



# Digital Non Conference 2011

- Where Digital Meets Art Deco -

September 13 and 14, 2011

Hilton Cincinnati Netherland Plaza



# 4th Annual Digital *Non*-Conference

WebSites. Social. Advertising. Viral. Storytelling. Experiences.

## The Who. The What. The When. The Where. The Why. And More.

### **The Who. The What.**

ADCLUB Cincinnati and Ad2 Cincinnati present the 4<sup>th</sup> Annual Digital *Non*-Conference.

[www.digitalcincinnati.org](http://www.digitalcincinnati.org)

Along with the two organizing partner organizations, *Non*-Conference supporting partners include local chapters of the AMA, AMA YoungProfessionals, PRSA, AIGA, Digital Signage Association, Cincinnati Social Media, Cincinnati Women Bloggers, The Circuit, And Women's Circuit.

The *Non*-Conference typically sells-out with three-hundred-plus participants. The anticipated annual event generates a buzz and energy far beyond the two-days resulting in a - *let's say* - non-ending wave of connections and inspiration.

A snapshot of last year's Digital *Non*-Conference participants

Advertising Agencies - 35%

Advertisers - 25%

Media - 19%

Printing/Production - 7%

Professional Services - 6%

Independent Contractors - 3%

College Faculty & Students - 5%

### **What the numbers don't say.**

*Non*-Conference participants represent the digitally-savvy; the industry-enthusiasts; the experts and the early learners; the professionally connected; the forward-thinking; the motivated and energetic YPs, mid-management and veteran professionals; and a group of enthusiastic media representatives.

## **The When.**

Wednesday, September 13 and Thursday, September 14, 2011.

## **The Where.**

The historic Hilton Cincinnati Netherland Plaza in the central business district in downtown Cincinnati, Ohio.

35 West Fifth Street, Cincinnati, Ohio 45202. 513.421.9100

Keynote events take place in at the home base – the downtown Hilton – while the key break-out sessions occur in a number of casual, near-by venues close to the charming (and very alive) Fountain Square area of downtown.

## **Why Cincinnati?**

Cincinnati, Ohio has been dubbed the ‘most social city’ by Mashable (summer 2011); a creative ‘hot spot’ by the national organization ‘Creative Class’®; and, “one of Ohio’s Consumer Marketing Hubs of Innovation and Opportunity.” Professionals who have chosen the city and the region as their home base know the imaginative talent, innovative energy, and creative excitement that ‘is’ Cincinnati.

## **The Why. And More.**

The Digital *Non-Conference* is a non-traditional, out-of-the-ordinary, really cool, meet-up of three-hundred-plus smart, inquiring professionals and industry leaders. The focus for the two days is the cutting edge world of digital marketing and the technological and professional advances that affect our jobs, our careers, and our lives.

*Non-conference* participants interact with local, regional and national digital experts to share a little - and learn ‘a lot.’

More than **10,000 digitally-connected professionals** regularly receive updates about the Digital Non-Conference through regional chapters of AMA, AD Club, PRSA, The Circuit, AD2, and Young Professional Organizations of affiliated organizations.

Participants regularly come from the Cincinnati area, Cleveland, Columbus, Dayton, Toledo, Louisville, Lexington, Indianapolis, as well as a strong representation from West Virginia.

## ***Non-Conference* sponsors have said**

“I was able to recruit some of the best and brightest in the digital world while I was at the Digital Non-Conference.”

“I paid for my investment within 30 minutes of being at the conference with the connections we made.”

“The exposure we received from the Non-Conference just kept going ... and going ... and ....”

Companies, organizations and individuals (local, regional and national) who understand the power of the digital marketing world have been intrigued by the annual *Non-Conference* and sponsors have been genuinely excited by their exposure and participation.



# Digital Non-Conference 2011 Sponsorship Level Descriptions

## TITLE

- One available.
- Naming rights as the Title Sponsor of the Digital Non-Conference.
- 8 complimentary full conference admissions to the 2-day Digital Non-Conference. Additional company participants may register at the \$299 member rate.
- Sponsorship of the luncheon on Thursday or Friday with podium time.
- Opportunity to provide a speaker for one break-out session.
- Recognition as a sponsor in all advertising, pr, social media, with active URL from the [digitalcincinnati.org](http://digitalcincinnati.org). (minimum \$30,000 media coverage).
- Full-page ad in conference participant program book.
- Reference as the Title Sponsor in Digital Non-Conference e-blasts to a strong, regional database of 10,000+.
- Distribution of sponsor materials, brochures, promotional items.
- Opportunity to provide a speaker for one break-out session.
- Sponsorship of the keynote on Tuesday or Wednesday with podium time.
- Inclusion in all on-site signage, registration area, and banquet rooms.
- Naming rights as the Title Sponsor.
- Investment: \$20,000



# Digital Non-Conference 2011

## Sponsorship Level Descriptions

### DIAMOND

- One available.
- 8 complimentary full conference admissions to the 2-day Digital Non-Conference. Additional company participants may register at the \$299 member rate.
- Recognition as a sponsor in all advertising, pr, social media, with active URL from the digitalcincinnati.org. (minimum \$30,000 media coverage).
- Full-page ad in conference participant program book.
- Reference as the Title Sponsor in Digital Non-Conference e-blasts to a strong, regional database of 10,000+.
- Distribution of sponsor materials, brochures, promotional items.
- Opportunity to provide a speaker for one break-out session.
- Sponsorship of the keynote on Tuesday or Wednesday with podium time.
- Inclusion in all on-site signage, registration area, and banquet rooms.
- Naming rights as the Title Sponsor.
- Investment: \$15,000



# Digital Non-Conference 2011

## Sponsorship Level Descriptions

### PLATINUM

- Three sponsorships available.
- 3 complimentary full conference admissions to the 2-day Digital Non-Conference. Additional company participants may register at the \$299 member rate.
- Recognition as a sponsor in all advertising, pr, social media, with active URL from the [digitalcincinnati.org](http://digitalcincinnati.org) (minimum \$10,000 media coverage).
- Full-page ad in conference participant program book.
- Reference as a Sponsor in Digital Non-Conference e-blasts to a strong, regional database of 10,000+.
- Distribution of sponsor materials, brochures, promotional items.
- Opportunity to provide a speaker for one break-out session.
- Sponsorship of the keynote on Tuesday or Wednesday with podium time.
- Inclusion in all on-site signage, registration area, and banquet rooms.
- Investment: \$10,000



# Digital Non-Conference 2011

## Sponsorship Level Descriptions

### Gold

- Five sponsorships available.
- 2 complimentary full conference admissions to the 2-day Digital Non-Conference. Additional company participants may register at the \$299 member rate.
- Recognition as a sponsor in all advertising, pr, social media, with active URL from the [digitalcincinnati.org](http://digitalcincinnati.org). (minimum \$10,000 media coverage).
- Half-page ad in conference participant program book.
- Reference as a Sponsor in Digital Non-Conference e-blasts to a strong, regional database of 10,000+.
- Distribution of sponsor materials, brochures, promotional items.
- Opportunity to provide a speaker for one break-out session.
- Sponsorship of the keynote on Tuesday or Wednesday with podium time.
- Investment: \$7,500



# Digital Non-Conference 2011

## Sponsorship Level Descriptions

### Silver

- Five sponsorships available.
- 2 complimentary full conference admissions to the 2-day Digital Non-Conference. Additional company participants may register at the \$299 member rate.
- Recognition as a sponsor in all advertising, pr, social media, with active URL from the [digitalcincinnati.org](http://digitalcincinnati.org) (minimum \$10,000 media coverage).
- Half-page ad in conference participant program book.
- Reference as a Sponsor in Digital Non-Conference e-blasts to a strong, regional database of 10,000+.
- Distribution of sponsor materials, brochures, promotional items.
- Opportunity to provide a speaker for one break-out session.
- Investment: \$5,000



# Digital Non-Conference 2011

## Sponsorship Level Descriptions

### Bronze

- Ten sponsorships available.
- 1 complimentary full conference admission to the 2-day Digital Non-Conference. Additional company participants may register at the \$299 member rate.
- Recognition as a sponsor in all advertising, pr, social media, and on digitalcincinnati.org (minimum \$5,000 media coverage).
- One-quarter page ad in the conference participant program book.
- Reference as a Sponsor in Digital Non-Conference e-blasts to a strong, regional database of 10,000+.
- Distribution of sponsor materials, brochures, promotional items.
- Opportunity to provide a speaker for one break-out session.
- Investment: \$2,500



## Digital Non-Conference 2011 Sponsorship Level Descriptions

### Pre-Non-Conference Media Event

- Two sponsorships available.
- 1 complimentary full conference admission to the 2-day Digital Non-Conference.
- Recognition as a sponsor in the materials distributed to the media guests at this event.
- One-quarter page ad in conference participant program book.
- Investment: \$500



# Digital Non-Conference 2011 Sponsorship Level Descriptions

## Digital Non-Conference Participant Program – Full-Page Ads

- Two full-page ads available.
- 1 complimentary full conference admission to the 2-day Digital Non-Conference.
- Recognition as a sponsor in the materials distributed to the media guests at this event.
- A full-page ad in conference participant program book.
  - - Copies are printed and distributed.
  - A PDF of the program is posted on the [digitalconference.com](http://digitalconference.com) website.
- Investment: \$2000



# Digital Non-Conference 2011

## Sponsorship Level Descriptions

### Non-Conference Preview Night

- **Three sponsorships available.**
- 1 complimentary full conference admission to the 2-day Digital Non-Conference.
- Recognition as a sponsor in the materials distributed to the media guests at this event.
- One-quarter page ad in conference participant program book.
- Investment: \$500

How can you reap the benefits of the 2011 Cincinnati Digital Non- Conference?

**Contact.**

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**Visit.**

[2011 Digital Non-Conference website.](http://www.digitalcincinnati.org)  
<http://www.digitalcincinnati.org>

**Connect.**

Twitter: [@DigitalHubCincy](https://twitter.com/DigitalHubCincy)  
[Facebook](#)  
<http://www.facebook.com/Digital.Non.Conference>

We promise you a totally non-traditional – and memorable – digitally-engaging  
Non-Conference in Cincinnati, Ohio – September 13 – 14, 2011.



# Digital Non Conference 2011

Cincinnati, Ohio  
September 13 – 14, 2011

Organized by ADCLUB Cincinnati and Ad2 Cincinnati