders from across Canada and around the globe. Wrapping up the days events will be Marketing Magazine's presentation of the Annual Digital Marketing Awards.

NOVEMBER 2, DIGITAL DAY:

This year's Digital Day agenda has been crafted by a full digital industry committee that represents a cross-section of industry visionaries. Leading this impressive committee are our Digital Day co chairs:

- **LISA CHARTERS**, SVP Director Digital, Random House of Canada Ltd.
- **DEBORAH HALL**, Managing Director, WEB2MOBILE

This year's theme will focus on "Navigating the Digital Labyrinth"

What do I use?
When do I use it?
Who do I target?
WHERE DO I TURN?

Whether you're a search guru or social media newbie, you need to find your way to Digital Day!

Putting it all out there, no holds-barred, it's an anything-goes marketplace and we will focus our efforts to share with our audience the opportunities available within the quickly changing digital marketing landscape and the new realities of business.

See agenda for full line-up!



MARKETING



Sponsorship Opportunities

Reach an influential audience of marketers, agencies and media players during a full-day event and rub elbows with industry thought leaders who are committed to putting Canada on the top of the marketing charts! We welcome your sponsorship involvement! Let us know your communication strategy and the key target group you would like to reach and we will customize a package to meet your needs and price point.

Packages benefits (based on investment) may include:

- Logo recognition on all on-site print and digital in-venue signage
- Logo placement on Digital Day website
- Logo exposure in printed agenda book
- Agenda presence (access to agenda with possible speaking opportunity or Digital Flipbook Presentation)
- Customized on-site activation (booth, kiosk, shuttle bus, cocktail reception, breakfast, lunch sponsors)
- Verbal sponsor recognition during introductions
- Print ad in the November issue of Marketing which will be handed out at the event
- Online ads on Marketing Daily or marketing mag.ca
- Opportunity to provide premium item for agenda bag
- Tickets



The following are a few options:

Lead Sponsorship \$40,000 (1)

- Take a lead role in this two day event.
- Receive significant exposure through keynote, panel and event sessions.
- Package includes media benefits

Presenting Sponsorship – \$20,000 (5)

- Presenting level sponsorships will provide extensive exposure throughout the day with access to agenda content (keynote or session sponsor, panel or moderator roles)
- Package includes media benefits.

Feature Sponsorships - \$10,000 (5)

- Feature level sponsorships offer access to one agenda conference item.
- Opportunities allow for a full day of exposure as far as having exclusive involvement in interactive programs including: official Wifi, Video Podcasting, Luncheon Sponsor, Business Centre, Shuttle Bus, Post Cocktail VIP Reception sponsor.
- Package includes media benefits.

Digital Flipbook! - \$8,000 (3)

- Get access to this exclusive audience for six minutes and 40 seconds!
- Make your point and share your idea and passion.
- During the “Digital Flipbook” hour, you can present to attendees 20 slides at 20 seconds each.
- All content must be approved by the Digital Day committee co-chairs.

Associate Sponsorships - \$5,000

- Associate level participation provides valuable on-site exposure.
- Programs include: Event Bag, Coat Check, Spa Sponsor, Coffee Break, Dessert Table, and Contest Sponsor.

Supplier Sponsorships - \$3,000

- Supplier sponsor will have the opportunity to provide branded merchandise to the attendees.
- Supplier opportunities can include lanyards, pens, agenda books or bookmarks.



**ALLSTREAM CENTRE,
EXHIBITION PLACE**

2010 Digital Day, 8:30 AM – 5:30 PM

A glimpse into the jam packed full day agenda that is to come!

OPENING KEYNOTE:

→ Jimmy Wales, Internet Entrepreneur,
Co-Founder of Wikipedia, and
President of Wikia Inc.

SEARCH:

- An examination of major search engines

FINDING THE BALANCE:

- How publishers are monetizing digital properties and what it means for marketers

DO YOU REALLY NEED AN APP FOR THAT?

- Discussing the purpose of apps and how to design effectively

MONETIZING CONTENT:

- Online broadcast and video

MOBILE/SMS PROMOTIONS:

- Learn how SMS has made marketing campaigns more effective, and how these campaigns can help tie together your mobile web and applications strategy.

LUNCH KEYNOTE:

A framework for successful community engagement

→ Michael Procopio, Social Media Lead,
HP Software

→ Jennifer Evans, Founder and Chief
Strategist, Sequentia Environics

IPSOS REID RESEARCH SESSION

DIGITAL EXPERIENCE IN RETAIL VS. ONLINE

- Listen to a leading retailer and brand marketer share how digital out of home and in-store technology have been integrated and executed

BRANDS TO HANG OUT WITH

Moderator: Sean Moffitt

- How to be an interesting, engaged brand in social media

DIGITAL FLIPBOOK SESSIONS

- Six Sessions. 20 Slides. 20 Seconds. Six high impact, engaging and leading-edge digital themed presentations. (sponsored)

CLOSING KEYNOTE INCLUDE:

→ Joseph Jaffe, Author, Flip the Funnel



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