



**MARKETING
ANALYTICS
SUMMIT™**
DATA AT WORK

JUNE 2-4, 2025
SHERATON PHOENIX DOWNTOWN | PHOENIX, AZ

EXPO: JUNE 3-4

PRODUCED BY **risingmedia™**

www.marketinganalyticssummit.com

NEW FOR 2025!

ATTENDEE PARTNER PROGRAM

Meetings, Meetings, Meetings

How it Works

- We're inviting a select number of senior attendees from leading brands to the event and putting them up in the conference hotel, in return for taking part in our Sponsor Meeting Program. Regular attendees can also take part.
- Sponsors can also submit lists of attendees or companies they would like invited by the organizers.
- All meetings are arranged on the MAS registration platform.
- Diamond, Platinum and Gold sponsors are guaranteed a certain number of meetings (see page 10)
- Silver and Bronze sponsors also participate, but are not guaranteed a set number of meetings.

All meetings are scheduled in 15 minute slots during the breaks, at your booth, so the attendees don't miss any sessions.

Arrive with a slate of meetings and leave with real connections.

THE HISTORY OF THE MARKETING ANALYTICS SUMMIT

Marketing Analytics Summit has been at the leading-edge of digital analytics since 2002.

Digital analytics helps businesses make data-driven decisions and understand their online performance from website traffic analysis and customer behavior tracking, to search, social, and email analytics. The Marketing Analytics Summit is where the industry gathers to share information on specific tools, techniques, and case studies.

Attribution, segmentation, experimentation, and new opportunities such as ML and AI are discussed along with practical advice on getting entire organizations to adopt a data-driven culture.

The Marketing Analytics Summit is all about:

Equipping businesses to optimize marketing strategy and operations using analytics and automation

Providing excellent knowledge and networking opportunities for all attendees

Delivering a large and relevant audience of key decision-makers for sponsors and exhibitors

Marketing Analytics Summit – the birthplace of an industry and the Digital Analytics Association.

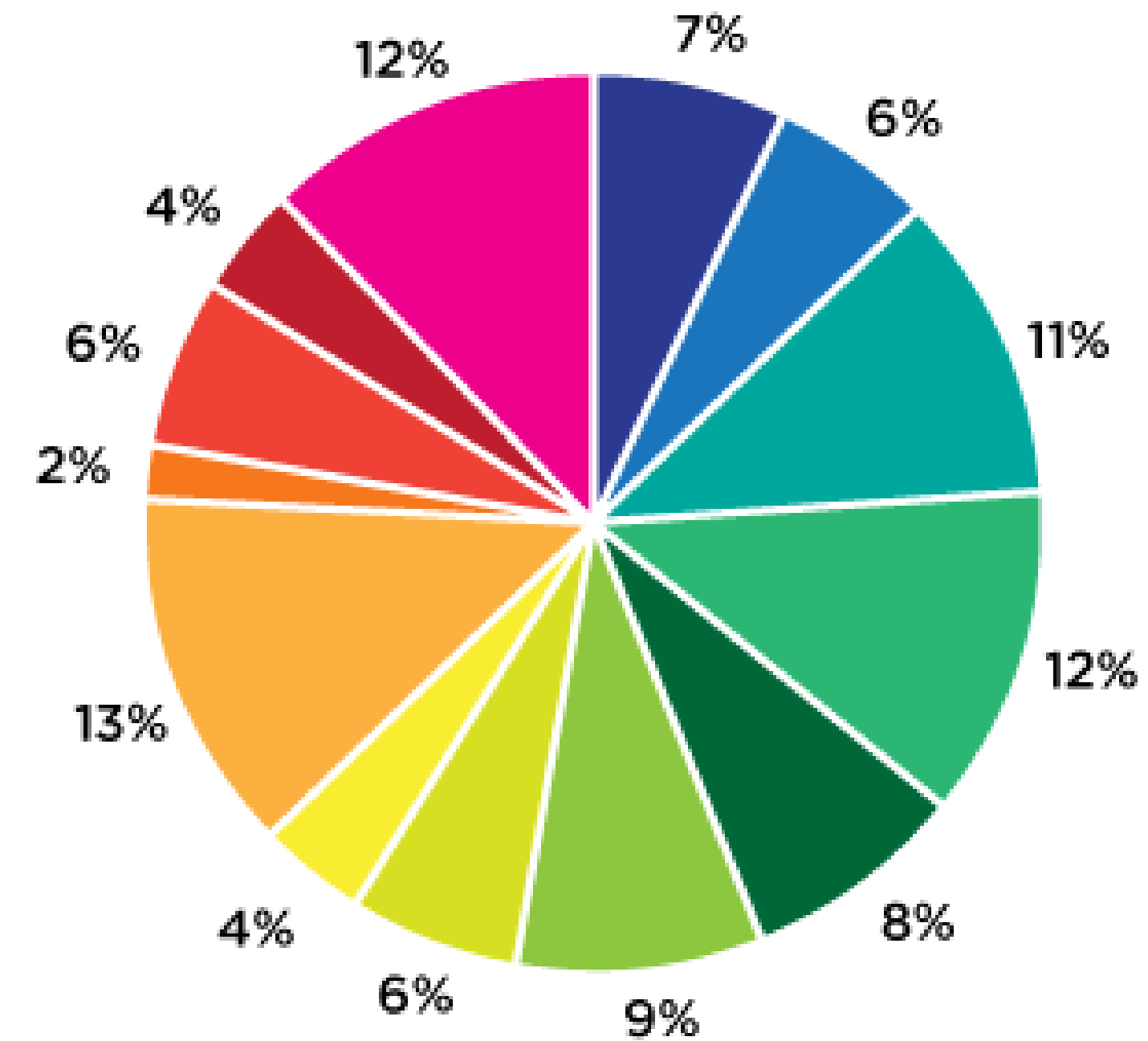
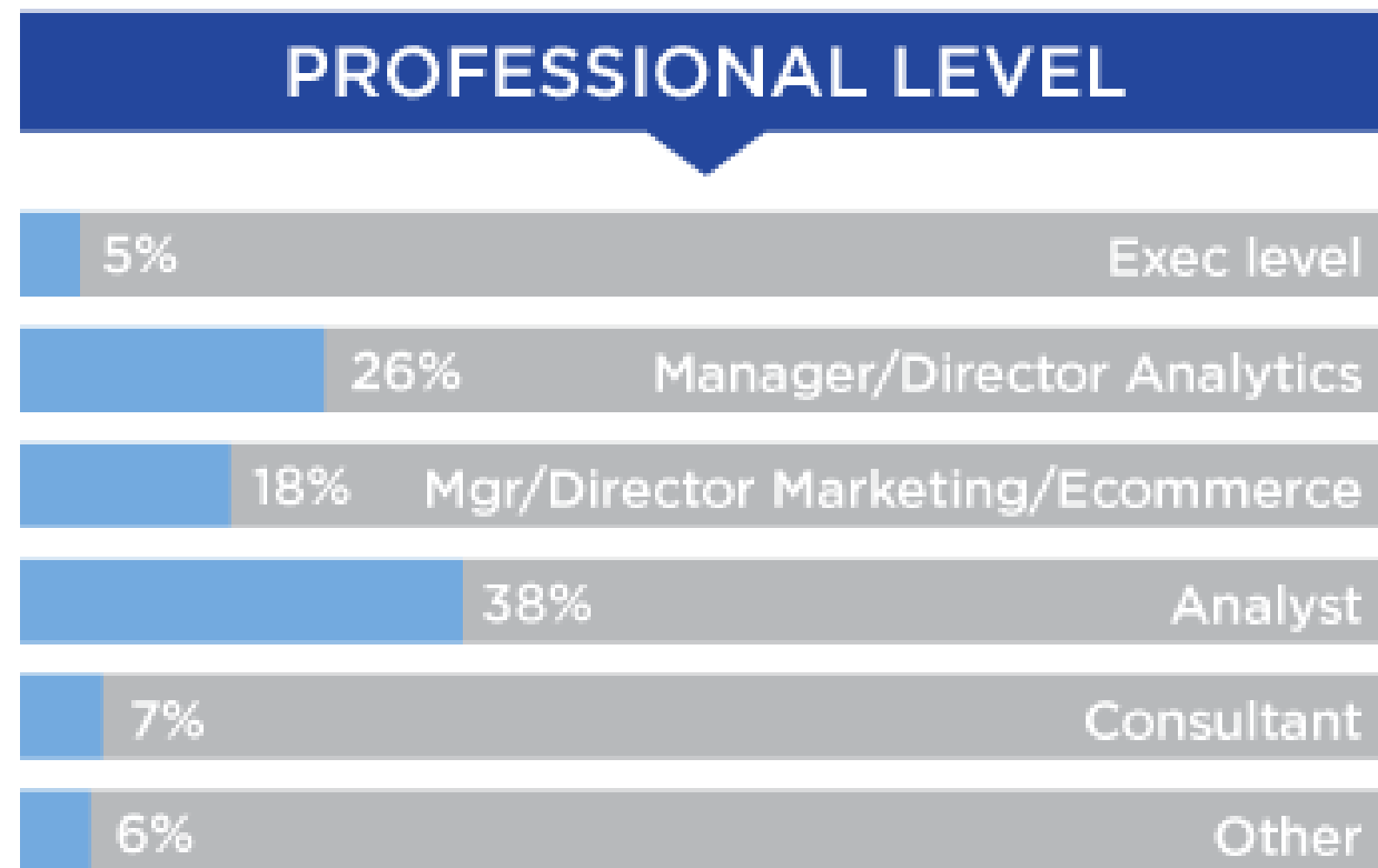
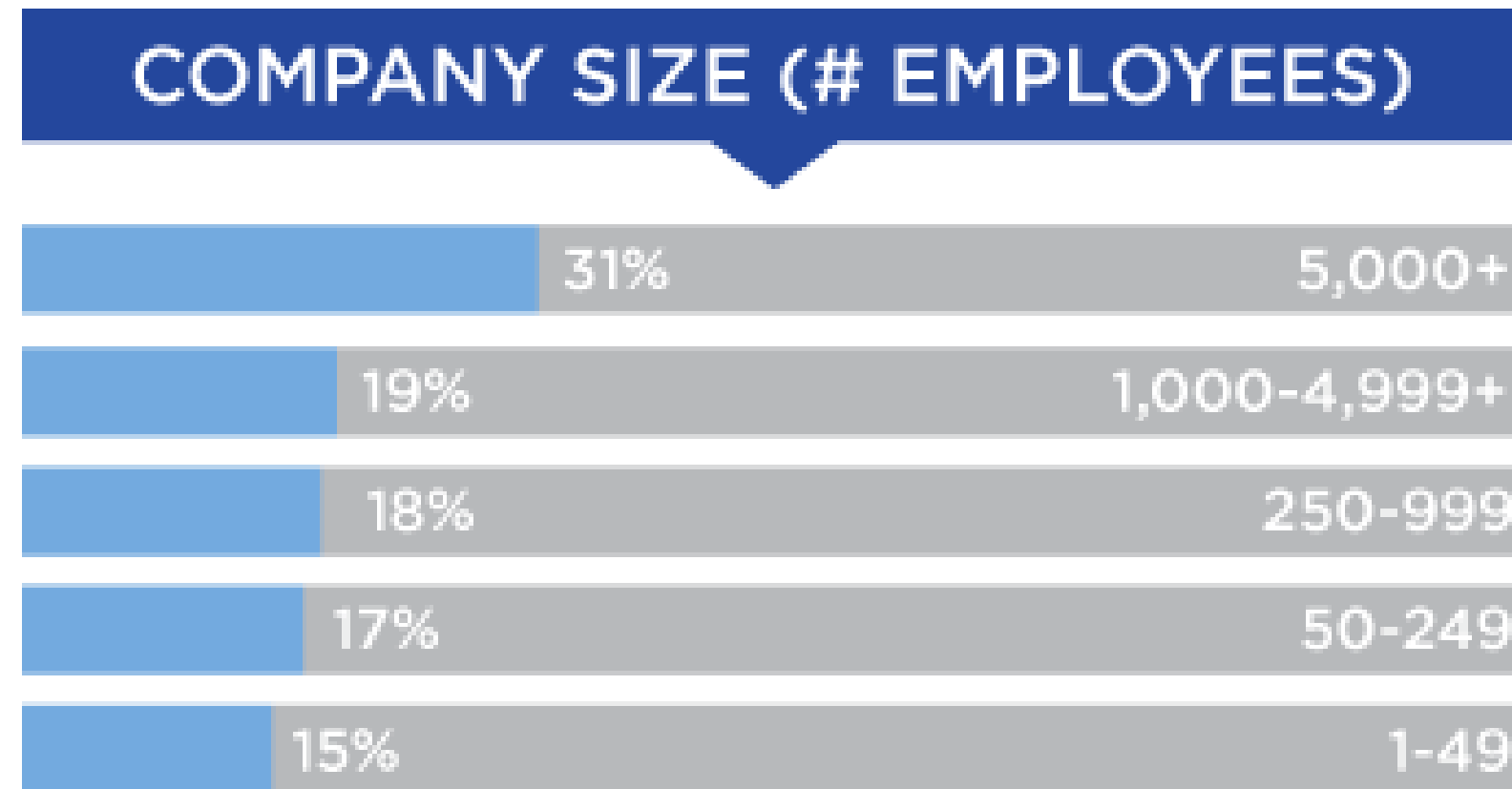
PAST SPONSORS INCLUDE



COMPANIES WHO HAVE ATTENDED INCLUDE



OUR ATTENDEES



- Advertising/Marketing/PR
- Manufacturing
- Aerospace and Automotive
- Marketing
- Banking/Accounting/Financial/Insurance
- Real Estate and Construction
- Education and Training
- Retail & e-commerce
- Entertainment, Travel, Hospitality
- Utilities, Telecoms
- Government and Non-Profit
- Other Industry Not Listed
- Healthcare and Medical



Co-located with MAS



**Email
Innovations
World**

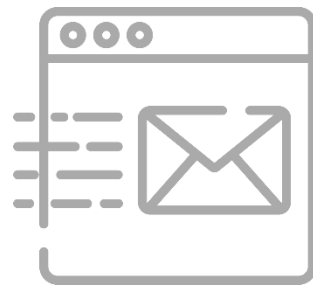
MAS is taking place alongside the long-running Machine Learning Week which has a core audience of data scientists. So MAS exhibitors will have a bonus audience of 500 MLW attendees.

Also co-located with MAS is Email Innovations World (attracting email marketers).

MARKETING & TOOLS FOR SUCCESS

Marketing for YOUR success!

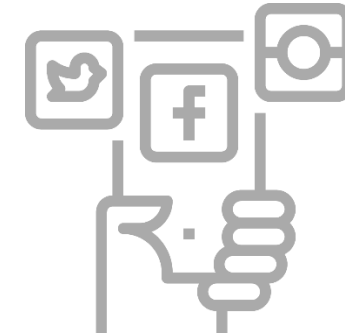
As an exhibitor or sponsor, you will benefit from:



Feature in our event newsletters



Logo, company description and link to your website on the conference homepage(s)



Social Media presence before, during and after the conference



Feature on break slides in Expo & in Conference

Tools for YOUR success!

We offer our exhibitors various opportunities to connect with the attendees:



Exhibitor – Attendee Meeting Program

Request and schedule meetings with attendees in advance or during the conference and organize your visit at the event as effectively as possible.



Free Lead Capture!

As an exhibitor use the free conference app on your phone to scan attendee badges, capture their details, make notes.



Conference app

Our event app both show-cases the sponsors and allows you to include all your booth staff with pictures, so they're easily identifiable. You can also see and message conference attendees.

WHY BECOME A SPONSOR?



WE DELIVER YOUR TARGET GROUP

- Digital analysts, managers and commercial practitioners working with sophisticated tools, platforms and technologies to analyze large volumes of data for insights
- Executives running digital analytics teams, performing digital analytics as well as managing the website, marketing campaigns, and business performance of mid-large corporates, multinational enterprises and brands and pure-play internet companies
- Budget holders who look for and buy tools, technologies and services for digital analysis
- Influencers who use and determine the tools and services for digital analytics



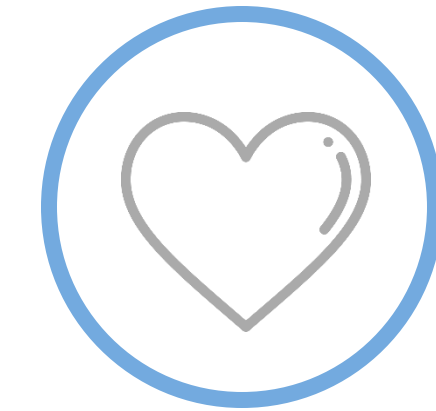
WE TARGET YOUR PRODUCTS AND SERVICES

- Digital analytics platform and tool providers
- Hardware and software for collecting and analyzing huge amounts of data
- Visualization tools
- Digital consultancies and agencies working with large and / or multinational enterprises and brands



WE OFFER

- Bulls eye selection of your target audience
- Standard and bespoke packages for lead generation, knowledge transfer and branding
- Openness to new ideas for your appearance
- Competitive pricing
- Neutral and independent noncompetitive event
- Networking app and lead generation tools to maximise your involvement
- Ready-to-work stand
- Help with suppliers
- Professional and friendly operations staff constantly with you before, during and after the show



WE LOVE TO

- Help partners to reach their targets
- Provide great networking opportunities
- Cater excellent food and drinks
- Build long term relationships
- See customers coming back

ENGAGEMENT OPTIONS

	DIAMOND EXCLUSIVE	PLATINUM LIMITED TO 3	GOLD LIMITED TO 4	SILVER LIMITED TO 10	BRONZE UNLIMITED
Speaking presentation after Day 1 Opening Keynote to all Marketing Analytics Summit attendees*	30 minutes	—	—	—	—
VIP Lunch with ability to invite up to 10 attendees	✓	—	—	—	—
1 Promotional send each day during event to all attendees on Mobile App	✓	—	—	—	—
Lanyard Sponsorship (to be produced by Diamond Sponsor)	✓	—	—	—	—
Registration Sponsor: Custom Pop-Up Banner placed at Registration and Logo on the Registration Desk Kick Panels	✓	—	—	—	—
One post-event email conducted by RMI (1 week post event)	✓	—	—	—	—
Custom Pop-Up Banner in front of the Opening Keynote	✓	—	—	—	—
One pre-event email conducted by RMI (1 week prior to the event)	✓	✓	—	—	—
Custom Gobo (projected light wall logo in the Keynote Room for both days)	✓	✓	—	—	—
Signage for Day 1 & Day 2 as the Breakfast-Breaks-Lunch Sponsor	✓	✓	—	—	—
Passport Sponsor	✓	✓	—	—	—
Guaranteed Meetings in Attendee Partner Program	10	8	5	—	—
Speaking presentation to attendees*	—	20 minutes	10 minutes	—	—
Opt In Attendee List with full contact details (sent 5 days post event)	✓	✓	✓	—	—
Rotating Logo Banner in Mobile App	✓	✓	✓	—	—
Exhibit Space***	20'x20'	20'x20' or 10'x20'	10'x20'	10'x10'	10'x10'
Complimentary Full Conference Passes (Workshops not included)	8	6	4	3	—
Booth Passes (Workshops not included)	8	6	4	3	2
20% Conference Registration Discount for Clients, Prospects and Staff	✓	✓	✓	✓	✓
Access to attendees via the mobile app to schedule 1:1 meetings pre-event (available 1 week prior to the event)	✓	✓	✓	✓	✓
2 Minute elevator Pitch to entire audience	✓	✓	✓	✓	✓
Logo on MAS promotional material including Website, Event Mobile App, Digital/Print Advertising, Email sends & Onsite Signage	✓	✓	✓	✓	✓
150-Word Company/Product profile listing on Website & Event Mobile App	✓	✓	✓	✓	✓
Discount on Marketing Analytics Live Online Packages	25%	20%	15%	10%	5%
	\$20,995	\$15,995	\$10,995	\$6,995	\$3,995

*All Speaking Slots must deliver business value – not be a straight sales pitch – and be approved by the Conference Chair 30 days prior to the event or Sponsor relinquishes the speaking slot.

***Electrical is not included in any booth packages

***Each booth package includes 1 6ft draped table with 2 chairs, 1 wastebasket and company sign

BRANDING & LEAD GENERATION OPPORTUNITIES



Lanyards* | \$1,995
Sponsor Produces



Bags* | \$1,450
Sponsor Produces



QRCode Branding | \$1,995
Placed by Registration, Keynote, Exhibit Hall



Pads & Pens* | \$995
Sponsor Produces



Blankets | \$3,450 RMI Produces
\$2,450 Sponsor Produces

*Please note that the sponsor is responsible for the production and on-time delivery of the promotional material. The layout has to be agreed with Rising Media beforehand.

SPECIAL SPEAKER INVITE & VIP ATTENDEE DINNER

Exclusive to 1

\$6,450 for Sponsors | \$7,995 for non-Sponsors

Sponsor:

- The Sponsor will identify people/contacts at up to 4 specific companies for Jim Sterne to call and personally invite as a speaker.
- Sponsor will book the restaurant and Rising Media will help with restaurant suggestions and contacts-dinner will be for 12 attendees plus sponsor's staff.

Sponsor invited Speaker:

- Keynote slot on the agenda-Jim Sterne will coordinate day and time
- 4 additional free tickets for speaker and team (excluding workshops)

Speaker Qualifications:

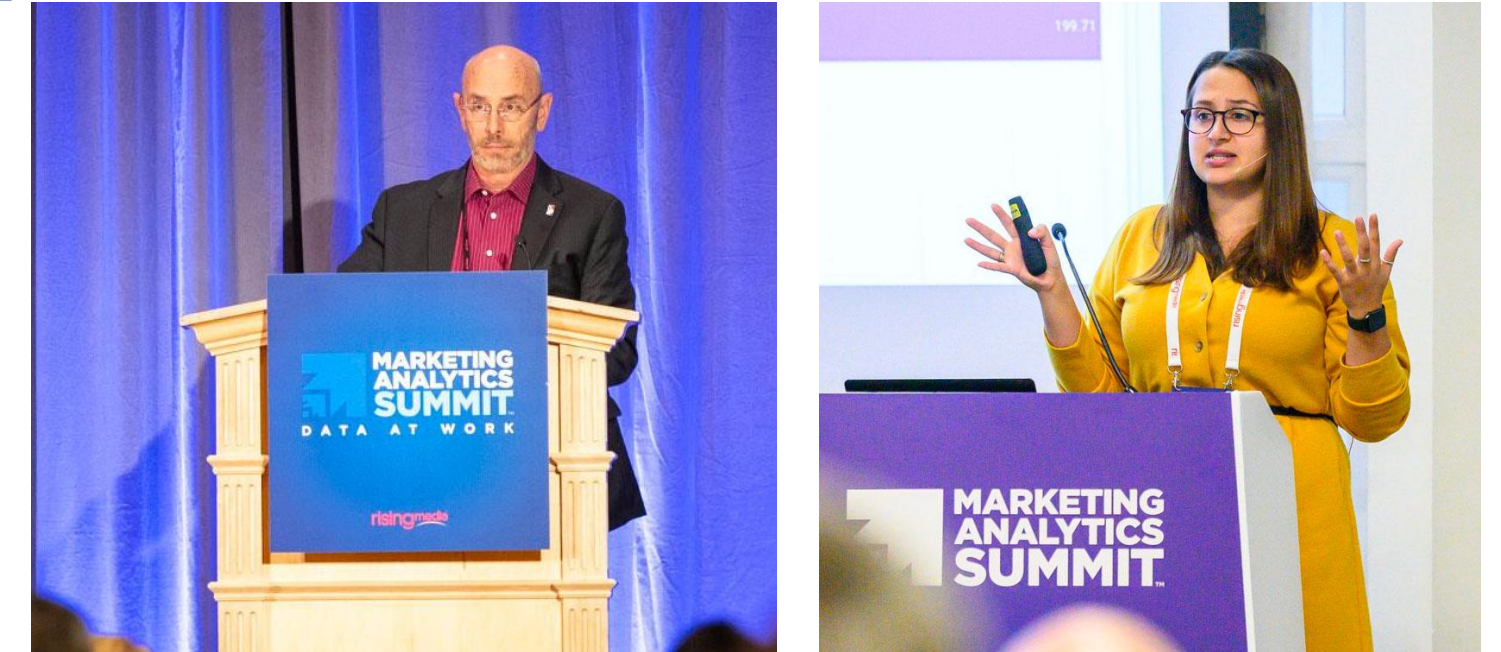
- Must be from a major brand name
- Must have a digital analytics story that is practical/tactical
- Must commit to speak at least 6 months in advance
- Must agree to join sponsor for dinner

Jim Sterne:

- Jim will set aside 1 keynote in the agenda
- Jim will cold call identified account if desired/necessary
- Jim will work with the Sponsor for additional target accounts if the first 4 are unresponsive

Paul Gillis:

- Paul will call to confirm dinner guests 2 weeks in advance



NETWORK BRANDING



VIP Dinner | \$4,450

Rising Media will reach the top attendees for the sponsor to have a hosted dinner.



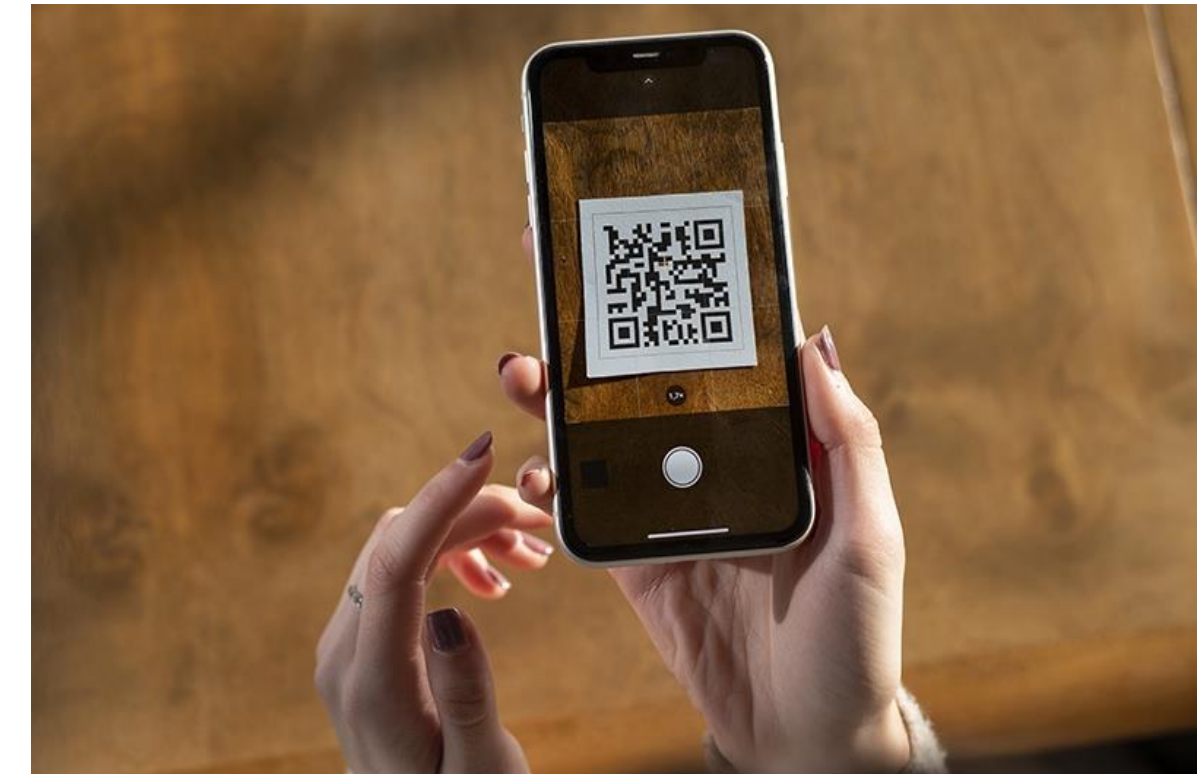
Lunch & Learn | \$3,450

50-minute practical-live demo
3 additional conference passes
Branding on website-mobile app-signage



Networking Reception | \$4,250

Logo on Networking Reception
Signage-Branded Napkins



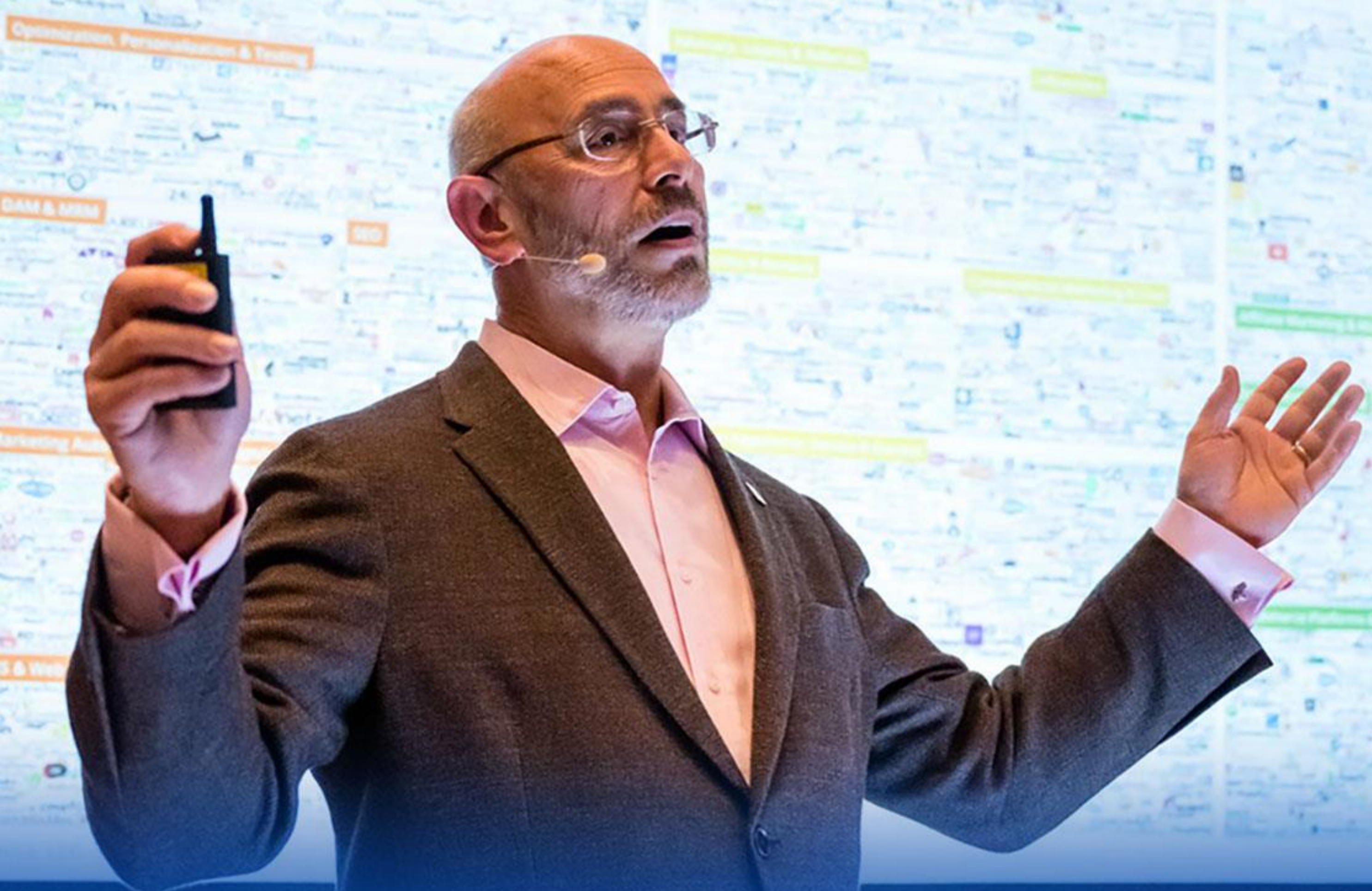
Passport Program | \$1,250

Mandatory stop by all attendees so that they have an opportunity to win prizes purchased by RMI

VENUE



Sheraton Phoenix Downtown | 340 North 3rd Street, Phoenix Arizona 85004



MARKETING ANALYTICS LIVE ONLINE

D A T A A T W O R K

The interview show for digital analysts, their managers, and executives looking to get more value from data

If interested in any of the MALO Opportunities please reach
Paul Gillis
Phone: +1 508 208 8264
Email: pgillis@risingmedia.com

Produced by **risingmedia**[™]

MarketingAnalyticsLiveOnline.com

YOUR PERFECT ENGAGEMENT PACKAGE IS NOT HERE? CALL US AND WE'LL BUILD ONE JUST FOR YOU



Americas and Asia:
Paul Gillis
Phone: +1 508 208 8264
Email: pgillis@risingmedia.com

Europe:
Claudia Finlay
Phone: +49 172 8267364
Email: exhibit@risingmedia.com





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