

Publishing Executive and *Book Business* magazines are proud to present the Publishing Business Virtual Conference & Expo. This FREE virtual event is designed to uncover real opportunities in leveraging digital content for book and magazine publishers.

This event will feature live webinars with industry experts in a virtual auditorium; an interactive exhibit hall with sponsor booths; a resource center including downloadable collection of materials (whitepapers, case studies, product literature, etc); a virtual networking lounge to exchange ideas with your peers; and so much more.

DON'T MISS THIS OPPORTUNITY TO GENERATE QUALIFIED LEADS AT THE PUBLISHING INDUSTRY'S PREMIER VIRTUAL EVENT!

Sponsor/Exhibitor Packages

All packages include *(unless otherwise noted)*:

- › Featured as show sponsor/exhibitor on promotional materials and show site
- › Access to the ON24 Booth Manager portal for booth-building and show-qualified lead* delivery
- › A "Promotional Package" including a registration URL, Web ads, Twitter information, and a tailored HTML you can use to promote show involvement
- › Networking opportunities: Chat with attendees and prospects in the Networking Lounge
- › Full virtual show team support leading up to, during, and after the show as needed
- › Three-month archival of sponsor booth, resources, sessions within the on-demand show environment

Level: Diamond Quantity available: One Price: \$15,000 Guarantee: Full registration file	Level: Platinum Quantity: Four Price: \$10,000 Guarantee: 1,500 leads	Level: Gold Quantity: Unlimited Price: \$7,500 Guarantee: 500 Leads	Level: Exhibitor Quantity: Unlimited Price: \$3,500 Guarantee: 150 Leads
Package perks: <ul style="list-style-type: none"> › Booth prominently centered in Exhibit Hall › Logo featured in the Virtual Plaza, hyperlinked to booth › 20-minute technology & solutions session › Up to three marquee promotions during the live event to drive booth traffic › Unlimited number of content items in the booth, up to 25 of which can also be placed in the Resource Center 	Package perks: <ul style="list-style-type: none"> › Booth prominently placed in Exhibit Hall, arranged first come, first served, flanking Diamond booth › Logo featured in the Virtual Plaza, hyperlinked to booth › 20-minute technology & solutions session › Up to two marquee promotions during the live event to drive booth traffic › Unlimited number of content items in the booth, up to 20 of which can also be placed in the Resource Center › If necessary, show-qualified leads* will be supplemented with additional attendee/registrant records to meet lead guarantee 	Package perks: <ul style="list-style-type: none"> › Booth prominently placed in Exhibit Hall, arranged first come, first served, flanking Platinum booths › Logo featured in the Virtual Plaza, hyperlinked to your booth › One marquee promotion during the live event to drive booth traffic › Unlimited number of content items in the booth, up to 15 of which can also be placed in the Resource Center › If necessary, show-qualified leads* will be supplemented with additional attendee/registrant records to meet lead guarantee 	Package perks: <ul style="list-style-type: none"> › Booth placed in Exhibit Hall, arranged first come, first served, flanking Gold booths › Unlimited number of content items in the booth, up to 5 of which can also be placed in the Resource Center › If necessary, show-qualified leads* will be supplemented with additional attendee/registrant records to meet lead guarantee

*Show-qualified leads are defined as show attendees that visit your booth, download your content, interact with one of your booth staff and/or attend a session you sponsor during the live show day AND three-month archive.

Additional Sponsorship Opportunities

Level: Session Sponsor		
Quantity: One sponsor per session – first come, first served		
Session type	Session only	Sponsor/Exhibitor PLUS Session
Keynote	\$5,000	Package + \$3,500
Live	\$3,500	Package + \$2,000
On-demand	\$3,500	Package + \$2,000

Package perks:

› Featured as session sponsor on session console and slide deck (in addition to features on the agenda and promotions), as well as mention from the session moderator.

<p>Level: Briefcase Sponsor Quantity: One Price: \$2,000 Guarantee: 150 Leads</p> <p>Package perks:</p> <ul style="list-style-type: none"> › Can submit two resources to be automatically placed into attendee's briefcase › Can submit up to five resources for the Resource Center › If necessary, show-qualified leads* will be supplemented with additional attendee/registrant records to meet lead guarantee 	<p>Level: Contributing Sponsor Quantity: Unlimited Price: \$1,500 Guarantee: 100 Leads</p> <p>Package perks:</p> <ul style="list-style-type: none"> › Can submit up to five resources for the Resource Center › If necessary, show-qualified leads* will be supplemented with additional attendee/registrant records to meet lead guarantee 	<p>Level: Technology Session Quantity: Unlimited Price: \$2,000 (can be purchased as a stand-alone or added to a Gold or Exhibitor package)</p> <p>Package perks:</p> <ul style="list-style-type: none"> › Work with the Retail Marketing Virtual Conference team to record a 20-minute technology & solutions session › Lead delivery: Access to the ON 24 Booth Manager to retrieve leads (all session attendees)
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