



# SWIPE RIGHT

Converting millennials and  
digital natives into brand loyalists

Presented by PRWeek

OCTOBER 12, 2017

2017 Media Kit





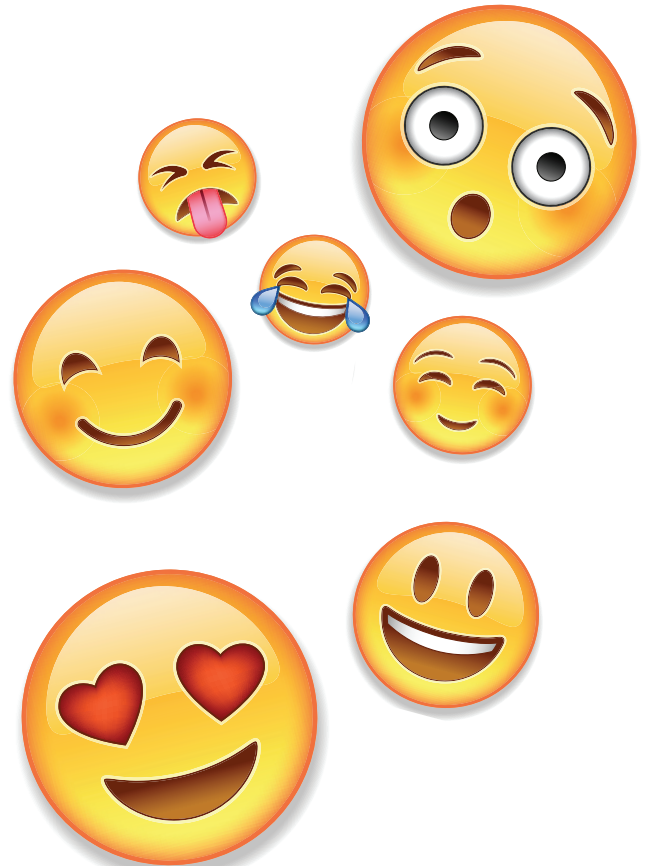
# SWIPE RIGHT

Converting millennials and digital natives into brand loyalists

OCTOBER 12, 2017

NEW YORK CITY  
EDISON BALLROOM

Digital natives hold the communications industry's future in their hands — US millennials and Generation Z will shell out a cool \$250 billion this year. They also exert major influence over brand reputation. With just one post, your brand can instantly go from "Hot" to "Not." With digital natives also climbing the corporate ladder, it won't be long before they take over the C-suite. Gathering leaders from organizations that are disrupting the business landscape, Swipe Right, presented by PRWeek, will share how you can snag the attention of these rising MVPs.

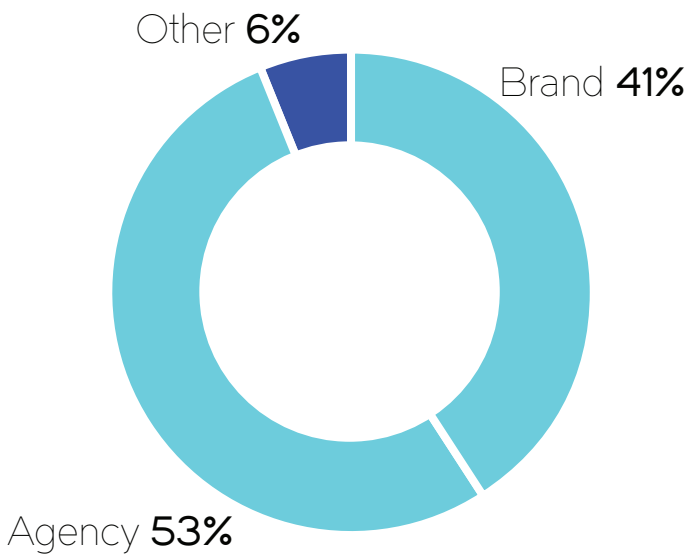


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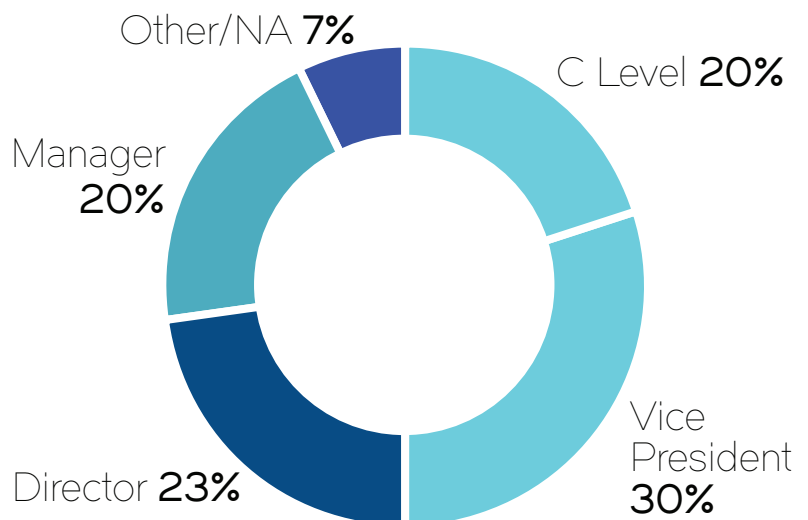


## 2016 PRWEEK CONFERENCE AUDIENCE BREAKDOWN

### Organization Type



### Job Title







Berta De Pablos-Barbier, VP of Marketing, Mars Chocolate North America

## SOME OF THIS YEAR'S SPEAKERS INCLUDE:



**CHIEH HUANG**  
CEO, Boxed



**SUSAN LEE**  
VP, head of people  
Warby Parker



**JAMILAH LEMIEUX**  
VP of news and  
men's programming,  
Interactive One



**GARY BRIGGS**  
CMO, Facebook



**MICHELLE PELUSO**  
CMO, IBM



**TIM POOL**  
Shorty Award winner  
for Best Journalist



**CLAUDIA OSHRY**  
Founder,  
GirlWithNoJob



**MATTHEW OWENBY**  
SVP, chief HR  
officer Aflac

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SWIPE RIGHT

PRWEEK  
CONFERENCE  
2017

## PAST SPONSORS & ATTENDEES:



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## SWIPE RIGHT MEDIA KIT

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### KEYNOTE SESSION SPONSORSHIP: \$20,000 (2 AVAILABLE)

- Delivery of 25-minute presentation in the main keynote room (content to be approved prior by conference organizers)
- 1 pg marketing piece to be distributed to attendees (Handed out during registration check-in)
- 4 complimentary conference passes for each staff and clients (8 passes total)
- Customized HTML email provided to you to promote conference to clients with unlimited \$100 discount code
- Logo placement on all event promotion (online, newsletters, dedicated emails, signage, event marketing materials, etc.)

### DEEP DIVE WORKSHOP SPONSORSHIP: \$13,500 (2 AVAILABLE)

*Sponsors will be invited to host a 35 minute "fireside chat" afternoon breakout panel focusing on key topics relevant to the conference theme. Package includes:*

- The opportunity to help create content and drive discussion for this deep dive workshop (content to be approved prior by conference organizers)
- 1 pg marketing piece to be distributed to attendees (seat dropped prior to the deep dive session)
- 2 complimentary conference passes for each staff and clients (4 passes total)
- Customized HTML email provided to you to promote with unlimited \$100 discount code
- Logo placement on all event promotion (online, newsletters, dedicated emails, signage, event marketing materials, etc.)
- Topics are subject to editorial oversight and approval and must keep with conference topics.



## SWIPE RIGHT MEDIA KIT

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### CONFERENCE SOCIAL MEDIA & WIFI SPONSORSHIP: \$12,500 (1 AVAILABLE)

- Twitter Feed is live on stage screen in main room during conference
- Sponsor logo present on Twitter Feed
- Unique Wi-Fi password such as "company name"
- 2 complimentary passes to conference (staff and/or clients) (2 passes total)
- Customized HTML email provided to you to promote conference to clients with unlimited \$100 discount code
- Logo placement on all event promotion (online, newsletters, dedicated emails, signage, event marketing materials, etc.)

### "TED STYLE" CONTENT SPONSORSHIP: \$11,500 (2 AVAILABLE)

*Sponsors will be invited to host a 20 minute "Ted Style" talk focusing on key topics relevant to the conference theme. Package includes:*

- The opportunity to help create content and drive discussion for this Ted Style open format (content to be approved prior by conference organizers)
- 1 pg marketing piece to be distributed to attendees (handed out during registration check in)
- 2 complimentary conference passes for each staff and clients (4 passes total)
- Customized HTML email provided to you to promote to clients with unlimited \$100 discount code
- Logo placement on all event promotion (online, newsletters, dedicated emails, signage, event marketing materials, etc.)
- Topics are subject to editorial oversight and approval and must keep with conference topics.



# SWIPE RIGHT MEDIA KIT

## INTELLIGENT CONNECTION SPONSORSHIP:

**\$10,000** (2 AVAILABLE - Breakfast & Lunch)

- Moderate a private 1 hour intelligent connection discussion either at breakfast or lunch for 8-10 attendee's on chosen topic (content to be approved prior by conference organizers and cannot be salesy in nature). Sponsor will have the ability to select up to 10 attendees from the registration list to attend this special invitation only discussion.
- 1 pg marketing piece to be distributed to attendees (via seat drop during sponsored roundtable)
- 2 complimentary conference passes for each staff and clients (4 passes total)
- Customized HTML email provided to you to promote conference to clients with unlimited \$100 discount code
- Logo placement on all event promotion (online, newsletters, dedicated emails, signage, event marketing materials, etc.)

## "SHAKEN & STIRRED" SPONSOR

**\$10,000** (2 AVAILABLE: PRWeek mixed bartender battle)

Be the highlight of the conference with the PRWeek Swipe Right mixed bartender battle. Each bar station will have a bartender battling it out for best mixologist during the afternoon networking break and cocktail reception. The audience will participate in live polling to choose the winner, and the winning bartender will be announced by their sponsor company (bartenders coordinated by PRWeek staff).

- Sponsor will take mainstage to introduce their sponsored bartender and to participate in "winners" announcement during cocktail reception
- 2 complimentary conference passes for staff and/or clients (2 passes total)
- 1 dedicated pre-event email created and distributed by PRWeek to promote the Shaken & Stirred portion of the Swipe Right event
- Signage with sponsor logo displayed at bartending stations
- Customized HTML email provided to you to promote conference to clients with unlimited \$100 discount code
- Logo placement on all event promotion (online, newsletters, dedicated emails, signage, event marketing materials, etc.)

## SWIPE RIGHT MEDIA KIT

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### IMMERSIVE VILLAGE

Showcase the latest ideas and experiments in mixed-media reality, tech, products, and creative agencies. Lounges, co-working tables, charging stations, creative cohabitation areas will provide attendees with a place to both learn, network and recharge. Custom packages available.

### CHARGING & WORKSTATION LOUNGE SPONSORSHIP \$7,500 (2 AVAILABLE)

- Signage with sponsor logo displayed at Workstation lounge throughout the day
- Sponsor logo on charging station and branded headphones and pens scattered throughout the lounge
- 2 complimentary conference passes for staff and/or clients (2 passes total)
- Customized HTML email provided to you to promote conference to clients with unlimited \$100 discount code
- Logo placement on all event promotion (online, newsletters, dedicated emails, signage, event marketing materials, etc.)

### EXHIBITOR POD SPONSOR \$5,500 (4 AVAILABLE)

- 1 exhibitor pod
- 2 complimentary conference passes for staff and/or clients (2 passes total)
- Customized HTML email provided to you to promote conference to clients with unlimited \$100 discount code
- Logo placement on all event promotion (online, newsletters, dedicated emails, signage, event marketing materials, etc.)



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### SELFIE CENTRAL @ SWIPE RIGHT SPONSORSHIP \$18,000

Let your sponsorship live beyond the event with this creative opportunity to connect, interact and share using this social media friendly package. Each activity has been hand picked to visually enhance the Swipe Right experience for our delegates. The exclusive sponsor of "Selfie Central" will be able to customize the hashtag so that it can be easily shared across social platforms.

#### Live Digital Caricature Station

Each caricature will be printed on glossy, easy to carry, 4x6 prints right allowing attendees to clip the caricatures to their lanyards creating more buzz for the sponsor and delegate. This will be printed with sponsor logo.

#### GIF Booth

Sponsor-branded Gif booth will allow delegates to express their creative chops in this fun, interactive station.

#### Wall of Faces - Game of Thrones Style

Delegates will have the opportunity to take a Selfie within the Wall of Faces (green screen). Wall will be branded with sponsor & conference logo.

- Sponsor will take mainstage to promote "Selfie Central" as well as a mainstage editorial session (session to be chosen by event organizers)
- 4 complimentary passes to conference for staff and/or clients (4 passes total)
- Sponsor will receive leads from delegates who visit the Caricature and Gif booths
- 1 dedicated pre-event email created and distributed by PRWeek to promote the "Selfie Central" activation at the Swipe Right event
- Customized HTML email provided to you to promote conference to clients with unlimited \$100 discount code
- Logo placement on all event promotion (online, newsletters, dedicated emails, signage, event marketing materials, etc.)

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### SUPPORTING PARTNERSHIPS

#### LAYNARDS & USB SPONSOR

**\$4,700 (1 AVAILABLE)**

*This package includes 200 sponsor branded lanyards & USBs to be distributed to delegates at registration.*

- Sponsor has the opportunity to include a 1page PDF on USB
- 2 complimentary passes to conference for staff and/or clients
- Listed on website and onsite as a "supporting sponsor"

#### #SWAGGERLICIOUS SPONSOR

**\$1,500 (NON-EXCLUSIVE)**

*Sponsors of this package to provide 200 gifts (1 item) for Swipe Right Swag Bag.*

- 1 complimentary pass to conference
- Listed on website and onsite as a "supporting sponsor"

### CONTACT INFORMATION

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