Discover the tools and tech you need to solve today’s cross-platform challenges.

Over the course of two days, we’ll present the freshest thinking and best strategies in driving revenue.

Attendees will learn the latest trends in: Attribution, Addressable TV, Ecommerce, OTT, Privacy, Using Data for Storytelling, Ad Fraud, and Shoppable Ads.

Make plans to join us in November and become a sponsor!

A portion of the proceeds to be donated to Feeding America.

FOR MORE INFORMATION, PLEASE CONTACT:
sales@cynopsis.com
# Sponsorships

## During Virtual Experience
- 15 min. solo presentation (may include slides/video)
- 15 min. solo presentation or synopsis Q&A (may include slides/video)
- 30 min. panel discussion
- Networking via chat streams during sessions + breaks
- Verbal acknowledgment at the start and end of each day (2 days)

## Pre Virtual Experience
- Logo and/or text inclusion in all digital marketing (emails, house ads, banners, social)
- Logo, company description & contact info on event website profile
- Sponsor Resource Center (available on 10/28 + will be supported with traffic drivers)
- House ad in newsletter (ROS 3x) featuring sponsored session

## Post Virtual Experience
- 500 guaranteed attendee leads (name, title, company, email)

## Added Bonus
- Store Credit toward digital advertising by 2/26/2021*
- Standard: $12k Value: $17k
- Pro: $15k Value: $20k
- Premium: $17k Value: $25k

*Based on available inventory
ADDITIONAL EXPOSURE

EXECUTIVE SUMMARY
Investment: $15k

INSIGHTS PARTNER
Investment: $8k

DIGITAL OPTIONS (eblasts, reports, webinars, etc)
Investment: $Varies

VIRTUAL PRODUCT DEMO
Investment: $5k

GIVEAWAY SWEEPSTAKES
Investment: $2k

DIGITAL POSTER
Investment: $2k

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Every year, Cynopsis brings together hundreds of executives* with titles ranging in levels from Managers to Senior Directors and SVP’s with primary job function focused on strategy, research, data, analysis, insights, marketing and operations. Here’s a sample of companies that have joined in previous years:

*97% of 2019 attendees plan to come back in 2020!

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