



15 November 2017, Edison Ballroom, New York

PARTNERSHIP

What's it all about?

Digital Media Strategies USA now powered by Campaign, focuses on the key strategic challenges behind developing a profitable and sustainable media business in a digital world. Case studies, analysis, discussions and tailored networking opportunities provide the perfect platform to meet the c-suite media owners and publishers driving our industry forward.

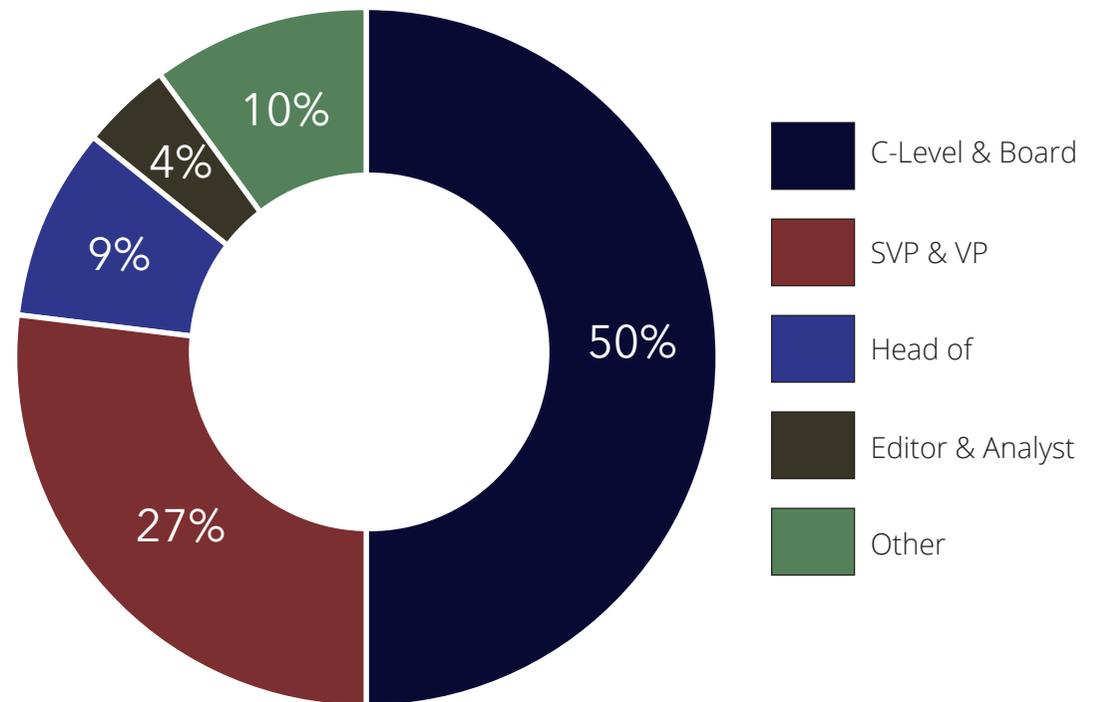
Digital Media Strategies prioritizes two things:

- 1: Case study-led content
- 2: High-level attendees

We do this by gathering big names in media and publishing to present case studies of their successes (and failures) to peers from around North America and the world.

Digital Media Strategies gives you the opportunity to showcase your solution to this concentrated audience of senior decision-makers, to network and to introduce yourself to some of the most influential people in media.

2016 attendees



Past delegates include c-suite executives from:



MEDIA GROUP



Partnership options

THE KEYNOTE

\$15,950

Deliver a 15 minute think-piece to an audience of the most influential publishers, under the bright lights of the main stage.

- A 15 minute Keynote on the main stage to the full delegation
- 3 full tickets to the event
- Branding on signage and AV throughout the venue and on the stage set
- Speaker and session featured on the event website
- Partnership promoted through CampaignLive.com

THE PANEL

\$13,500

Drive the conversation forward by taking part in a thought provoking panel debate in front of the full audience.

- An expert from your organisation will take to the main stage as part of a lively panel debate, including time for audience Q&A
- 3 full tickets to the event
- Branding on signage and AV throughout the venue and on the stage set
- Speaker and session featured on the event website
- Partnership promoted through CampaignLive.com

THE LUNCH DEBATE

\$9,500

A unique opportunity to have an intimate discussion with selected prospects, through a VIP lunch debate.

- Host your very own 40-minute lunch time session, in a private room to 8 - 10 selected delegates
- Campaign can provide a moderator to Chair the debate in answer to your brief
- 3 full tickets to the event
- Branding on signage and AV throughout the venue and on the stage set
- Partnership promoted through CampaignLive.com

Partnership options

THE NETWORKING PACKAGE

\$6,100

Maximise networking opportunities by having an amplified presence at the event.

- 4 full tickets to the event
- Branding on signage and AV throughout the venue and on the stage set
- Partnership promoted through CampaignLive.com
- The opportunity to host a space in the networking area

THE PARTY HOST

\$7,500

Be everyone's favorite sponsor by hosting an official drinks reception.

- 3 full tickets to the event
- Branding on signage and AV throughout the venue and on the stage set
- Partnership promoted through CampaignLive.com
- Credited as the exclusive drinks sponsor on the event's agenda
- Thanked by the Chair of the event
- The opportunity to do a 2-minute welcome address

CONTENT AMPLIFICATION

\$5,200

Cut through the noise, taking your content to a wider audience.

- The content of your panel debate/ keynote/roundtable is captured by a Campaign journalist
- We provide a photographer to capture images of the session
- Campaign publishes a 700-word article on www.CampaignLive.com
- Marked as promoted content

Testimonials

“The event was well-planned, informative and provided ample time for networking.”

Advertising Director, AIP Publishing

“This was a great opportunity to hear insights from a number of sectors from people at the cutting edge.”

Editor in Chief, Trinity Mirror Midlands

“DMS USA had a rockstar line-up and was packed full of the most relevant issues facing media businesses.”

“A good event to understand some of the pertinent issues facing publishers in digital media today”

Associate Director, Plural Strategy Group

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