



**RAKUTEN MARKETING  
SYMPOSIUM  
SCOTTSDALE 2017**

**February 1-2, 2017  
Camelback Inn Resort & Spa**

To learn more about our Rakuten Marketing Symposium Scottsdale 2017 sponsorship opportunities, contact your Rakuten Marketing Representative or [events@mail.rakuten.com](mailto:events@mail.rakuten.com)



# Sponsorship

Rakuten Marketing events are exclusive industry forums that present an ideal opportunity to reach high-level decision-makers, attract new business partners, and strengthen your competitive position. We offer a variety of exciting sponsorship packages that provide a range of participation and brand exposure opportunities at our events.

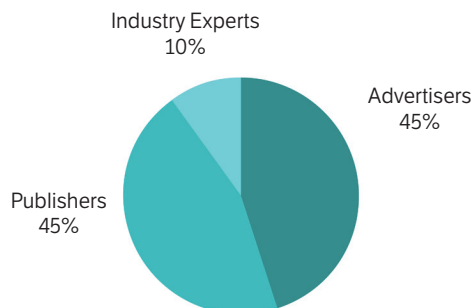
**BENEFITS INCLUDE:**

- Targeted exposure to hundreds of highly qualified executives and decision makers. Cultivate important business relationships and foster new business development opportunities.
- Promote your company's brand through the targeted marketing of e-commerce and performance marketing executives.
- Competitively position your company for high quality lead generation.
- Create a buzz around your Rakuten Marketing program and incentives.
- Extensive online, offline and on-site promotion.
- Flexible packages to build your brand and maximize your networking potential. All sponsors can preview attendee lists, schedule private meetings to solidify business deals and gain passes to events – or choose a combination of activities to enhance your partnership building potential!

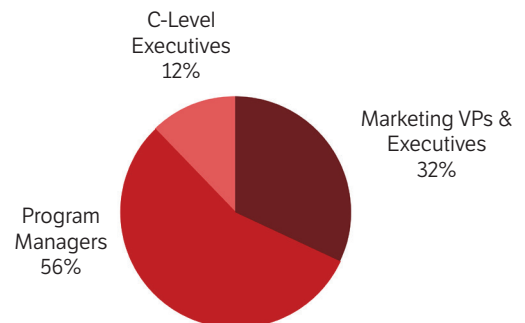
**RAKUTEN MARKETING SPONSORS DO BETTER:**

- On average, sponsors outperform the Rakuten Affiliate Network year over year in the following key areas:
  - Relationships by 73%
  - Orders by 10%
  - GMS by 13%
  - Publisher Communications by 26%
  - Overall Network revenue by 29%

**Rakuten Marketing Event Audience**



**Rakuten Marketing Event Attendees**





**THE FOLLOWING SPONSORSHIP OPPORTUNITIES HAVE BEEN SPECIALLY DESIGNED TO ALLOW YOU TO MAXIMIZE YOUR PARTICIPATION AND EXPOSURE AT THIS YEAR'S EVENT.**

**For more information or to secure your sponsorship for Rakuten Marketing Symposium Scottsdale 2017, contact your Rakuten Marketing Representative or email: [events@mail.rakuten.com](mailto:events@mail.rakuten.com)**

**DIAMOND - \$35,000 (NO LONGER AVAILABLE)**

- Sponsor highlighted during Executive Remarks
- Rakuten Marketing to create a 4x3 handout (based on copy provided by sponsor) to be dropped at each place setting during lunch
- Display table in foyer area throughout event - sponsor to provide signage, giveaways, collateral, etc.
- Reserved Huddle table (company logo on stand in center of table) on both Wednesday, February 1 (8am-5pm) and Thursday, February 2 (8am-6pm)
- Promotion on Rakuten Marketing's social media networks.
- Event management services - Rakuten Marketing event team available to plan an affiliate event hosted by sponsor surrounding Symposium. Event team to handle venue sourcing, RSVP process, logistical planning and on-site execution. All expenses associated with event will be placed onto sponsor's monthly RM invoice
- Floor stickers with sponsor's logo placed near meeting points
- Logo on Symposium Snapchat geo filter
- Prominent logo listing in event communications, website and programs
- Spotlight in email to all attendees
- Two (2) page ad in event program
- DealMaker table
- Private designated meeting room all day on Wednesday, February 1 and Thursday, February 2
- Reserved lunch table for ten (10) guests on Thursday, February 2
- Option to include promotional material or item in tote bag distributed at registration (550 quantity)
- Attendee preview (company name & title, sent two (2) weeks before the event)
- Fifty (50) word company description in event program
- Five (5) passes to Symposium Scottsdale

**PLATINUM - \$20,000 (NO LONGER AVAILABLE)**

- Sponsor highlighted during Executive Remarks
- Prominent logo listing in event communications, website, and programs
- Spotlight in email to all attendees
- Two (2) page ad in event program
- DealMaker table
- Private designated meeting room all day on Thursday, February 2
- Reserved lunch table for ten (10) guests on Thursday, February 2
- Option to include promotional material in tote bag distributed at registration (550 quantity)

**PLATINUM (CONTINUED) - \$20,000 (NO LONGER AVAILABLE)**

- Attendee preview (company name and title, sent two (2) weeks before the event)
- Fifty (50) word company description in event program
- Four (4) passes to Symposium Scottsdale

**GOLD - \$15,000 (EXCLUSIVE - AVAILABLE)**

- Prominent logo in event communications, website, and program
- One (1) page ad in event program
- DealMaker table
- Private designated meeting room for four (4) hours on Thursday, February 2
- Reserved lunch table for ten (10) guests on Thursday, February 2
- Option to include promotional material in tote bag distributed at registration (550 quantity)
- Attendee preview (company name and title, sent two (2) weeks before the event)
- Fifty (50) word company description in event program
- Four (4) passes to Symposium Scottsdale

**SILVER - \$10,000 (2 OF 2 AVAILABLE)**

- Prominent logo listing in event communications, website, and program
- Half (½) page ad in event program
- DealMaker table
- Private designated meeting room for two (2) hours on Thursday, February 2
- Reserved lunch table for ten (10) guests on Thursday, February 2
- Attendee preview – (company name and title, sent two (2) weeks before the event)
- Fifty (50) word company description in event program
- Three (3) passes to Symposium Scottsdale

**DEALMAKER BAR - \$10,000 (EXCLUSIVE - AVAILABLE)**

- Sponsor of beer and wine open bar at DealMaker on Thursday, February 2 from 4:30pm-6:00pm
- Signage displayed at bar promoting sponsor
- Custom napkins at bar with sponsors logo – logo all in black – one color
- Attendee preview (company name and title, sent two (2) weeks before the event)
- Fifty (50) word company description in event program
- Logo on event website
- Three (3) passes to Symposium Scottsdale



**WATER BOTTLE - \$10,000 (NO LONGER AVAILABLE)**

- Rakuten Marketing will create 2,000 water bottles branded with sponsor logos to be given out on Wednesday, February 1 and Thursday, February 2
- Logo on two (2) signs displayed in event space advertising sponsor as the exclusive water bottle sponsor
- Quarter (¼) page ad in event program
- Attendee preview (company name and title, sent two (2) weeks before the event)
- Fifty (50) word company description in event program
- Logo on event website
- One (1) pass to Symposium Scottsdale

**CONNECTION CORNER - \$10,000 (EXCLUSIVE AVAILABLE)**

- Exclusive sponsor of Connection Corner – a dedicated area of the event where attendees can go for impromptu meetings
- Rakuten Marketing to provide dedicated space for sponsor. The space will be furnished with cocktail tables and coffee and water stations
- Sponsor can add on elements to the lounge (refreshments, snacks, etc.) for an additional cost
- Sponsor can display banners and collateral within the space
- Rakuten Marketing will coordinate all set-up of the space for the sponsor
- Quarter (¼) page ad in event program
- Attendee preview (company name and title, sent two (2) weeks before the event)
- Fifty (50) word company description in event program
- Logo on event website
- Two (2) passes to Symposium Scottsdale

**STAY WELL LOUNGE - \$10,000 (EXCLUSIVE – AVAILABLE)**

- Exclusive sponsorship of Stay Well lounge – a dedicated area of the event for attendees to take a break
- Rakuten Marketing to provide dedicated space for sponsor and will furnish the space with four (4) couches
- Sponsor can add on elements to the lounge (refreshments, healthy snacks, massage station, etc.) for an additional cost
- Sponsor can display banners and collateral within the space
- Rakuten Marketing will coordinate all set-up of the lounge for the sponsor
- Quarter (¼) page ad in event program
- Attendee preview (Company name and title, sent two (2) weeks before the event)
- Fifty (50) word company description in event program
- Logo on event website
- Two (2) passes to Symposium Scottsdale

**TOTE BAG - \$7,000 (NO LONGER AVAILABLE)**

- Sponsor to provide tote bags (550 quantity) that will be distributed to attendees during registration on Thursday, February 2
- Option to provide a tote bag insert to be included in the bags (550 quantity)
- DealMaker Table
- Attendee preview (company name and title, sent two (2) weeks before the event)
- Fifty (50) word company description in event program
- Logo on event website
- Two (2) passes to Symposium Scottsdale

**HOTEL KEY CARDS - \$6,000 (NO LONGER AVAILABLE)**

- Company logo and advertisement on each hotel guest's key card
- Quarter (¼) page ad in event program
- Attendee preview (company name and title, sent two (2) weeks before the event)
- Fifty (50) word company description in event program
- Logo on event website
- Two (2) passes to Symposium Scottsdale

**SURVIVAL BAG - \$6,000 (EXCLUSIVE - AVAILABLE)**

- Exclusive logo promotion on survival bag
- Sponsor provides inserts for the survival bag that will be passed out to all Welcome Reception attendees (400 quantity)  
Example of items to include is beauty products - Items must be approved by Rakuten Marketing.
- DealMaker table
- Recognition on event website
- Quarter (¼) page ad in event program
- Attendee preview (company name and title, sent two (2) weeks before the event)
- Fifty (50) word company description in event program
- Logo on event website
- Two (2) passes to Symposium Scottsdale

**EVENT APP SPONSOR - \$6,000 (EXCLUSIVE – AVAILABLE)**

- Logo on main splash page of event app
- Logo on event app signage
- DealMaker table
- Company logo on event app ad in event program
- Reserved lunch table for ten (10) guests on Thursday, February 2
- Quarter (¼) page ad in event program
- Attendee preview (company name & title, sent two (2) weeks before the event)
- Fifty (50) word company description in event program
- Logo on event website
- Two (2) passes to Symposium Scottsdale



**BRONZE - \$5,000 (4 OF 5 AVAILABLE)**

- DealMaker Table
- Reserved lunch table for ten (10) guests on Thursday, February 2
- Quarter (¼) page ad in event program
- Attendee preview (company name and title, sent two (2) weeks before the event)
- Fifty (50) word company description in event program
- Logo on event website
- Two (2) passes to Symposium Scottsdale

**MOBILE COMMERCE - \$5,500 (NO LONGER AVAILABLE)**

- Logo on Mobile Charging Stations to be placed in main areas of the event
- DealMaker table
- Reserved lunch table for ten (10) guests on Thursday, February 2
- Quarter (¼) page ad in event program
- Attendee preview (Company name and title, sent two (2) weeks before the event)
- Fifty (50) word company description in event program
- Logo on event website
- Two (2) passes to Symposium Scottsdale

**INTERNET KIOSK - \$5,000 (EXCLUSIVE – AVAILABLE)**

- Logo on iPad kiosks to be placed in main areas of the event for attendees to access Pathable, our private online networking community
- DealMaker table
- Reserved lunch table for ten (10) guests on Thursday, February 2
- Quarter (¼) page ad in event program
- Attendee preview (company name and title, sent two (2) weeks before the event)
- Fifty (50) word company description in event program
- Logo on event website
- Two (2) passes to Symposium Scottsdale

**HOTEL DOOR HANGER - \$5,000 (EXCLUSIVE - AVAILABLE)**

- Customized hotel door hanger to be placed on all rooms within the Rakuten Marketing room block at the JW Marriott Scottsdale Camelback Inn & Spa
- Option to include promotional material in tote bag distributed at registration (550 quantity)
- Attendee preview (company name and title, sent two (2) weeks before the event)
- Fifty (50) word company description in event program
- Logo on event website

**WELCOME RECEPTION - \$3,500 (4 OF 4 AVAILABLE)**

- Official sponsor of Welcome Reception
- Logo on event website, program and Welcome Reception signage
- Attendee preview (company name and title, sent two (2) weeks before the event)
- Fifty (50) word company description in event program
- Quarter (¼) page ad in event program
- Special company drink at reception advertised at the bar with company logo

**PREMIUM WELCOME RECEPTION - \$6,000 (EXCLUSIVE CHAMPAGNE FLUTE ADVERTISING)**

- Includes all benefits above
- Company Logo (in all black) will be the sole logo alongside Rakuten Marketing on custom champagne flutes given out at the bar.
- Note: 4 other companies can sponsor the pre party as whole however their logo would not be on the champagne flute
- One (1) pass to Symposium Scottsdale
- Option to provide an item or hand out to be placed at each setting

**AFTER PARTY - \$5,000 (5 OF 5 AVAILABLE)**

- Logo printed on After Party advertisement
- Special Drink offered at party advertised with company's logo
- Logo on event website, program and after party signage
- Attendee preview (Company name and title, sent two (2) weeks before the event)
- Fifty (50) word company description in event program
- Two (2) passes to Symposium Scottsdale

**AFTER PARTY PHOTO BOOTH - \$4,000 (NO LONGER AVAILABLE)**

- Company logo printed on photo booth print outs
- Company logo on every virtual copy of photo booth photo - to be posted on Facebook
- Attendee preview (company name and title, sent two (2) weeks before the event)
- Fifty (50) word company description in event program
- Logo on event website



**HUDDLE ROOM - \$4,500 (EXCLUSIVE - AVAILABLE)**

- There will be multiple “meeting tables” available for attendees to book through Pathable, our private online networking community
- One (1) designated Huddle Table on Wednesday, February 1 from 8am – 5pm and Thursday, February 2 from 8am – 6pm
- Sponsor will have a table tent at every table designating them as the Huddle Room sponsor
- Sponsor logo on Huddle Room signage
- Designated sponsor page on the Pathable banner
- Half (½) page advertisement in event program
- Attendee preview (company name and title, sent two (2) weeks before the event)
- Fifty (50) word company description in event program
- Logo on event website
- Two (2) passes to Symposium Scottsdale

**RESERVED HUDDLE TABLE -  
\$1,000 (Wednesday) or \$2,500 (Thursday)  
(5 of 10 AVAILABLE WED) (6 of 10 AVAILABLE THURS)**

- Reserved Huddle Table (company logo on stand in center of table) in one of the Huddle Rooms on Wednesday, February 1 from 8am – 5pm or Thursday, February 2 from 8am – 6pm
- Table will be available to the sponsor’s registered attendees in the location drop down in Pathable
- Option to include promotional material in tote bag distributed at registration (550 quantity)
- Attendee preview (company name and title, sent two (2) weeks before the event)
- Fifty (50) word company description in event program
- Logo on event website and on Huddle Table map

**PATHABLE SPONSOR PAGE - \$250 (UNLIMITED)**

- Custom page for sponsor on Pathable, our private online networking community
- Page will be available for sponsor to update and promote their brand and attendance at Symposium
- Ability to actively collect leads on the attendees that visit sponsors page

**WI-FI - \$4,500 (NO LONGER AVAILABLE)**

- Sponsor Wi-Fi access for attendees in the general session and foyer areas at the JW Marriott Scottsdale Camelback Inn & Spa on Wednesday, February 1 and Thursday, February 2
- Ability to choose the password to log-in to the Wi-Fi network
- Ability to choose destination url once attendees log into network
- Advertisement in event program thanking sponsor as the complimentary wireless provider
- Attendee preview (company name and title, sent two (2) weeks before the event)

**WI-FI (CONTINUED) - \$4,500 (NO LONGER AVAILABLE)**

- Fifty (50) word company description in event program
- Logo on event website
- Two (2) passes to Symposium Scottsdale

**COFFEE BREAK - \$4,000 (EXCLUSIVE - AVAILABLE)**

- Company logo placed on signage and table tents next to each coffee station
- Half (½) page ad in event program
- Attendee preview (company name and title, sent two (2) weeks before the event)
- Fifty (50) word company description in event program
- Logo on event website
- Two (2) passes to Symposium Scottsdale

**DEALMAKER - \$3,750 (15 OF 35 AVAILABLE)**

- DealMaker table available for sponsor on Thursday, February 2 from 7am-6pm
- Six (6) foot table with two (2) chairs and eight (8) feet total of space in DealMaker room
- Attendee preview (company name and title, sent two (2) weeks before the event)
- Fifty (50) word company description in event program
- Logo on event website
- Two (2) passes to Symposium Scottsdale

**EVENT PROGRAM BACK COVER - \$2,000  
(EXCLUSIVE - AVAILABLE)**

- Full Page Back Cover advertisement in Event Program

**TOTE BAG INSERT - \$1,000 (UNLIMITED)**

- Inclusion of marketing material or promotional item in the Symposium Scottsdale 2017 tote bag handed out to all event attendees (550 quantity) - item must be pre-approved by Rakuten Marketing.
- Attendee preview (company name and title, sent two (2) weeks before the event)
- Fifty (50) word company description in event program
- Logo on event website

**KEYNOTE SEAT DROP - \$1,000 (UNLIMITED)**

- Sponsor to provide item of choice to be placed on each seat in keynote room.
- Logo recognition on website and in event program
- One (1) ticket to Symposium Scottsdale



**PRIVATE HOSTED EVENT - (UNLIMITED)**

- Event management fee between 5-15% of event spend - to be determined after scope of event is finalized
- Event planned by Rakuten Marketing team and hosted by sponsor
- Event team to cover: venue search, RSVP management, logistical planning, on-site execution

**RESERVED LUNCH TABLE - \$500 (10 OF 10 AVAILABLE)**

- Reserved Lunch Table (company logo on stand in center of table) during lunch on Thursday, February 2
- Tables seat ten (10) people and the sponsor can choose who to invite to sit with them. Table guests must be registered to attend Symposium
- Table reserved will be near the front at prime location
- Attendee preview (company name and title, sent two (2) weeks before the event)
- Logo on event website
- Fifty (50) word company description in event program

**FULL COLOR PROGRAM ADS - \$300-\$2,000**

Symposium Scottsdale 2017 Program Guide Ad Options:

- Back Cover (full page size only) - \$2,000
- Full Page (Inside book) - \$1,200
- 1/2 Page - \$600
- 1/4 Page - \$300

**SPONSORSHIP ADD-ONS**

Enhance your exposure at the event with additional branding opportunities. Contact [events@mail.rakuten.com](mailto:events@mail.rakuten.com) to discuss how the items below can be added onto your sponsorship package.

- Logo on window and/or door decals
- Logo on banners and flags hung from the ceiling in the Ballroom
- Logo on sidewalks leading to the Ballroom
- Gobo at Welcome Reception or After Party
- Logo on Industry Magazine library stand

