

PR DECODED

2018 PRWEEK CONFERENCE
MEDIA KIT

PRESENTED BY



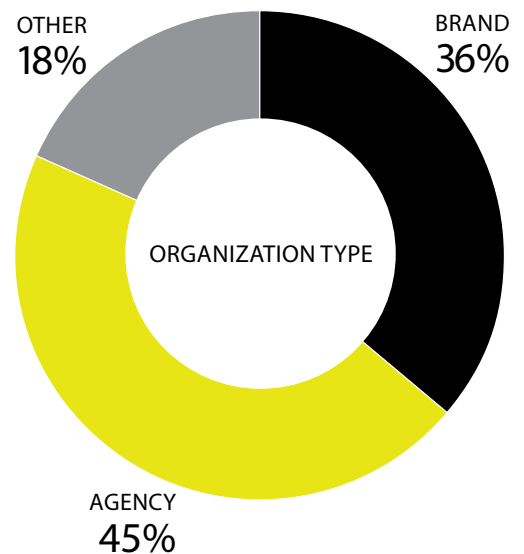
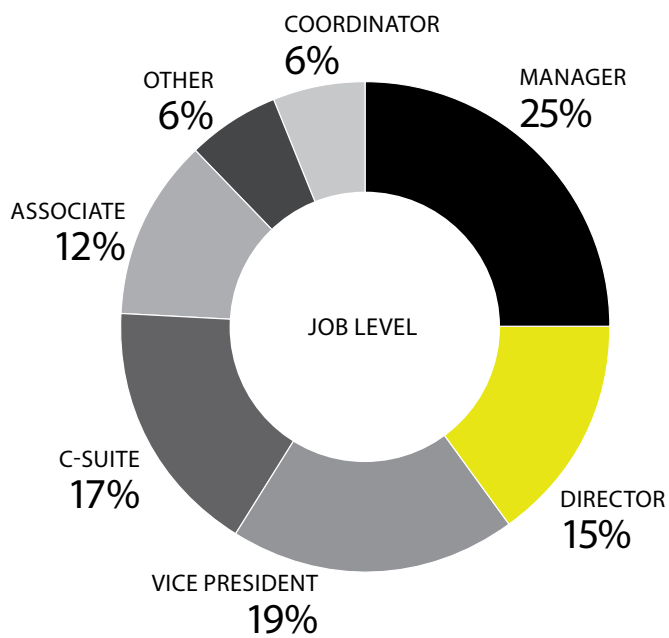


OCTOBER 18, 2018
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CHICAGO

PR pros must master the latest platforms and strategies to bolster the brands they represent. Traditional approaches have given way to tactics that facilitate direct conversations with key stakeholders. From AI to VR and analytics to workplace considerations, communicators have myriad tools at their disposal. The challenge: learning how to use them to their full effect, while securing the trust, credibility, ROI, and brand equity essential to any PR activity. The solution: PRDecoded, which will provide a master class on the best tools, tactics, and guidelines to ensure communicators thrive in an ever-evolving digital world.



AUDIENCE BREAKDOWN





PAST SPONSORS & ATTENDEES

CONFERENCE SPONSORSHIP PACKAGES

MAIN STAGE SESSION

\$21,000 (2 AVAILABLE)

- Delivery of 25-minute presentation in the main keynote room. Topics are subject to editorial oversight and approval and should not be self-promotional in nature
- Format can be fireside chat or panel
- PRWeek will assist and collaborate in recruiting panelists
- PRDecoded Takeaway eBook
 - Sponsor session summarized within eBook (includes other conference sessions)
 - Sponsor logo and full page ad included in eBook
 - eBook deployed to PRWeek subscribers post-conference
 - Sponsor receives all leads from deployment
 - eBook archived on PRWeek.com/us for up to 1 year after live event
- 4 complimentary conference passes
- Customized HTML email provided 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

\$14,000 (2 AVAILABLE)

- Moderate 35-minute breakout discussion in front of roughly 30-50 attendees. Topics are subject to editorial oversight and approval and should not be self-promotional in nature
- PRDecoded Takeaway eBook
 - Sponsor session summarized within eBook (includes other conference sessions)
 - Sponsor logo and full page ad included in eBook
 - eBook deployed to PRWeek subscribers post-conference
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 - eBook archived on PRWeek.com/us for up to 1 year after live event
- 2 complimentary conference passes
- Customized HTML email provided 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.)

CONTACT INFORMATION

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TECH TALK

\$10,500 (2 AVAILABLE)

- Host a 20-minute “TED Style” open format talk focusing on key topics relevant to the conference theme. Topics are subject to editorial oversight and approval and should not be self-promotional in nature
- PRDecoded Takeaway eBook
 - Sponsor session summarized within eBook (includes other conference sessions)
 - Sponsor logo and full page ad included in eBook
 - eBook deployed to PRWeek subscribers post-conference
 - Sponsor receives all leads from deployment
 - eBook archived on PRWeek.com/us for up to 1 year after live event
- 2 complimentary conference passes
- Customized HTML email provided 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.)

RECHARGE INTERSTITIAL

\$8,500 (2 AVAILABLE)

- Sponsor a 10 min interstitial on main stage after one of the scheduled breaks. Topics are subject to editorial oversight and approval and should not be self-promotional in nature
- PRDecoded Takeaway eBook
 - Sponsor session summarized within eBook (includes other conference sessions)
 - Sponsor logo and full page ad included in eBook
 - eBook deployed to PRWeek subscribers post-conference
 - Sponsor receives all leads from deployment
 - eBook archived on PRWeek.com/us for up to 1 year after live event
- 1 complimentary conference pass
- Customized HTML email provided 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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TAKE OUT & HANG OUT

\$11,000 (3 AVAILABLE)

- Moderate and host a private 50 minute lunch discussion for at least 8-10 conference attendees on chosen topic. Topics are subject to editorial oversight and approval and should not be self-promotional in nature
- Lunch provided by PRWeek; Sponsor may provide additional refreshments
- PRDecoded Takeaway eBook
 - Sponsor session summarized within eBook (includes other conference sessions)
 - Sponsor logo and full page ad included in eBook
 - Sponsor receives all leads from deployment
 - eBook deployed to PRWeek subscribers post-conference
 - eBook archived on PRWeek.com/us for up to 1 year after live event
- 2 complimentary conference passes
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PRDECODED SCOPE

\$8,500 (5 AVAILABLE)

PRWeek will collaborate with client to produce a 3-4 minute fireside chat-style video, featuring a PRWeek custom team expert interviewing the client's SME. Recording will take place at PRDecoded.

- Video will be posted as "Partner Content" on PRWeek.com/us homepage (5) days after post-production process is completed and no more than 15 days following the interview
- Branding on the video will read "PRDecoded Scope - sponsored by (sponsor name)"
- Video archived on PRWeek YouTube channel for (1) one year
- Video will be promoted in PRWeek's newsletters, and social media channels (Twitter, LinkedIn, Facebook, and YouTube) post event
- The Sponsor will receive a final copy of the video and will have rights to the final cut of the video for marketing on Sponsor's website, social media platforms, etc. for up to one (1) year

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PRDECODED CONNECT

\$10,000 (1 AVAILABLE)

- Unique and customized Wi-Fi password such as “company name”
- Three sponsored social posts on PRWeek Twitter, Facebook and LinkedIn (combined 130k followers). Posts must be approved by PRWeek beforehand
- 2 complimentary conference passes
- Customized HTML email provided 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.)

MIXTURES & MINGLE

\$15,000 (1 AVAILABLE)

- Exclusive sponsor of 1 hour post-conference cocktail reception in venue
- Signage with sponsor logo displayed
- PRWeek manages digital campaign leading up to conference for individuals to submit idea for best Chicago-inspired fall cocktail. Campaign includes customized sponsor hashtag
- After submissions are closed, PRWeek and sponsor choose top 3 drink ideas to be unveiled at start of cocktail reception. The 3 drinks will be passed around at reception for attendees to vote on via cards. Winning cocktail idea announced by sponsor at reception.
- Sponsor receives leads of all those who voted
- 2 complimentary conference passes
- Customized HTML email provided 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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PRDECODED LOUNGE

\$5,000 (1 AVAILABLE)

- Signage with sponsor logo displayed at lounge throughout the day
- Sponsor-branded headphones and pens scattered throughout the lounge (provided by PRWeek)
- Option to add a custom activation or additional (branded) giveaways within lounge space. Conference team can work with sponsor to customize. Additional costs may apply.
- 2 complimentary conference passes
- Customized HTML email provided 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.)

CARICATURE ARTIST

\$11,500 (1 AVAILABLE)

- In sponsor-branded area, Caricaturist Artist will draw on electronic tablet. Also includes 28" TV display for everyone to see the caricatures unfold
- Sponsor logo and PRDecoded event details will be included on 4x6 Caricatures printed on-site
- Digital download webpage will include sponsor logo and link back to sponsor website; webpage made available to guests post-event
- Sponsor receives all leads of conference attendees who get their caricature
- 2 complimentary conference passes
- Customized HTML email provided to promote conference to clients with unlimited \$100 discount code
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GOT SWAG? \$3,500

- Sponsor can provide a product giveaway or exclusively provide a swag bag available for all PRDecoded attendees. Sponsor responsible for all associated product costs
- 1 complimentary conference pass
- Customized HTML email provided 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.)

CUSTOM ACTIVATION

Be part of an experimental environment, filled with fun and creativity. Attendees will be able to stop by throughout the day and venture into a world of exciting virtual and digital installations that allow them to experience the innovations and emerging technologies driving PR professionals. Or have a different idea? Speak with your sales rep to discuss further!

- Opportunity to build a customized installation onsite at PRDecoded in a heavily trafficked area
- Installation must coincide with PRDecoded theme
- Unlimited distribution of marketing collateral in Sponsor's dedicated space
- 2 complimentary conference passes
- Customized HTML email provided to promote conference to clients with unlimited \$100 discount code
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