

CYNOPSIS

MEASUREMENT

& DATA **Virtual Experience**

November 17 - 18 / 1:00 - 4:00PM ET



**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

Standard

\$12k

Value: \$17k

Pro

\$15k

Value: \$20k

Premium

\$17k

Value: \$25k

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 *

\$12k

\$15k

\$17k

ADDITIONAL EXPOSURE

EXECUTIVE SUMMARY

Investment: \$15k

SOLD

INSIGHTS PARTNER

Investment: \$8k

SOLD

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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