

# Sponsor & Exhibitor Opportunities

## WOMMA's Word of Mouth Summit and Research Symposium

**December 11-13  
Washington, D.C.**

The one event to sponsor to reach buyers of word of mouth, viral, buzz, and blog marketing services.

An official WOMMA event — an endorsement you can't get anywhere else.

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# The Must-Attend Event for Word of Mouth Marketers

## Word of Mouth Summit & Research Symposium

Dates: Summit: December 12-13, 2006  
Research Symposium: December 11, 2006  
Location: Washington, D.C.  
Ronald Reagan International Trade Center  
Audience: 500-700 senior executives expected

### Event Details

- Sponsors/Speakers reception
- Keynotes and general session in main ballroom
- Up to 5 tracks of intense programming
- Conference fee:  
\$795 for WOMMA members, \$1195 for non-members
- In addition to valuable content and presentation materials, attendees and sponsors will receive breakfast & lunch both days, and a FABULOUS dinner banquet.

### Unique Elements of WOMMA Meetings

- Dinner banquet keeps attendees together and active throughout the event
- Focused attention — participants are involved in the sessions and exhibits, not answering email or calls
- Special “community” feeling of members coming together as part of a unique organization and experience

## A mission, not a meeting

This isn't just any event to participate in. It's a mission and a movement to be part of!

There is only one place to connect your brand to WOMMA's important mission — and to gain the credibility that comes with it.

WOMMA and its members are building an industry, changing how marketers think, and creating a more open, honest pro-consumer future.

Don't miss this golden opportunity to be known and seen supporting the fast-growing word of mouth marketing universe. Word travels fast, especially in this business. Get positive word of mouth by being a sponsor.

## There is no other event quite like it

There is only one place to connect with buyers of word of mouth, viral, buzz, and blog marketing services.

Invest in your company's relationships with new and existing key accounts by being a part of the biggest WOMMA event to date. Exhibition and sponsorship packages are limited.

- Be part of the largest word of mouth conference.
- Reach all the big players in word of mouth from major brands, agencies, specialty firms, and more.
- Anyone with a budget for word of mouth marketing is here. Where else can they go?
- Reach the people with decision-making authority — the C-level crowd including chief marketing officers and SVPs — the people who buy your products and services.
- Be associated with the top experts and thought leaders speaking at the conference.
- Be associated with WOMMA, the official trade association of the word of mouth business.

## Compelling marketing message

### Word of Mouth Summit

### The Official Event for Word of Mouth Marketing A Complete Course in WOM, Viral, Buzz, & Blogs

- Meet the world's leading word of mouth experts.
- Master the core skills to succeed with WOM.
- Discover how to implement WOM at your company.
- Network like crazy at the biggest word of mouth conference ever.
- Understand critical issues around ethics and honesty.
- Measure and track the ROI of word of mouth.
- An official event from WOMMA, the association that brings together the amazing people who are building this fantastic industry.

## Word of mouth isn't just a tactic, it's a new way of doing business.

- 82% of the Inc. 500 are using WOM
- 2/3 of consumer purchases are influenced by WOM
- \$0 cost of acquiring a customer with WOM



# Attendee Profile and Testimonials

## Attendee Profile

### THESE ARE YOUR BUYERS.

People attend WOMMA events when they are using word of mouth products and services. They come to us when they are ready to buy.

- Top brands, heavily client-side
- Senior-level marketers
- Decision-makers for word of mouth
- Actively launching campaigns around WOM, viral, buzz, and blogs

WOMMA events attracted more than 1,600 attendees from top companies.

### Company Types:

30% Brands, client-side marketers  
 40% Agencies using WOM services  
 20% WOM specialty firms  
 5% Market research  
 5% Other

### Job Titles:

35% C-level  
 45% VP, SVP  
 20% WOM decision-makers  
 10% Other

## Recent Attendees

A&E Television	Forrester Research	Miller Brewing
Absolut Spirits	GE	Company
Advance Brands	GEICO	Millward Brown
Allstate Insurance	General Mills	Motorola
Company	General Motors	Murad
American Express	Gfk NOP	Nickelodeon
AOL	GlaxoSmithKline	Nielsen//NetRatings
Apple Computer	GolinHarris	Nokia
Audible	Hallmark Cards	Organic
Avenue A/Razorfish	Harvard Business	Pepsi-Cola
Bacon's	School	Plaxo
Bausch & Lomb	Hasbro	Procter & Gamble
BBDO	HBO	ProFlowers
Burson-Marsteller	Hill & Knowlton	Quixtar
BuzzMetrics	Humana	Robert Bosch Tool
BzzAgent	IBM	Corporation
Cendant	Intelliseek	SC Johnson & Son
Citigroup	Intuit	Simmons
Cold Stone Creamery	Jockey International	Six Apart
comScore Networks	Johnson & Johnson	Slack Barshinger
Cymfony	Jupiter Research	Sony
DDB	Kellogg Company	Starcom
Dell	Ketchum	Swiss Medica
Dentsu	Communications	Target
Discovery Channel	Kraft Foods	TaylorMade-adidas
Disney	Lands' End	golf
DuPont	LEGO	The Clorox Company
E.W. Scripps	Leo Burnett	Tickle
Interactive Media	Lexus	True North
Edelman	L'Oreal	Variety
Electronic Arts	March of Dimes	Verizon Wireless
Eli Lilly & Co.	Mayo Clinic	Virgin Mobile USA
Fidelity Investments	McCann Erickson	Weber Shandwick
Fiskars-SOC	McDonald's	Wegmans Food
Fleishman Hillard	MediaEdge:ClA	Markets
Foote, Cone and	Mercedes Benz	Whirlpool
Belding	Microsoft	Yahoo!

## Amazing Testimonials

I've been to a lot of conferences, but never have I seen more usable content fit into so short a time. It brought me and my organization face to face with the cutting edge of the marketing world. I can't wait for WOMMA's next event!

— Jon Gabriel,  
Cold Stone Creamery

Great presentations and lively discussions, lots of information. There was a strong energy in the room and a passion for what we as marketers are trying to do.

— Maggie Chaidez, Tellabs

The first WOMMA summit was one of the most impactful conferences I have ever attended.

— Idil Cakim, Burson Marsteller

In an industry where our audience is our greatest asset, the WOMMA conference finally helped put us on the path to communicating with them.

— Rich Lacy,  
E.W. Scripps Interactive

You provided inspirational leadership around developing issues like ethics and making people see this can be big. I took away many inspirational ideas, quotes, and questions to think about.

— Paul Rosenfeld, Intuit

Wow! What a show. We were astounded.

— Amanda Van Nuys, Organic

The conference exceeded my expectations. We are already applying the new WOMMA metrics terminology into our practice.

— David Binkowski, Hass MS&L

It was worth coming all the way from Japan.

— Abe Akihito, Dentsu

A first-class information-packed event with lively, relevant, and intelligent discussions! I was particularly impressed by the quality of people that this meeting attracted.

— Emanuel Rosen,  
The Anatomy of Buzz

Great work. . . It had tons of high energy and great presentations for such a young industry and organization. I doff my hat to you guys!

— Karthik Iyer, Intelliseek

What a life-changing experience the WOMMA Summit was for me! I'll be waiting eagerly for the next installment.

— Nancy Akers, Texas Arts

Congrats. . . the conference attracted the thought leaders in the word of mouth marketing space and senior-level managers which led to great contacts. Looking forward to the next one!

— Jim Scheinman, Friendster

This was by far the best conference I have attended in recent years.

— Esmee Williams,  
Allrecipes.com

I'm a better, more knowledgeable marketer for attending the WOMMA Summit 2005. Time well spent.

— John Moore, Brand Autopsy



# Sponsorship & Exhibitor Opportunities

Package	Special Features	Benefits
<p><b>Platinum Sponsor</b> <b>\$25,000</b></p>	<p>YOU ARE THE DOMINANT BRAND AT THE SHOW</p> <p>TABLE TOP EXHIBIT INCLUDED</p> <p><b>EXCLUSIVE</b></p>	<ul style="list-style-type: none"> <li>• <b>Prestige recognition throughout all event communications</b></li> <li>• <b>Corporate logo on cover of Program Book</b></li> <li>• <b>Distribution of collateral or small item in attendee bags</b></li> <li>• <b>Full-page advertisement (color) in conference Program Book</b></li> <li>• Electronic copy of attendee list (one-time use, not including email addresses, mailing subject to advance review)</li> <li>• Five (5) full conference registrations</li> <li>• Four (4) additional dinner passes</li> <li>• Corporate name and logo listed on conference sponsor page in official Program Book</li> <li>• Corporate logo on all appropriate pre-convention promotional materials</li> <li>• Corporate website linked from the event website</li> <li>• Company logo on sponsor banner</li> <li>• Dedicated banner featuring company logo</li> <li>• <b>Exhibit table:</b> 6 ft. table top with electricity</li> </ul>
<p><b>Keynote Sponsor</b> <b>\$20,000</b></p>	<p>STAND IN THE SPOTLIGHT AT THE KEY MOMENT OF THE EVENT</p> <p>TABLE TOP EXHIBIT INCLUDED</p> <p><b>EXCLUSIVE</b></p>	<ul style="list-style-type: none"> <li>• <b>Private meeting with keynote speaker</b></li> <li>• Introduce keynote speaker</li> <li>• Electronic copy of attendee list (one-time use, not including email addresses, mailing subject to advance review)</li> <li>• Three (3) full conference registrations</li> <li>• Corporate logo on all appropriate pre-convention promotional materials</li> <li>• Corporate logo on cover of Program Book</li> <li>• Corporate name and logo listed on conference sponsor page in official Program Book</li> <li>• Full-page advertisement (B&amp;W) in conference Program Book</li> <li>• Corporate website linked from the event website</li> <li>• Company logo on sponsor banner</li> <li>• <b>Exhibit table:</b> 6 ft. table top with electricity</li> </ul>
<p><b>Dinner Sponsor</b> <b>\$15,000</b></p>	<p>OWN THE HIGHLIGHT MOMENT OF THE ENTIRE EVENT</p> <p>TABLE TOP EXHIBIT INCLUDED</p> <p><b>EXCLUSIVE</b></p>	<ul style="list-style-type: none"> <li>• <b>Corporate executive remarks at dinner session</b></li> <li>• Distribute gifts or literature at the dinner</li> <li>• Corporate logo on cover of Program Book</li> <li>• Corporate name and logo listed on conference sponsor page in official Program Book</li> <li>• Full-page advertisement (B&amp;W) in conference Program Book</li> <li>• Corporate website linked from the event website</li> <li>• Company logo on sponsor banner</li> <li>• Four (4) full conference registrations</li> <li>• Six (6) additional Tuesday dinner passes</li> <li>• <b>Exhibit table:</b> 6 ft. table top with electricity</li> </ul>

## Sponsorship & Exhibitor Opportunities, Continued

Package	Special Features	Benefits
<b>Program Book Sponsor</b> <b>\$7,500</b>	<p>YOUR MESSAGE IN THE HANDS OF EVERY ATTENDEE FOR THE ENTIRE SHOW</p> <p>TABLE TOP EXHIBIT INCLUDED</p> <p><b>EXCLUSIVE</b></p>	<ul style="list-style-type: none"> <li>• <b>Back cover full-page color advertisement on Program Book</b></li> <li>• Corporate logo on cover of Program Book</li> <li>• Corporate name and logo listed on conference sponsor page in official Program Book</li> <li>• Distribution of collateral or small item in attendee bags</li> <li>• Full-page advertisement (B&amp;W) in conference Program Book</li> <li>• Corporate website linked from the event website</li> <li>• Company logo on sponsor banner</li> <li>• Two (2) full conference registrations</li> <li>• <b>Exhibit table:</b> 6 ft. table top with electricity</li> </ul>
<b>Name Tag Lanyards</b> <b>\$4,000</b>	<p>YOUR NAME ON EVERY ATTENDEE, ALL DAY LONG</p> <p><b>EXCLUSIVE</b></p>	<ul style="list-style-type: none"> <li>• <b>Your logo on all nametag lanyards</b></li> <li>• One (1) full conference registration</li> <li>• Full-page advertisement (B&amp;W) in conference Program Book</li> <li>• Corporate logo on cover of Program Book</li> <li>• Company logo on sponsor banner</li> <li>• Company logo on conference website</li> </ul>
<b>Name Tag Sponsor</b> <b>\$3,000</b>	<p>YOUR NAME ON EVERY BADGE, EVERY MOMENT OF THE EVENT</p> <p><b>Only 2 Available</b></p>	<ul style="list-style-type: none"> <li>• <b>Company logo on every name tag</b></li> <li>• One (1) full conference registration</li> <li>• Full-page advertisement (B&amp;W) in conference Program Book</li> <li>• Corporate logo on cover of Program Book</li> <li>• Company logo on sponsor banner</li> <li>• Company logo on conference website</li> </ul>
<b>Tabletop Exhibit Sponsor</b> <b>\$3,000</b>	<p>MAKE YOUR COMPANY A MUST-VISIT STOP IN THE CENTER OF THE NETWORKING ACTION</p> <p>TABLE TOP EXHIBIT INCLUDED</p> <p><b>10 Available</b></p>	<ul style="list-style-type: none"> <li>• <b>Exhibit table: 6 ft. table top with electricity in Cafe WOMMA Partner Pavilion</b></li> <li>• Distribution of company collateral in attendee bags</li> <li>• Corporate logo on cover of Program Book</li> <li>• Company logo on sponsor banner</li> <li>• Full-page advertisement (B&amp;W) in conference Program Book</li> <li>• 6 ft. table top with electricity in Cafe WOMMA Partner Pavilion</li> <li>• One (1) full conference registration</li> <li>• Company logo on conference website</li> </ul>
<b>Program Book Advertiser</b> <b>\$1,500</b>	<p>YOUR MESSAGE IN THE BOOK THAT EVERYONE KEEPS</p>	<ul style="list-style-type: none"> <li>• <b>Full-page advertisement (B&amp;W) in conference Program Book</b></li> <li>• Corporate logo on cover of Program Book</li> <li>• Company logo on sponsor banner</li> <li>• Company logo on conference website</li> </ul>

