



**DSF**  
**'18**

**MAY 21-23**

MARRIOTT COPLEY PLACE

**BOSTON**

## MARKETING & PROMOTIONS KIT

CORPORATE SPONSORSHIP PROGRAMS | ON-SITE SPONSORSHIPS  
SHOW DIRECTORY ADVERTISING | VIP DELIVERY PROGRAM

FOR MORE INFORMATION

CALL: 866.378.4991

EMAIL: [sales@eventevolution.com](mailto:sales@eventevolution.com)

[www.DOCUMENTstrategyForum.com](http://www.DOCUMENTstrategyForum.com)

# DSF '18

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BOSTON

LEVERAGING  
VARIOUS  
MARKETING AND  
PROMOTION  
OUTLETS  
TRADE SHOWS  
PROVIDE CAN  
INCREASE  
YOUR SHOW  
PERFORMANCE  
BY AS MUCH AS  
33%

## MARKETING & PROMOTIONS BRIEFING

As an exhibiting partner at the upcoming **DSF '18 Boston**, your company is presented with a variety of marketing and promotional opportunities that can help position your company Before, During and After the show as a leader in the customer communications, customer engagement and information management industries.

Studies have shown that trade shows are the most effective marketing tool for generating sales leads, taking orders, introducing new products/services, promoting company/brand awareness and entering new markets. Additionally, by leveraging various marketing and promotional outlets trade shows provide can increase show performance by as much as 33%.

As you review the various opportunities that are available to you, please keep in mind that we do include (free of charge) many of those proven marketing tools in your exhibitor package already, such as:

- Company Listing with Logo Link
- Company Listing with Logo in Show Directory
- One-time Use of Pre & Post-Show Attendee Lists
- Participation in VIP Delivery Program

While we do our best to create as many branding and exposure opportunities as possible, feel free to approach us with any ideas of your own. **If we can make it happen, we will!**



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## CORPORATE SPONSORSHIP PROGRAM

**PLEASE COMPLETE AND MAIL WITH PAYMENT TO:**

**EventEvolution Management Inc**  
611 Access Road  
3rd Floor  
Stratford, CT 06615

Tel: 203.378.4991  
Fax: 203.378.9474

**DSF '18 BOSTON** has created a unique corporate sponsorship program that goes beyond the traditional trade show sponsorship formula. Built on providing companies with "exclusivity" based on industry categories they serve, these strategic sponsorships present your company with a true leadership platform.

By leveraging a wide variety of strategic market access points, **DSF CORPORATE SPONSORSHIPS** will set you apart from the competition via an all-encompassing marketing program. From pre-event editorial and promotion to speaking and exhibiting at the Forum, your company will generate a tremendous amount of industry exposure Pre-Show, On-Site and Post-Show. Plus, all sponsorships carry a first-right-of-refusal for the following year's event.

### CORPORATE SPONSORSHIP AGREEMENT (please select the category you would like to sponsor)

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Customer Engagement <b>SOLD</b>      | <input type="checkbox"/> Enterprise Content Management (ECM) | <input type="checkbox"/> Analytics/Artificial Intelligence |
| <input type="checkbox"/> Storage                              | <input type="checkbox"/> Document Strategy                   | <input type="checkbox"/> Workflow Systems                  |
| <input type="checkbox"/> Enterprise Communication <b>SOLD</b> | <input type="checkbox"/> Capture/Digitization                | <input type="checkbox"/> Business Process (BPM)            |
| <input type="checkbox"/> Business Empowerment <b>SOLD</b>     | <input type="checkbox"/> Document Composition Software       | <input type="checkbox"/> Print Production/Output           |

### OFFICIAL CORPORATE SPONSOR - \$15,000.00 (includes one 10' x 10' booth)

NOTE: A 20% discount will be applied if interested in sponsoring multiple categories.

#### PRE-EVENT MARKETING

- Corporate logo featured on all marketing materials (over 400,000 targeted impressions)
- Targeted partner email campaigns (10,000 pre-qualified, opt-in email addresses)
- Partner logo prominently positioned with supporting copy on [www.DOCUMENTstrategyForum.com](http://www.DOCUMENTstrategyForum.com)
- 2X use of pre-registration list

#### ON-SITE MARKETING

- One 10'x10' booth on the Exhibit Floor (additional booths at \$3,900 per 10' x 10')
- Full-page, 4/C advertisement in the Show Directory (a \$2,500.00 value)
- Corporate logo featured on all on-site signage
- 10 VIP Guest Conference Passes (\$1,695.00 value per attendee)
- Speaking Slot within General Conference Program (note: session content must be approved)
- Banner Ad on DSF '18 Mobile App

#### POST-EVENT MARKETING

- 2X use of the post-registration list
- Post-show editorial coverage in *DOCUMENT Strategy Media* magazine

## CORPORATE SPONSORSHIP RESERVATION FORM

COMPANY NAME

CONTACT NAME

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

EMAIL

We understand that this contract shall be legally binding between EventEvolution Management Inc. and the sponsor only upon acceptance in writing by EventEvolution Management Inc. The performance of this Agreement is subject to termination without liability upon the occurrence of any circumstance beyond the control of either party - such as acts of God, war, government regulations, disaster, strikes (except those involving the employees or agents of the party seeking the protection of this clause), civil disorder, curtailment of transportation facilities or cancellation of the event. We also understand that any change in the information in the contract must be made in writing. Sponsor payments are due 50% non-refundable with signed contract and with balance due 90 days prior to event.

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## ON-SITE SPONSORSHIPS

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Tel: 203.378.4991  
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DSF '18 BOSTON has created a variety of sponsorships that provide your company with a unique marketing and branding tool. Each sponsorship opportunity is designed to generate on-site exposure and industry-wide mindshare.

- Triple D Reception – Demo + Date + Drinks Reception** ..... **\$12,500**  
The best relationships are built on common ground in a relaxed setting. And that's where we come in! Your company will be recognized as the sponsor of our Triple D Reception, which will feature great food and drinks right on the Show Floor.
- Closing Networking Reception** ..... **\$10,000**  
What better way to close Day 2 of the conference than by unwinding with old and new friends alike enjoying great food and drinks.
- Keynote & Networking Luncheon** ..... **\$10,000**  
One of the best parts of a peer-to-peer mixer is that you never know who you'll meet. We're taking networking to a whole new level with this networking luncheon.
- Breakfast Keynote** ..... **\$7,500**  
The official kick-off to DSF '18 Boston. Sponsoring company will officially welcome attendees and literature will be distributed at every table.
- Boston Duck Boat Tour** ..... **\$5,500**  
Boston Duck Tours is a great way to kick off DSF '18 Boston. Attendees will get a great overview of the city, unique neighborhoods and splash you into the Charles River for breathtaking views of the Boston skyline. Sponsor logo will appear on all pre-show and on-site promotion.
- Badge Holder Lanyard** ..... **\$2,500**  
Every Exhibit Hall attendee, Conference attendee and Speaker will receive your badge holder lanyard when they check in. Sponsor supplied.
- Badge Holder Insert** ..... **\$2,500**  
Remind every registered attendee of who you are and where they can find you at the event as well as after the event by sponsoring the badge holder insert. Sponsor supplied.
- Conference Refreshment Breaks** ..... **\$2,500**  
Registered Conference attendees will receive two refreshment breaks per day. In addition to your company name and logo appearing on sponsorship signage, you will also have the opportunity to distribute products and/or literature at the refreshment tables and in the breakout rooms.
- Conference Tote Bags** ..... **\$2,500**  
Give the most qualified attendees at the Forum something they can use after the show. All conference attendees and speakers will receive a conference tote bag compliments of your company. Sponsor supplied.
- Literature Room Drop** ..... **\$750**  
Get your information in attendee hands before they even wake up! Schedule a literature room drop and have your promotional materials delivered right to their rooms. Materials supplied by sponsor.
- Pre-Registration Badge Mailing Insert** ..... **\$500**  
Include your promotional material in our pre-registration badge mailing. Over 70% of our attendees will receive their badges in the mail prior to arriving. Whether they attend or not, they'll know who you are! Pre-registration badge mailing insert must fit into a #10 envelope. Sample must be approved by show management.

## ON-SITE SPONSORSHIP RESERVATION FORM

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## VENDOR BRIEFING SESSION - \$500

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### A VENDOR BRIEFING SESSION INCLUDES:

- 20-minute presentation within the official Conference Program at DSF '18
- Select from 3 session formats:
  - **ROUNDTABLE:** Discussion should be focused on leveraging tools effectively
  - **DEMO:** Walk through your product with a live demo
  - **FEATURES TALK:** Have new enhancements and innovations? Present a quick-hitting review of your latest announcements

### WHAT ARE THE BENEFITS?

- You'll appear in all our major marketing vehicles, including our exclusive Conference Brochure (over 100,000 impressions)
- Get featured on our Speakers page on our website and in our app
- 1 Complimentary 3-Day Conference Pass (this Pass gets you access to all sessions at DSF '18 and BFMA Annual Conference, with admittance to all special events including Keynote Breakfast, Keynote & Networking Luncheon, Triple D Reception, Bite & Biz Exhibit Floor Luncheon and Closing Keynote & Networking Cocktail Reception)

### VENDOR BRIEFING SESSION SCHEDULE

#### MONDAY, MAY 21

- |  |  |  |  |
|--|--|--|--|
| <input type="checkbox"/> 10:00AM - 10:20AM | <input type="checkbox"/> 10:30AM - 10:50AM | <input type="checkbox"/> 11:00AM - 11:20AM | <input type="checkbox"/> 11:30AM - 11:50AM |
| <input type="checkbox"/> 12:00PM - 12:20PM | <input type="checkbox"/> 12:30AM - 12:50PM | <input type="checkbox"/> 2:00PM - 2:20PM   | <input type="checkbox"/> 2:30PM - 2:50PM   |
| <input type="checkbox"/> 3:00PM - 3:20PM   | <input type="checkbox"/> 3:30PM - 3:50PM   |  |  |

#### TUESDAY, MAY 22

- |  |  |  |  |
|--|--|--|--|
| <input type="checkbox"/> 8:30AM - 8:50AM   | <input type="checkbox"/> 9:00AM - 9:20AM   | <input type="checkbox"/> 9:30AM - 9:50AM | <input type="checkbox"/> 10:00AM - 10:20AM |
| <input type="checkbox"/> 10:30AM - 10:50AM | <input type="checkbox"/> 11:00AM - 11:20AM |  |  |

### PRO TIP:

Attendees report that hearing a case study in a session will compel them to seek out that solution provider. Include a case study in your Vendor Briefing session to drive more traffic to your booth!

## VENDOR BRIEFING SESSION RESERVATION FORM

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STATE

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## OFFICIAL SHOW DIRECTORY ADVERTISING

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Research shows that over **60% of event attendees refer to their Show Directory** as a buying resource **after** the event is over and they're back in the office.

The **DSF '18 Boston Show Directory** will be distributed on-site to all attendees, speakers and exhibitors. It contains detailed company and contact information for all participating exhibitors as well as complete conference and special event information.

**ADVERTISING POSITIONS** (please check)

- Full Page, 4/C ..... \$1,500
- Full Page, B/W ..... \$1,250
- Half Page, 4/C ..... \$950
- Half Page, B/W ..... \$850
- Belly Band Wrap ..... \$3,500

**CLOSING DATES:**

**Reservations Due:** April 3, 2018  
**Materials Due:** April 7, 2018

**SPECIFICATIONS:**

**DIGITAL:** Files accepted: Photoshop, Illustrator, Pagemaker or PDF (Press Optimized, CYMK with all fonts and images embedded) MAC platform preferred; all support files, fonts and images must be sent with files.

**TRIM SIZE:** 6" x 10.5"  
**LIVE AREA:** Hold image 3/8" from trim  
**FULL PAGE w/BLEED:** 6.25" x 10.75"  
**HALF PAGE w/BLEED:** 6.25" x 5.125"

**PROOFS:** Supply a matchprint with all ads. If color matching is not a concern, submit a laser copy.

## SHOW DIRECTORY ADVERTISING RESERVATION FORM

\_\_\_\_\_  
COMPANY NAME CONTACT NAME

\_\_\_\_\_  
ADDRESS

\_\_\_\_\_  
CITY STATE ZIP

\_\_\_\_\_  
PHONE FAX EMAIL

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## VIP DELIVERY PROGRAM

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This one-of-a-kind program is absolutely FREE to our exhibiting partners and provides you with a unique marketing tool that goes beyond the traditional mass mailing of invitations. We will handle all costs associated with the printing and mailing of the VIP Invitations. Here is how it works!

Send us a list of your top clients/customers or potential clients/customers (up to 500 names) you would like to invite to DSF '18 Boston as your personal guest. They will each be sent a personalized invitation featuring your logo offering a 20% VIP Conference discount (up to \$400 off) to attend the Conference as well as a free pass to visit you in the Exhibit Hall. All compliments of your company.

Here's the best part! If your invited guest registers for our Platinum Package, DSF will cover one night's stay at the Marriott Copley Place. It's our way of making sure we deliver the right attendee, the right way!

**Deadline to Submit:** February 28, 2018

DSF '18 Boston will cover one-night stay at the Chicago Marriott Copley Place if your guest registers for the Platinum Package!



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