

**ILM:9**  
Interactive Local Media

Dec. 9-11, 2009  
Hyatt Regency Century Plaza  
Los Angeles, California

Produced by:



*Monetizing the Local Opportunity*

# Sponsorship Opportunities

Raise your visibility in the  
interactive local media  
marketplace

*Monetizing the Local Opportunity*

Produced by:



**The Power of  
ILM:09 Conference  
Sponsorship**

**All Sponsors Receive**

- Exhibit booth (8'x10')
- Full page ad in conference program book
- Visibility on conference Web sites
- Inclusion in marketing communications
- Opportunity to place promotional materials at registration desk
- Sponsorship ribbons for each attending staff member



**Sponsorship Contact**

**Nanci Karas**  
Executive Director,  
Conferences  
BIA/Kelsey  
(609) 921-7200 Ext. 21  
[nkaras@kelseygroup.com](mailto:nkaras@kelseygroup.com)

Contact Nanci today to determine which sponsorship package best fits your marketing objectives.

*If one of our standard packages is not right for you, Nanci will work with you to customize a package to your needs.*



<b>PREMIER</b> \$20,000	<p><b>Choose One:</b></p> <ul style="list-style-type: none"> <li>• Cocktail Reception (2 available)</li> <li>• Conference WiFi</li> <li>• Conference VueTorial (After event - Web site hosting presentations and other conference content)</li> </ul> <p><i>Includes 7 full conference passes and 1 exhibits-only pass, valued at \$16,760</i></p>
<b>PLATINUM</b> \$17,500	<p><b>Choose One:</b></p> <ul style="list-style-type: none"> <li>• Luncheon</li> <li>• Open Bar at Cocktail Reception (2 available)</li> <li>• Hotel Room Key</li> </ul> <p><i>Includes 5 full conference passes and 1 exhibits-only pass, valued at \$13,170</i></p>
<b>GOLD</b> \$13,000	<p><b>Choose One:</b></p> <ul style="list-style-type: none"> <li>• Continental Breakfast (2 available)</li> <li>• Conference Pens <b>OR</b> Tote Bags <b>OR</b> Lanyards</li> <li>• Press Room</li> <li>• Water Bottles/Station</li> </ul> <p><i>Includes 4 full conference passes and 1 exhibits-only pass, valued at \$8,980</i></p>
<b>SILVER</b> \$10,000	<p><b>Choose One:</b></p> <ul style="list-style-type: none"> <li>• Program Book Cover: Inside Front <b>OR</b> Back <b>OR</b> Outside Back</li> <li>• One I-MAG Screen</li> <li>• Sponsor a Keynote Address (limited number available)</li> <li>• Dessert Table (2 available)</li> </ul> <p><i>Includes 3 full conference passes and 1 exhibits-only pass, valued at \$6,885</i></p>
<b>BRONZE</b> \$8,500	<p><b>Choose One:</b></p> <ul style="list-style-type: none"> <li>• Refreshment Break (5 available)</li> <li>• Cyber Café (2 available)</li> <li>• Virtual Photo Gallery</li> <li>• Sponsor a General Session</li> </ul> <p><i>Includes 2 full conference passes and 1 exhibits-only pass, valued at \$4,790</i></p>

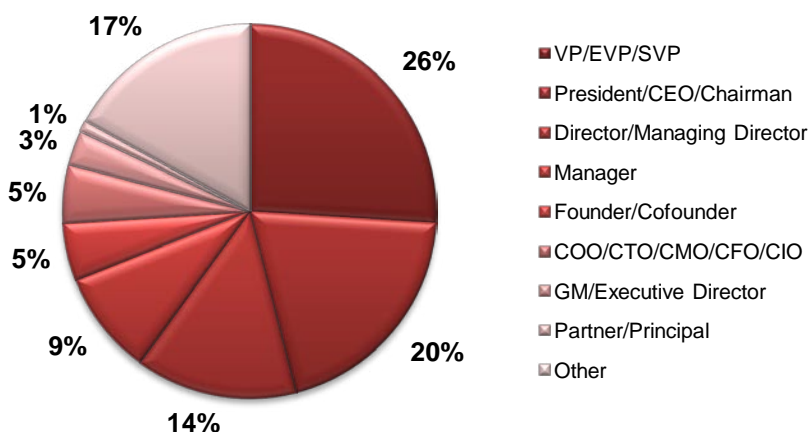
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Who Attends BIA/Kelsey's Interactive Local Media Conference?

**The Decision Makers in Interactive Local Media**

BIA/Kelsey's Interactive Local Media conference is the gathering place for the industry's senior executives. Only at ILM will you have the opportunity to meet so many of the industry's decision makers—on the podium, in the audience and making the rounds of the exhibit hall.

**Attendee Profile by Title**



**Company Profile**

BIA/Kelsey's Interactive Local Media conference attracts companies from nearly every segment of the local media business.



**Amplify  
the buzz around  
your company!**

**Why Sponsor ILM:09?**

- Reach a targeted audience
- Build brand awareness among industry decision makers
- Profit from qualified booth traffic with decision makers who are prepared to transact business
- Capitalize on a prospect-rich launch environment

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