

# Turn Up the Volume with AMPLIFY BIMS 2023

**FEB 23-24, 2023 — ORLANDO, FLORIDA**

**AM&P Network's Business Information & Media Summit is the place to meet the top buyers, influencers and decision-makers from B2B, associations, and other specialized media markets.**

AM&P Network members are an important community of large and small publishers. AMPLIFY BIMS 2023 brings magazine and digital-media professionals together in person to connect, learn and share.

The conference provides insights, innovations and best practices to keep attendees in tune with today's media-industry trends. But we're more than that. BIMS is about providing media executives with actionable strategies to build market-leading brands.

## OUR VALUES

AMPLIFY BIMS and the entire AM&P Network commit to these principles:

- ▶ Engagement with an unduplicated audience of buyers.
- ▶ A forum for showcasing relevant products that provide real value for your customers.
- ▶ An integrated, multiplatform approach to helping you deliver your marketing message.
- ▶ A commitment to measurable results.

## WHO WE REACH

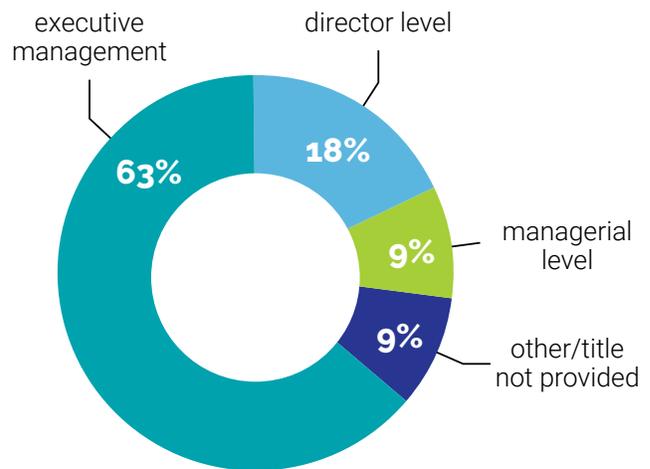
AM&P Network's Business Information & Media Summit focuses on several core constituencies, with B2B media at the center. It also includes association media, specialized information publishers, and more. Attendee companies include everything from entrepreneurial digital startups to massive global conglomerates. Their revenue runs from \$1 million to enterprise-level media businesses over \$100 million. But AMPLIFY BIMS attendees share one characteristic: they run multi-channel media businesses, and they're strategic decision-makers—media professionals who drive business strategy, value creation and revenue growth.

## A LOOK AT THE NUMBERS

- ▶ AMPLIFY BIMS serves a **\$25 billion** specialized publishing market.
- ▶ It draws from **230-plus** member organizations, representing more than **4,000** active members.
- ▶ It represents **hundreds of millions** of dollars in member-facilitated business transactions.



## BIMS 2019 ATTENDEE PROFILE



## WHO ATTENDS



**DON'T TAKE OUR WORD FOR IT**

“The BIMS event is a much needed gathering of BtoB professionals where the learning, networking and discovery of new solutions is top notch. In today’s fast paced media and events environment, the BIMS conference provides the venue for peer to peer sharing that helps all attendees navigate and understand the opportunities.”



**PAUL MILLER**  
CEO, Questex

“As a long-time sponsor of SIIA’s Business Information & Media Summit, we find the event to be productive and informative. It is a great opportunity to connect with other executives in the industry and learn how they are innovating to stay ahead. BIMS is a can’t-miss event for all business information leaders!”



**WILMA JORDAN**  
Founder & CEO, JEGI Clarity

“BIMS is a must attend event for any top media executive that is looking to connect with colleagues, vendors and sources of Capital.”



**TED COENE**  
Co-President/Owner  
Group C Media Inc.

“BIMS is our primary professional development event of the year with multiple staff members and functions attending.”



**GREG WATT**  
CEO, Watt Global Media



**Elizabeth Green, CEO, Brief Media.**

“BIMS is an all-encompassing event. It’s a must for all executive and management levels as a place to work on the business—not in the business; that’s something that we all need. I’ve been going for many years and always come back with ideas to propel my business forward.”



**JAMES G. ELLIOTT**  
President, James G. Elliott Company

“The BIMS meetings give us a terrific opportunity to connect, reconnect, listen and learn.”



**JACK SEMLER**  
CEO, Readex Research

“BIMS has been a “must attend” event in a sea of many alternatives. The program is focused, provides ideas for actions tomorrow and includes tracks and sessions for people in many different departments and of varying tenures. Happy to be planning to attend in person with several team members.”



**TIM ANDREWS**  
CEO, Advertising Specialty Institute

## AMPLIFY BIMS 2023 MEDIA PACKAGES

As a service provider to the media organizations that attend AMPLIFY BIMS, you're an essential part of their ability to innovate and succeed. Join in the conversation. Access high-value engagement opportunities with customers and prospects alike.

### AMPLIFY: Connect Lounge Sponsorship

This always-open space is one of the highest-trafficked areas of the conference. Centrally located, the AMPLIFY: Connect Lounge will offer unique refreshments (think barista, build-your-own sundaes, chocolate fondue), gathering space, and function as a re-charging area. Sponsor a volunteer project to benefit a local charity (e.g. stuffing overnight bags with emergency items for new foster children). Offer a giant doodle board where attendees can share take-aways from the day. Offer branded giveaways or an attendee Goodie Bag. Offer a technology demo or Q&A. Bring your own ideas to make this space an inviting experience for attendees.

#### Sponsorship includes:

- ▶ Executive Q&A in *AMPlify* e-newsletter prior to the event.
- ▶ Dedicated marketing email promoting the lounge space and your sponsorship prior to the event.
- ▶ Premium branding from the stage and all event signage.
- ▶ Verbal mentions and appreciation at the podium and during track housekeeping remarks, including brief description of your products and services.

#### Bonus inclusion:

- ▶ Full-page display ad in *Signature* January/February 2023 issue OR two consecutive display ads placed in weekly *AMPlify* digital newsletter.

*Investment: \$8,500* (Member pricing).

*Non-member investment: \$12,000.*

### Main Stage Presentation Sponsorship

Align your business with the key trends and topics on the minds of every AM&P Network member and the broader media community.

#### Sponsorship includes:

- ▶ One company executive on stage to introduce speaker.
- ▶ Option to engage speaker and audience by moderating Q&A.
- ▶ Chair drop with your valuable content marketing material (sponsor provided).

#### Four Available.

- ▶ Day 1 Morning
- ▶ Day 1 Afternoon
- ▶ Day 2 Morning
- ▶ Day 2 Closing

*Investment: \$5,500* per presentation. (Member pricing).

*Non-member investment: \$7,150.*

### Industry Insights Speed Sessions Sponsorship

Sometimes the value of a conference is determined by that one great tip or insight you take away—a simple idea that changes your business. In these sessions, our sponsors showcase their thought leadership with brief-but-essential observations in a 15-minute segment.

#### Three available.

#### Sponsorship includes:

- ▶ Present a topic showcasing the value of your solution to publishing operators.

*Investment: \$5,000* (Member pricing).

*Non-member investment: \$6,500.*

ONLY 1 LEFT

### Lunch Sponsorship

Attendees have been learning all morning and now they're ready for some relaxed networking. Help them reconnect with old friends and make new ones.

#### Sponsorship includes:

- ▶ Table decor or branded giveaway item.
- ▶ Signature dessert (possible added cost).
- ▶ On-stage facilitation of brief and fun icebreaker question or quiz, and giveaway.
- ▶ Chair drop with your valuable marketing material.

#### Bonus inclusion:

- ▶ Full-page display ad in *Signature* January/February 2023 issue OR two consecutive display ads placed in weekly *AMPlify* digital newsletter.

#### One available.

*Investment: \$7,500* (Member pricing).

*Non-member investment: \$9,750.*

### Conference Passes For Non-sponsoring Suppliers

\$2,995 for access to all sessions, keynotes, demo sessions, roundtables, workshops, meal functions and receptions.

## Breakfast Sponsorship

Help our executive-level sponsors get their day off to a great start. Brand visibility at breakfast station and 1 full Summit pass.

### Sponsorship includes:

- ▶ Table decor or branded giveaway item.
- ▶ Signature dessert (possible added cost).
- ▶ On-stage facilitation of brief and fun icebreaker question or quiz, and giveaway.
- ▶ Chair drop with your valuable marketing material.

*Investment: \$3,500* (Member pricing).

*Non-member investment: \$4,550.*

## Roundtables Sponsorship

Support the culture of peer-to-peer sharing that AM&P Network is known for. Align your company with the top thinkers in the business. Roundtables are topic-based, moderated conversations led by members—and you.

### Sponsorship includes:

- ▶ Introduction and facilitation of each roundtable session (1 event per day)
- ▶ Inclusion as moderator on at least one relevant roundtable of your choice.
- ▶ Table/Chair drop of your valuable marketing materials.

### Two available.

- ▶ Roundtables Day 1
- ▶ Roundtables Day 2

*Investment: \$2,500* per session. (Member pricing).

*Non-member investment: \$3,250* per session.

## AMPLIFY: Celebrate! Opening Night Reception and "License to Chill" Poolside Dinner (Thursday, Feb. 23.)

Greet and engage with attendees as they arrive for the conference and unwind at a relaxed or other pre-show activities. Enjoy a cocktail mingle with the group, say a few words at dinner tables and let your brand be the first one they engage with. This package includes an option to distribute one promotional item or a raffle (supplied by sponsoring company). AM&P Network will provide a custom napkin and placards displaying your company's logo.

### Sponsorship includes:

- ▶ Ability to add brief welcoming remarks.
- ▶ Custom cocktail (possible added cost).

### Bonus inclusion:

- ▶ Full-page display ad in *Signature* January/February 2023 issue OR two consecutive display ads placed in weekly *AMPLify* digital newsletter.

*Investment: \$12,500* (Member pricing).

*Non-member investment: \$16,250.*

## AMPLIFY: Celebrate! Wrap Party Sponsorship (Friday, Feb. 24)

Here's an exclusive opportunity to wrap-up the second day of sessions at BIMS, and help lead the conversation about the day's learnings. Engage attendees as they relax, share perspectives, and mix and mingle. Package includes option to distribute a promotional item or a raffle (supplied by sponsoring company). AM&P Network will provide a custom napkin and placards displaying your company's logo.

### Sponsorship includes:

- ▶ Ability to add brief welcoming remarks.
- ▶ Custom ice cream treat (possible added cost).
- ▶ Branded napkins (possible added cost).

### Bonus inclusion:

- ▶ Full-page display ad in *Signature* January/February 2023 issue OR two consecutive display ads placed in weekly *AMPLify* digital newsletter.

*Investment: \$8,500* (Member pricing).

*Non-member investment: \$11,050.*

## Track Sponsorship

As exclusive sponsor of any track, you have entree to lead the discussions in each session, through the entire event. You'll welcome attendees, introduce sessions and speakers, and moderate Q&As.

- ▶ **Executive Leadership.** This track is designed for C-Suite executives to compare notes in a trusted peer-group setting.
- ▶ **Revenue and Monetization.** Covers everything revenue related.
- ▶ **Tech and Strategy.** This track was created to bring insights and ideas at the intersection where media technologies and media strategies converge.

### Sponsorships include:

- ▶ Serving as emcee for the track during the full conference.
- ▶ Special acknowledgement in the program booklet.
- ▶ Brand exposure through track materials.

### One available per track.

*Investment: \$7,500* (Member pricing).

*Non-member investment: \$9,750.*

## SPONSOR BRANDING STATIONS

### 12 available.

### Sponsorship includes:

- ▶ Space for a retractable banner display (approx 3'x8').
- ▶ High top table and two chairs — ideal for making business connections and setting meetings.

*Branding Station pricing: \$2,500* (Member pricing).

*Non-member investment: \$3,250.*

## Networking Break Sponsorship

Increase your engagement with attendees by sponsoring a refreshment break as attendees mingle and network between sessions. Includes option to distribute promotional item or collateral during the break (supplied by sponsoring company).

### Sponsorship includes:

- ▶ Brand exposure through track materials, such as podium signage.
- ▶ Custom napkin and table-top signs promoting your company's logo.

*Investment: \$5,500 (Member pricing).*

*Non-member investment: \$7,150.*

## Sanitation-Station Sponsorship

Support attendees with multiple-sanitizing stations throughout the event space.

### Sponsorship includes:

- ▶ Brand exposure on all sanitizing stations.
- ▶ Option to provide branded mini hand sanitizers.
- ▶ Option to offer raffle or other engagement activity at sanitizer station locations.

*Investment: \$4,500 (Member pricing).*

*Non-member investment: \$5,850.*

## Attendee Notebook Sponsorship

Your brand can be in the hands of every attendee during the event (and beyond).

### Sponsorship includes:

- ▶ Your brand on highly functional and handy notebooks for all attendees.
- ▶ Includes expense of notebook (price per piece and quantity limitations apply).

*Investment: \$6,000 (Member pricing).*

*Non-member investment: \$7,800.*

## Lanyard Sponsorship

Let our attendees help spread your brand visibility. Have your logo visible to every attendee, all day long, by sponsoring the lanyard.

### Sponsorship includes:

- ▶ We will provide the custom lanyard featuring your company's logo.

*Investment: \$4,500 (Member pricing).*

*Non-member investment: \$5,850.*

## EVERY SPONSORSHIP INCLUDES:

### Pre-event

- ▶ Logo (linked) on all pre-event marketing materials (Web, email, social).
- ▶ Pre-event attendee list (without contact information) for your event planning purposes.
- ▶ Inclusion in pre-event marketing email that highlights AMPLIFY BIMS's sponsors. (Sponsor provides logo, 50 word description of services and/or event inclusion, URL).

### Onsite

- ▶ Full-conference pass for two team members.
- ▶ Ability to offer one client a discounted registration. (Limit one per sponsor).
- ▶ Recognition from the main stage and throughout the event via signage and materials.

### Post-event

- ▶ Post-event attendee list (including contact information) for all attendees who opted-in to share their information with sponsors/exhibitors.

## Program Quick-Guide Sponsorship

This quick guide will give attendees all the info they need about the event: schedule, speakers, special events and more.

### Sponsorship includes:

- ▶ Exclusivity, with no competing display ads.
- ▶ Your brand on program cover.
- ▶ Back cover display ad space for your brand (sponsor supplies ad creative).

*Investment: \$4,500 (Member pricing).*

*Non-member investment: \$5,850.*

## WiFi Sponsorship

Sponsor the BIMS WiFi access to ensure every attendee knows your company's name. For starters, your company name will be used as the password to the WiFi login. After logging in, each user will be redirected to your website or a designated landing page of your choice.

### Sponsorship includes:

- ▶ Your company's name as the password.
- ▶ Ability to redirect to your website or other URL.

*Investment: \$4,500 (Member pricing).*

*Non-member investment: \$5,850.*



# BIMS 2023 FLOOR PLAN