2012 thinkLA Mobile Breakfast
"Defining Mobile"

Sponsorship Opportunities

Event Description

Mobile is continuing to grow at an unprecedented rate. But how is mobile defined and where is it going? How do companies get 'mobile ready' and embrace a marketing philosophy of 'mobile first'? We'll begin with a veteran in the space, who will provide an informative and entertaining view of the state of the industry. Three areas central to mobile media's growth – following the consumer (social), the use of commerce, and entertainment – will be explored by mobile experts, with cutting-edge case studies. Join us to learn what's new and noteworthy, get hands-on with mobile technology and apps at an Expo Fair, and network.

Become a mobile marketing guru in an ever-changing industry at the 2012 thinkLA Mobile Breakfast.

Date & Time:	July 18, 2012 8:00am – 12:00pm
Location:	Hyatt Regency Century Plaza
Attendees:	500+ professionals: marketing executives from major corporations and advertising agencies in the local market; members of the print, digital and publishing communities; technology providers

Event Schedule

8:00 am	Registration / Expo Fair opens
9:00 am	Program begins; welcoming remarks
9:15 – 9:35 am	Joao Machado, Director of Airwave, OMD state of the industry and introductions
9:35 – 10:35 am	Deep Dives/Case Studies (Consumer/Social, Commerce, Entertainment)
10:35 – 10:45am	Looking ahead in Mobile
10:45 am	Panel discussion/Q&A
11:15 am	Program ends; Expo Fair re-opens
12:00 pm	Event concludes

Speakers

Joao Machado	Director of Airwave, OMD
Rob Samuels	Director of Mobile, Discovery Communications
TBD	Saatchi & Saatchi LA
TBD	Amazon

Please note: speakers and schedule are subject to change

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2011 Attendees

20th Century Fox
24/7 Real Media
4D
4INFO
About.com
Activision
Adconion
Adconion Direct
AdoTube
Adult Swim/Cartoon Network
Adzinia Media Group
after10Studios
Americhip
AOL
Apple Inc.
appssavvy
AT&T AdWorks
Bleacher Report
Blind Ferret Media
BNQT
BPRgoup
Brand in Hand
Briabe Mobile
BrightRoll
Buzzfeed
BuzzLogic
Cars.com
CBS Interactive Music Group + CBS Local
CBS Radio and TV
CBS Radio-KROQ
Celtra
Centro
ChaCha
Chiat Day
Clearspring
Collective
Comcast Digital
Complex Magazine
Complex Media
Cond□Nast
Conill
Corkom
CPB
CPX Interactive
Crisp Media Inc.
Crispin Porter + Bogusky
Current TV
Dailey
DataXu
DBG
Deutsch
Disney Interactive
Disney Pictures
Disney Studios
Dow Jones
eJam
Entrepreneur Media Inc
ESPN
Evolve Media
Experian
Farmer John
FILTER
Fox Broadcast
Fox Sports West & Prime Ticket
Fraser Communications
Gannett Digital
Glam Media
Goodreads.com
Google
Gorilla Nation
GP Generate
GraphEffect
H&M Communications
hfmus
Horizon Media
IGN
Ignited LLC
iMedia Communications / DMG
Initiative
InMobi
INNOCEAN
Internet Brands
JCMCC Inc.
JiWire
Jumpstart
Jumptap
KJLH Radio
Kovel Fuller
KROQ
LinkedIn
LMU
Lopez Negrete Communications
Los Angeles News Group
Los Angeles Newspaper Group
Los Angeles Times
Made By Union, Inc.
Mail Online
MEC
MediaCentric, Inc.
MediaCom
MediaVest
Meebo Inc.
Metro Newspaper Advertising
Microsoft
Mile 9
Millennial Media
mindjolt
Mindshare
MMC
Mobile Theory
MocoSpace
Mojiva
Monster
Motor Trend
MTV Networks
Mulholland Mobile
Myspace
Myxer
Myxer.com
NAVTEQ Media Solutions
NBC Universal
NCM Media Networks
Neighborhood In Development
Newspaper National Network
OMD
One Eighteen Advertising
ONE/x
OSKOUI+OSKOUI INC.
Our365
Palisades Media
Pandora
Pantelion Films
Paramount
Pat Leavitt & Associates
Power 106/Emmis Communications
Premiere Radio Networks
quadrantONE
Radarworks
Radium One
Rapp
Relativity
Rhythm NewMedia
Right Media Exchange/Yahoo
RPA
Saatchi & Saatchi
SAY: Media
Screenvision
Scripps Networks
Sharethrough
Shazam
Shortlist
Slacker
Social Reality
Sony Pictures
The Atlantic Magazine
The Collective
The Hollywood Reporter
The New York Times
The Regan Group
The Sheppard LLC
The Wall Street Journal
The Weather Channel
Time Inc.
TIME Magazine
total traffic network
Tremor Media
TubeMogul
TuneWiki
Turner
Univision Interactive
US Interactive
USA TODAY
ValueClick
Vdopia
YuMe
Zeta Interactive
Ziff Davis Inc

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Sponsorship Opportunities

Presenting Sponsor – one available at $40,000

All Co-Sponsor benefits and rights plus:

- Acknowledgment as Presenting Sponsor with your **linked** logo placed on all digital collateral
- Right to display two pop-up signs at the venue (sponsor to provide sign, thinkLA to determine placement)
- Sponsor logo on welcome screen onstage
- Opportunity to provide short (under 5 minutes) presentation on a related topic OR open the breakfast with a welcome from sponsor representative (thinkLA and sponsor to agree on topic)
- Two (2) additional tables of 10 guests with preferential seating and logo sign at table

OR…

Co-Sponsors – three available at $12,500

Pre-Event

- Acknowledgement as sponsor with logo placed on all collateral including:
  - The event page on the thinkLA website (www.thinkla.org)
  - The event email campaign sent to over 8,900 thinkLA members and subscribers
- Featured on social media promotion for the event

At the event

- Right to display two self-standing pop-ups at the venue (sponsor to provide signs, thinkLA to determine placement)
- Verbal acknowledgement as a sponsor from the stage during the event
- Logo on PowerPoint presentation during the event
- Opportunity to show a 30-second promotional video during the event (thinkLA to approve and determine placement of video in program)
- Right to distribute sponsor publications/marketing/promotional items (sponsor expense)
- Opportunity to conduct a raffle and collect business cards from event attendees (sponsor provides raffle prizes)
- One (1) complimentary table of ten to the event with preferential seating and logo sign at table
- Opportunity to purchase additional tickets at member rate (pending availability)
- Opportunity to host a booth outside the event room to display mobile technology (fee included in sponsorship)

Post-Event

- Email blast featuring sponsors in photographs sent to over 8,900 thinkLA members and subscribers
- Post-event acknowledgement on social media postings

AND…

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Expo Sponsorships – six available at $2,500

- Opportunity to display mobile technology at an expo table in the event foyer throughout the event period: networking prior to program, during program breaks, after program concludes (sponsor to provide displays; thinkLA to provide table)
- Right to display one pop-up sign near table (sponsor to provide sign)
- Two (2) complimentary tickets to the event
- Opportunity to purchase additional tickets at the member rate (pending availability)

Please note that unless specifically defined as part of the agreement detailed above, thinkLA event sponsorship benefits do not include speaker participation or presenting information during the event program.

For more information

please call 310-823-7320 x26 or email Linda@thinkla.org