SMW GLOBAL THEME 2018: CLOSER

SOCIAL MEDIA WEEK MILAN

SOCIAL MEDIA WEEK ROME

MILANO 12-14 GIUGNO

ROMA 14-16 GIUGNO

SPONSORSHIP
OPPORTUNITIES

ABOUT

Social Media Week (SMW) is one of the world's premier conferences and industry news platforms for marketers.

We provide brands, agencies and technology providers with the latest insights, trends and best practices together with access to a global community of marketing decision makers.

In 2018 SMW hosts its flagship conferences in New Los Angeles and London with its a new global edition of the conference taking place in New York City between April 24-27 at The Sheraton Hotel.

In 2018 SMW will celebrate human connectivity and the power that technology provides in bringing the world closer together.

SMW.news

With a global network of more than one thousand contributors, SMW.news is a vital resource of professionals who need to keep up with emerging trends and learn about best practices in social media.

- Insights, emerging trends and best practices
- Global network of 1k writers
- 200k readers each month
- Weekly newsletter which reaches 150k subscribers

SMW INSIDER

Membership platform providing livestreaming of SMW's flagship conferences and hundreds of hours of on-demand educational content.

- 180+ hrs of streaming video
- Access content by topic, brand or expert
- Watch live or on-demand
- Available on desktop or mobile device
- Access as a individual or as a team

GLOBAL REACH

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28

CITIES

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50k

ATTENDEES

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10k

SPEAKERS

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230k

FOLLOWERS

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170k

FOLLOWERS

$

4k

FOLLOWERS

GLOBAL ATTENDEE

The SMW audience is made up of mid-senior level decision makes representing brands, agencies, publishers and technology providers.

BRANDS IN ATTENDANCE

Edelman
accenture digital
Ogilvy
NATIONAL GEOGRAPHIC
viacom
Ford
AMERICAN EXPRESS
Google
BMW
Coca-Cola
Nestlé
MTV
GE
SONY
HBO®
Mondelēz International
J.P.Morgan
SAMSUNG

SOCIAL
MEDIA
WEEK
MILAN

SOCIAL
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#SMWMILAN
SOCIAL
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Ford
Go Further

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SOCIAL
MEDIA
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MILAN

SOCIAL
MEDIA
WEEK
STAGE ONE
PM

SOCIAL
MEDIA
WEEK

ME ANYTHING
PEAKER LOUNGE
SOCIAL
MEDIA
WEEK

SOCIAL
MEDIA
WEEK

THE
OPPORTUNITY

- Brand awareness
- Lead generation
- Thought leadership

PAST SPONSORS

SPONSOR TESTIMONIAL

"Social Media Week is the ideal platform for Viacom to have thoughtful discussions on how the socialmedia industry is impacting not only brands and businesses but also society as a whole."

Lydia Daly
SVP, Social Media and Branded Content Strategy, Viacom

MAIN PARTNER

- Platform exclusive Live streaming
- Sponsored session on a main stage
- Host one Speakeasy salon session
- Premium Exhibitor Booth
- Sponsorship of Opening Reception
- Brand logo on Home Page, Sponsors Page & Schedule Page

- Included in one dedicated Facebook ad campaign that runs for one week
- Promotion on social channels include Facebook, LinkedIn and Twitter
- 15 Standard Passes
- Enterprise membership to SMW Insider, which includes access to livestreaming and 180+ hours of talks and interviews
- Private and sponsored cocktail

PACKAGE COST:

- 50K

MARQUEE

- Minimum of one sponsored session on a main stage
- Host one Speakeasy salon session
- Premium Exhibitor Booth
- Sponsorship of Opening Reception
- Brand logo on Home Page, Sponsors Page & Schedule Page
- Included in one dedicated Facebook ad campaign that runs for one week
- Promotion on social channels include Facebook, LinkedIn and Twitter
- 15 Standard Passes
- Enterprise membership to SMW Insider, which includes access to livestreaming and 180+ hours of talks and interviews

PACKAGE COST:

- 20/25K

SIGNATURE

- Minimum of one sponsored session on Stage 1
- Host one Speakeasy salon session
- Basic or Standard Exhibitor Booth
- Brand logo on Home Page, Sponsors Page & Schedule Page
- Included in one dedicated Facebook ad campaign that runs for one week
- Promotion on social channels include Facebook, LinkedIn and Twitter
- 10 Standard Passes
- Enterprise membership to SMW Insider, which includes access to livestreaming and 180+ hours of talks and interviews

PACKAGE COST:

- 15K

SUPPORTING

- Minimum of one sponsored session on Stage 2 or Stage 3
- Host one Speakeasy salon session
- Basic Exhibitor Booth
- Brand logo on Home Page, Sponsors Page & Schedule Page
- Included in one dedicated Facebook ad campaign that runs for one week
- Promotion on social channels include Facebook, LinkedIn and Twitter
- 8 Standard Passes
- Enterprise membership to SMW Insider, which includes access to livestreaming and 180+ hours of talks and interviews

PACKAGE COST:

- 10K

SESSIONS

- One sponsored session on Stage 1,2, or 3
- Curatorial support, event management, A/V production
- Article recap of session published on SMW.news
- Video interview with primary speaker
- Edited full length video from your session
  - 4 x 20-second video snippets from session, published on Facebook video
  - Access to professional photos from session
- Brand logo on Home Page, Sponsors Page & Schedule Page
- Included in one dedicated Facebook ad campaign that runs for one week
- Promotion on social channels include Facebook, LinkedIn and Twitter
- 5 Standard Passes
- Annual membership to SMW Insider, which includes access to livestreaming and 180+ hours of talks and interviews

PACKAGE COST:

- 15K

SPEAKEASY

- One (45-minute) sponsored Speakeasy Salon (20 ppl)
- Brand logo on Sponsors Page & Schedule Page
- Included in minimum of one email blast
- Promotion on social channels including 2 Facebook posts and 3 Tweets
- 3 Standard Passes
- Annual membership to SMW Insider, which includes access to livestreaming and 180+ hours of talks and interviews

PACKAGE COST:

- 8K

EXHIBITOR BOOTHS

A) Located in premium Exhibitor, Exhibitor Connect and Premium Lounges

B) Three sizes available (3x3, 3x6, or 6x6)

C) Dedicated WiFi throughout the week

D) Standard furniture including tables and chairs

E) Standard furniture with iPads or plasma screen

F) Badge scanning for lead generation capture

G) Logo on website and on-site physical signage

H) 3 - 5 Standard Passes

I) Annual membership to SMW Insider, which includes access To livestreaming and 180+ Hours of talks and interviews

PACKAGE COST:

Basic: 6K - Include: Stand 3x3, D, G, H, I

Standard: 10K - Include: Stand 3x6, A, C, D, G, H, I

Premium: 15K - Include: stand 6x6, A, C, D, E, F, G, H, I

LOUNGES

- Exclusive sponsorship of Speaker AMA Lounge, Connect Lounge, or Premium Lounge*
- Dedicated WiFi throughout the week
- Standard furniture including tables and chairs
- Standard furniture with iPads or plasma screen*
- Badge scanning for lead generation capture
- Logo on website and on-site physical signage
- 2 or 5 Premium Passes (Includes access to the Premium Lounge)*
- 2 or 5 Standard Passes*
- Annual membership to SMW Insider, which includes access to livestreaming and 180+ hours of talks and interviews

PACKAGE COST:

Speaker AMA: 4K

Connect Lounge: 10K

Premium Lounge: 15K

NETWORKING BREAKFASTS & LUNCHES

- Catered breakfast or lunch for all attendees
- Full-screen take-over in Connect Lounge and in Exhibitor Marketplace for branding
- Brand logo on Sponsors Page & Schedule Page
- Included in a minimum of one email blast
- Promotion on social channels including 2 Facebook posts and 3 Tweets

- 5 Standard Passes
- Annual membership to SMW Insider, which includes access to livestreaming and 180+ hours of talks and interviews

PACKAGE COST:

- Weekly Breakfast: 8K
- One day lunch: 4K

PRIVATE DINNERS

- Private and sponsored dinner for up to 20 ppl
- Brand logo on Sponsors Page
- Brand logo on dinner invites and placecards
- Promotion on social channels including 2 Facebook posts and 3 Tweets
- 5 Standard Passes
- Annual membership to SMW Insider, which includes access to livestreaming and 180+ hours of talks and interviews

PACKAGE COST:

- 8k

DRINKS & PARTIES

- Exclusive sponsor of the official opening reception
- 400-500 attendees, speakers and partners
- Brand logo on Sponsors Page
- Brand logo on event invite and step and repeat
- Space to host a photobooth activation**
- Promotion on social channels including 2 Facebook posts and 3 Tweets
- 5 Standard Passes
- Annual membership to SMW Insider, which includes access to livestreaming and 180+ hours of talks and interviews

PACKAGE COST:

- 8/10K (not include exclusive sponsor)
- 25K (exclusive sponsor)

PACKAGE COST BREAKDOWN

Package	Description	Standard
Marquee	Includes Signature Sponsor deliverables with the addition of Premium Exhibitor booth upgrade, sponsorship of Opening Reception, 15 Standard Passes	**20/25K**
Signature	Includes all Supporting Sponsor deliverables with the addition of Stage 1sponsored session upgrade and 10 Standard Passes	**15K**
Supporting	Includes one Stage 2 or 3 sponsored session, hosting one Speakeasy salon, Basic Exhibitor booth, brand logo promotion on website and social, 8 Standard Passes, and one Enterprise membership to SMW Insider membership	**10K**
Sessions	Sponsored session on Stage 1, 2, or 3, full presentation support, session and speaker interview video recaps, brand promotion on website, social, and email, 5 Standard Passes, and one annual membership to SMW Insider	**15K**
Speakeasy	Includes one 45-minute sponsored speakeasy salon, brand promotion on website, social, and email, 3 Standard Passes, and one annual membership to SMW Insider	**8K**
Exhibitor Booths	Includes location plot in Exhibitor Marketplace or Foyer, standard furniture with option to upgrade to plasma screens, lead generation badge scanning, logo promotion on website and physical signage, Standard Passes, and one annual membership to SMW Insider	**6/8/15K**
Lounges	Includes exclusive sponsorship of one of lounge areas, lead generation badge scanning, logo promotion on website and physical signage, Standard Passes, and one annual membership to SMW Insider	**4/10/15K**
Private Dinners	Private sponsored dinner for up to 20 people, brand logo on invitation and place cards, brand promotion on website, social, and email, 5 Standard Passes, and one annual membership to SMW Insider	**8K**
Drinks & Parties	Exclusive sponsorship of the Official Opening Reception (400-500 attendees, speakers, and partners), brand promotion on website, social, invite, and step & repeat, space to host photo booth activation, 5 Standard Passes, and one annual membership to SMW Insider	**4/10/15K**

REPORTING / RECAPS

- Full recap of your sponsorship activation including:
- Analytics report, including social mentions, reach and press coverage
- Videos and professional photos from your session, booth or activation.
- Editorial recap on SMW.news covering your mainstage session

GET IN TOUCH

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