



Sponsorship Opportunities for 2010

Your Guide for Influencing Marketers in New England

Contents

1. Thank you for your interest
2. About NEDMA-What kind of Marketers will I reach?
3. NEDMA Annual Conference - May, 2010
4. NEDMA Annual Awards for Creative Excellence - June, 2010
5. NEDMA Annual Golf Tournament - August, 2010
6. Monthly Membership Meetings
7. Monthly Educational Seminars
8. Monthly e-Newsletters
9. Website Advertising
10. Special Events

Corporate Members

DIAMOND

Hill, Holliday
 Japs-Olson Company
 Overdrive Interactive
 Topaz Partners

PLATINUM

Amergent
 IBM
 Epsilon
 International Mailing Solutions
 L.W. Robbins Associates
 W.A. Wilde Company
 Wilde Agency

SILVER

Amherst Label, Inc.
 BKM Marketing, Inc.
 Brick Marketing
 Cross Country Automotive Services
 CWD, Inc.
 DaVinci Direct
 Discovery Communications Group
 DS Graphics
 e-Dialog, Inc.
 Elite Envelope & Graphics, Inc.
 ExactTarget, Inc.
 FreshAddress, Inc.
 Grossman Marketing Group
 George H. Dean Co.
 Jet Mail Services, Inc.
 Kronos Incorporated
 L-com Connectivity Products, Inc.
 Mail Computer Service, Inc.
 Newport Creative Communications
 SCA Direct
 PEP Direct
 Polaris Direct
 Silverscape LLC
 Sullivan Creative
 The Allied Group
 Vertis Communications
 Winsper, Inc.
 ZoomInfo

On behalf of our Board of Directors, we'd like to thank you for considering a NEDMA Sponsorship.

The New England Direct Marketing Association is the oldest regional association of direct marketing professionals in the country, and one of the largest. While we maintain respect for our long and dynamic history, we are pointed directly toward the future of marketing.

Aware of the explosion of direct response media – including social media channels – in the last few years, we are leading our members into the new environment that has been created and reinvigorating our organization with the people, energy and ideas that represent this significant reshaping of all marketing, including direct response.

We provide educational content that appeals to new members of the direct response community – such as online marketers and social media practitioners – as well as to traditional direct marketers. We actively seek opportunities to bring these two audiences together and help them discover what they can learn from each other, as well as through our educational efforts.

We appreciate the opportunity to discuss your specific sponsorship interests with you at your convenience. Please contact any of the individuals below to learn more about how NEDMA can help your company reach the New England direct marketing community.

Bruce McMeekin
 VP Finance/Sponsorship
bmcmeekin@bkmmarketing.com
 (781) 741-8005, x10

Patrick Donnelly
 Co-Director of Sponsorship
pdonnelly@exacttarget.com
 (781) 875-1747

Roger Hypolite
 Co-Director of Sponsorship
rhypolite@mailmeninc.com
 631.582.6900, x303

Chet Mattera
 Director at Large
cmmattera@premerecolor.com
 (781) 871-8999, x627

P.S. The sooner your sponsorship is in place, the longer it can work for you. Please contact us soon.

2009-2010 Executive Board

President

Gary Lubarsky
Marketing Manager
IBM

VP Finance/Sponsorship

Bruce McMeekin
President
BKM Marketing, Inc.

Vice President, Education

Mary Ann Kleinfelter

Vice President Communication

Paula Slotkin
Principal Partner
Topaz Partners

Vice President, Awards

Erin Daly
Enterprise Marketing Program Mgr.
PTC

Immediate Past President

Craig Blake

Director of Membership

Brian Chertok
Sr. Program Manager
Kronos Incorporated

Director at Large/Conference Chair

Mariah Hunt
Senior Production Manager
Digitas

Co-Director of Sponsorship

Roger Hypolite
Reg. Sales Manager, New England
Mailmen, Inc.

Co-Director of Sponsorship

Patrick Donnelly
ExactTarget, Inc.

Director

Christine Baldwin
President
Redhead Media

Director of Interactive

Harry Gold
CEO & Managing Partner
Overdrive Interactive

Director

Melinda Powers
Marketing Manager
CMS Watch

Director at Large

Alexandra MacAaron
Creative Director & Queen B
B Direct Marketing Communications

Director at Large

Chet Mattera
Premere Color

Director at Large

Bob Rotchford
Stroud's Print & Design

Managing Director

Beth Drysdale

Managing Director

Pat Lee

About NEDMA

The New England Direct Marketing Association is a regional association that provides education, networking opportunities, and recognition to professionals, companies, and students interested in direct marketing. We host over 20 educational and networking events each year attended by over 2,000 New England-based direct marketing professionals.

Our membership includes leading New England companies that use multi-channel direct marketing, direct and interactive marketing agencies, independent professionals, educators, and students. NEDMA delivers an extensive series of events, ranging from breakfast and dinner meetings with networking to several annual events—including a two-day conference and an annual award show celebrating creative excellence. These events are highly-anticipated, well-attended and long-established. Educational content is designed to cater to our member community and provide sponsors with effective opportunities to reach our exclusive community of marketers in a well-received and efficient way.

Our Membership:

Total membership universe includes thousands of New England marketers representing 230 companies

- Over 40 corporate member companies (listed at left)
- 155 individual members representing an additional 170 companies

Member Profile (by job function)

- 40% - Marketing Manager, Sales Manager, Account Managers
- 25% - C-level, President, EVP, VP, Director
- 20% - Art Directors, Copywriters, Designers
- 10% - Analysts, List, Circulation, and Database Managers
- 5% - Students and Educators

Member Profile (by industry)

- 60% - Direct and Integrated Marketing Agencies
- 20% - List and Mail Production Services
- 15% - Publishing & Printing
- 3% - Career Services
- 2% - Travel, Financial Services & Technology

NEDMA 2010 Marketing
for the here and now and the
Recovery to Come!

NEDMA's ANNUAL CONFERENCE – May 12-13, 2010

Each spring, NEDMA hosts a two-day conference that attracts several hundred direct marketing professionals to network and learn about the latest strategies and techniques that drive marketing results.

Event Details for 2010

Dates: May 12-13, 2010
Place: LaCava Center at Bentley University, Waltham, MA
Special events: Direct Marketer of the Year banquet on May 12th
Prodigy Award presentation
NEDMA Service Award presentation

Featuring Keynote Address by
Rohit Bhargava
SVP of Strategy & Marketing
Ogilvy 360 Digital Influence

Audience

This is the largest New England event devoted to leading edge direct marketing training and networking. Sponsorship offers a tremendous opportunity to reach a broad range of direct marketing professionals while they are in a learning frame of mind and open to new ways of driving results and improving marketing efficiency.

Annual Conference Attendees (By Industry/Function)

- 45% Marketing Managers, Account and Sales Executives
- 18% C-level, President, VP, Director
- 15% Printers, List and Publishing Services
- 10% Consultants- Data, List, Analytics
- 10% Art Directors, Copywriters, Designers
- 2% Students



Sampling of NEDMA Annual Conference Participants – 2008 and 2009

@Web Site Publicity, Inc.	DS Graphics	MIT Sloan Management Review
7R Communications	DS Hamer Design	MITX
A House on Fire	Eastern Bank	MKE Enterprises
AAI	Edvisors	Mullen
AliMed, Inc.	Eloqua Corporation	Museum of Fine Arts, Boston
Amergent	Envisa	National Grid
American Ramp Systems	eWayDirect	Neolane
Amherst Label, Inc.	ExactTarget, Inc.	Net Atlantic, Inc.
Amica Life insurance Co.	Ferrante & Associates, Inc.	Newport Creative Communications
Angelina Video Productions	FreshAddress, Inc.	Newspeed
Arnold Worldwide	Fulfillment Express	OnTime Companies
AT+T Interactive	Grossman Marketing Group	Overdrive Interactive
B Direct	Harte-Hanks	Paul Gillin Communications
Bentley College	Harvard Pilgrim Health Care	Pearson Custom Solutions
bioAnswers, LLC.	HCPPro, Inc.	Philips Medical Systems
BKM Marketing	Hill Holliday	Premere Color
Blue Green Ventures	Hingham Institution for Savings	PTC
Boathouse Group	Hoke Communications, Inc.	Redhead Media
Bose Corporation	Hotel Chocolat, Inc.	RR Donnelley
Bow Finishing	Hubspot	SalesCircuit
Cambridge Healthtech Institute	iBasis, Inc.	Silverpop
Cause & Effect, Inc.	IBM	Staples
CDIA BU	Information Enterprises, Inc.	Staples, Inc.
Center for Digital Imaging Arts BU	Information Mapping, Inc.	State Street Global Advisors
Cheapflights (USA), Inc.	Japs-Olson Company	Structural Graphics, LLC
CMS Watch	Jet Mail Services	Sullivan Creative
Cognos, an IBM company	Johnson & Wales University	The Boston Globe
Collette Vacations	Katharine Barr & Associates	The Catamount Group
Conservation Services Group	Kenberma Products, Inc.	The Other Agency
Constant Contact	Keurig, Inc	The Warren Group
Conversion Associates	Kronos Incorporated	TIE Commerce
Cramer	L. W. Robbins	Topaz Partners
Dell Inc.	L-com Global Connectivity	UMassOnline
Demopolous Associates	Lewtan Technologies	Unica Corporation
Dewey Square Group	Liberty Mutual	UniGraphic.
DHL Global Mail	List Engage	USPS
Didit	LoJack Corporation	W.A. Wilde
Digitas	LoyaltyExpress	Welcome Neighbor, USA
Dimension Data	Mail Computer Service, Inc.	Winsper
Direct Group	Mailmen, Inc.	ZoomInfo
DIRECT magazine	MassMutual	
Direct Mail Solutions	Mercury-Agency	
	MFS Investment Management	

NEDMA ANNUAL CONFERENCE

Premier Event Sponsor - \$8,000 (Limit 1)

- Sponsor's company name and logo will be included in pre-show attendee marketing including prominent placement on direct mail conference brochures and email communications
- Lead placement on nedma.com home page and sponsorship page
- Lead placement on NEDMA's Facebook and Linked-in Event Pages
- Guest post on NEDMA Blog
- Opportunity to give a 2 minute infomercial to the entire audience prior to the Opening Keynote Session
- Company logo and description in the Conference onsite handout
- Conference Registration Passes for Booth Staff- Premier Event Sponsor will receive Four (4) complimentary staff conference passes (\$1,300 Value)
- Conference Registration Passes for Your Valued Clients-Six (6) complimentary passes (\$2,010 Value)
- Includes Prime Exhibition Space (\$1,295 Value)
- Company Logo on Event Message Boards and Video Screens
- Pre-Show Premier Sponsor Email -- will have opportunity to create a short email message to be sent on your behalf to all pre-registered attendees
- Post Show Use of Attendee List- Sponsor will have a two-time use of the list for post-event email or direct mail within 60 days of the conference end date. (content subject to NEDMA approval)
- Full page inside front cover ad in *NEDMA Conference Program Guide*
- Two tickets to the Direct Marketer of the Year Award Dinner and Ceremony (\$150 value)

NEDMA ANNUAL CONFERENCE

Track Sponsor - \$3,000 (4 total)

- 1. Social Media**
 - 2. Analytics/Multichannel Marketing**
 - 3. Lead Generation**
 - 4. Creative/B2B**
- Sponsor's company name and logo will be included in pre-show attendee marketing including prominent placement on conference brochures and email communications
 - Company logo and description in the Conference onsite handout within their track sponsorship
 - Placement on nedma.com home page and sponsorship page
 - Placement on NEDMA's Facebook and Linked-in Event Pages
 - Guest post on NEDMA Blog
 - Includes 50% Discount on Exhibition Space (\$650 Value)
 - Conference Registration Passes for Your Valued Clients - Two (2) complimentary passes (\$650 value)
 - Company Logo on Event Message Boards and Video Screens pertaining to sponsored track
 - Post Show Use of Attendee List - one time, post event e-mail direct mail use to the conference attendee list within 30 days of the close of the conference.
 - Free Tote bag insert
 - Free ½ page ad in program guide
 - 1 ticket to Direct Marketer of the Year Award Dinner and Ceremony (\$75 value)

Continental Breakfast Sponsor- \$1,500

- Company Logo on main sponsor sign at exhibit hall entrance
- Company Name and logo on sign at breakfast
- Company Name and fifty word description in the conference onsite handout
- Company logo featured in the conference edition of 'NEDMA News'
- Two Complimentary Conference Passes (\$690 value)
- Hard copy list of event attendees

NEDMA ANNUAL CONFERENCE

Buffet Luncheon - \$1,500

- Company logo on main sponsor sign at exhibit hall entrance
- Company name and logo on sign at Luncheon
- Company name and fifty word description in the conference onsite handout
- Company logo featured in the conference edition of 'NEDMA News'
- Two Complimentary Conference Passes (\$690 value)
- Access to Post Conference list of attendees

Coffee Break Sponsor - \$500

- Company logo on main sponsor sign at exhibit hall entrance
- Company name and logo on sign at break location
- Company name and fifty word description in the conference onsite handout
- Company logo featured in the conference edition of 'NEDMA News'
- Recognition from the stage

May 13 Networking Closing Cocktail Event Sponsor - \$500

- Company logo on main sponsor sign at exhibit hall entrance
- Company name and logo on sign at entrance to cocktail venue
- Company name and fifty word description in the conference onsite handout
- Company logo featured in the conference edition of 'NEDMA News'
- Recognition from the stage

Tote Bag Sponsor - \$500 (plus cost of bags)

- Your logo alongside the NEDMA Conference Event logo on event material tote bags.

Name Badge Holder Sponsor - \$500 plus cost of badges

- Your logo alongside the NEDMA Conference Event logo on event name lanyards.

Exhibitor Only Packages - \$495 to \$1,295

Main Conference Room Hall

Early sign-up \$995 for Main Hall (before March 15, 2010)

Regular \$1295 for the Main Hall,

\$495 for the Danielson room.

- Your company name listed as an exhibitor...
 - NEDMA Website
 - Show printed materials
- Recognition in NEDMA NEWS monthly newsletter with 50 word description from the time your exhibit fee is paid until the conference.

NEDMA's 29th Annual Awards for Creative Excellence Show. June, 2010



Event Details

This will be NEDMA's 29th Annual Award Show recognizing the region's best direct marketing and interactive creative work.

Date: June, 2010

Time: 5:00 Reception in winner's gallery

6:30 Dinner and awards show

9:30 After party in gallery featuring live entertainment

Place: The Roxy, Tremont Street, Boston MA

Audience

If you want to reach executives and creatives in New England's top direct/interactive marketing agencies, this is one of your BEST opportunities to make an impact on this highly influential group of decision makers in a relaxed atmosphere. Each year NEDMA packs a festive auditorium with up to 400 movers and shakers in the creative world. The audience is made up of award winning companies, their clients and the service providers who helped make the campaigns successful. Some of the agency titles joining us that evening include:

- 70% Creative Directors, Art Directors, Copywriters
- 15% Agency Account Management
- 5% Printers and List Management
- 5% Production and Traffic
- 5% Sales and Marketing Managers

Entering companies represent both large and small agencies across New England. We also receive entries directly from businesses with in-house creative staffs. Below is a partial list of companies that attended NEDMA's awards show over the past two years

Amergent	Arnold Advertising	Arrow Direct
B-Direct	Bank of America	BKM Marketing
Blue Sky Factory	Boston Globe	Collette Vacations
Constant Contact	Cramer	Creative One Direct
DaVinci Direct	Digitas	DS Graphics
e-Dialog	Envisa	Epsilon
Fidelity Investments	HC Pro	IBM
Hill Holliday	Kronos	LoJack
L-Com	L.W. Robbins	M/C Communications
Mothers of Invention	Mullen	Newport Creative
The Other Agency	Overdrive Interactive	Partners + simons
PEP Direct	Protocol	Silverscape
SCA Direct	Structural Graphics	Sullivan Creative
Vermillion	VistaPrint	Wilde Agency

NEDMA Award Show Premier Sponsorship Package - \$10,000

- Your logo everywhere
 - NEDMA Website
 - All show printed materials
 - All event signage and advertising
 - All show-related emails
- Two-minute welcome address at the beginning of the Award Show
- Opportunity to present “Best of Show” award at conclusion of show
- Up to 8 Premier tickets to the event and premium dinner seats at the awards show (\$960 value) to share with clients, sales executives and prospects
- Lead sponsor recognition on NEDMA web site and related social media sites (Facebook, Twitter, Linked In)
- Recognition in NEDMA NEWS monthly newsletter
- Complimentary Exhibit Booth Space in Awards Gallery during cocktail reception
- Opportunity to distribute logo’d materials and show favors (production not included)
 - Dinner napkins
 - Water bottles
 - Balloons or other items
- Company logo and company description in winner’s book (distributed to all attendees at the end of the show)
- A full page, full color ad in the inside front cover of the winner’s book.
- Company logo displayed on main show projection screens during dinner and presentation
- Ability to introduce creative ideas to promote your organization and enhance the overall event
- Attendee contact list and rights to use list up to two times in the 30 days following the Show (content subject to NEDMA approval)

NEDMA Award Show Welcome Reception Package - \$5,000

- Your logo and company name on all mentions of Welcome Reception
 - NEDMA Website
 - Printed show materials
 - Welcome signage and advertising
 - Show invitations
- Up to 4 tickets to the event and premium dinner seats at the awards show (\$480 value) to share with clients, sales executives and prospects
- Recognition in NEDMA NEWS monthly newsletter
- Complimentary Exhibit Booth Space in Awards Gallery during welcome reception
- Opportunity to distribute logo’d materials during welcome reception (production not included)
 - Cocktail napkins, water bottles, balloons, etc.
- Company logo and company description in winner’s book (distributed to all attendees at the end of the show)
- A full page, full color interior ad in winners’ book.
- “Thank you” mention from stage during award show
- Attendee contact list and rights to use list one time in the 30 days following the Show (content subject to NEDMA approval)

NEDMA Award Show After Party Package - \$2,500

- Your logo and company name on all mentions of After Party
 - NEDMA Website
 - Show printed materials
 - Welcome signage and advertising
 - Show invitations
- Up to 2 tickets to the event and dinner seats at the awards show (\$240 value)
- Recognition in NEDMA NEWS monthly newsletter
- Opportunity to distribute logo'd materials during after party reception (production not included)
 - Cocktail napkins
 - Water bottles
 - Balloons
 - Other
- Company logo and company description in winner's book (distributed to all attendees at the end of the show)
- A ½ page, full color interior ad in winners' book.
- "Thank you" mention from stage during award show

NEDMA Award Show Exhibitor Package - \$500 (limit 5)

- Your company name listed as an exhibitor...
 - NEDMA Website
 - Printed show materials
- Recognition in NEDMA NEWS monthly newsletter
- Exhibit Booth Space in Awards Gallery during welcome reception

WINNERS BOOK Advertising

Choose ad size (all ads are 4-color):

Size	Cost	Size	Materials Due
Full Page	\$400	8.5" w x 11" h	May 25, 2010
½ page	\$250	4.25" w x 11" h or 8.5" w x 5.5" h	May 25, 2010
¼ page	\$150	4.25" w x 5.5" h	May 25, 2010



NEDMA's ANNUAL Golf Tournament – August, 2010

Each summer, NEDMA hosts a networking golf tournament at an area course that brings together many of direct marketing's best (and worst) golfers. This is a terrific way to get your company's name and staff in front of dozens of direct marketing decision makers in a relaxed setting.

Event Details

Dates: Monday August 30, 2010 at 11:00 AM
Place: New England Country Club in Bellingham, MA
Special events: Silent auction
Tournament Banquet and Fundraiser

Audience

Below is a sampling of companies that attended the 2008 and 2009 editions of NEDMA's annual golf tournament.

Arrow Direct
Blue Sky Factory
Conversion Associates
George H. Dean
Liberty Mutual
MCS
Overdrive Interactive
Sovereign Bank
Rockland Trust
W.A. Wilde

BKM Marketing
Brookline Bank
Exact Target
IBM Cognos
Mailmen, Inc.
Newport Creative
PEP Direct
Redhead Media
UniGraphics

GOLF SPONSORSHIP LEVELS

Eagle Tournament Sponsor - \$2,500 and includes 8 golfers

- Link as Title Sponsor on NEDMA Website
- Sponsorship Signage on 4 holes
- Registration for 2 Teams (**8 total golfers!**)
- Opportunity to address guests and participants at Shotgun and at dinner
- Your logo on primary event signage and on lunch bags
- Opportunity to bring a display booth to the event

Gift bag for each golfer that includes a sleeve of Golf Balls with your logo on it, your company collateral, and other items you want to include.

Birdie Contest Hole Sponsor - Up to 5 available

- Signage at tee box for longest drive or closest to the pin
- Business name included in all tournament-day materials
- Chance to present award during dinner and address participants
- \$1,000 includes 4 golfers
- \$500 includes 1 golfer

Par Hole Sponsors - Up to 11 available

- Special signage at sponsored hole
- Business name included in all tournament-day materials.
- \$750 includes 4 golfers
- \$300 includes 1 golfer
- \$150 includes sponsorship only without golf

Additional golfers are welcome with any package - at \$150 per golfer. All golfers enjoy:

- Greens fees
- Golf cart
- A chance to win long drive, closest to pin, and other prizes
- Box lunch
- Cocktail reception (cash bar)
- A hearty dinner buffet
- Awards ceremony with prizes for winners AND non-winners

Additional NEDMA Sponsorship Opportunities:

MONTHLY ½-DAY SEMINARS - \$250 per seminar

NEDMA hosts regular morning educational seminars designed for the marketing community. These seminars focus on the latest approaches to marketing, media, print and creative in order to keep our members up-to-date on best practices and leading industry trends. Led by some of the industry's best-known influencers and practitioners, these seminars provide sponsors an effective opportunity to reach a targeted audience of marketing professionals.

- Listed as event sponsor on at least 3 email blasts distributed to 2,000+ direct marketers
- Listed on nedma.com event page as sponsor with logo and link to your website

MONTHLY BREAKFAST MEETINGS - \$200 per meeting

NEDMA's monthly meetings are famous for high-quality programs, networking and community-building. Featuring industry leaders, these meetings bring the some of the industry's best talent together to discuss trends, new technologies, best practices, and more.

- Listed as event sponsor on at least 3 email blasts distributed to 2,000+ direct marketers
- Listed on nedma.com event page as sponsor with logo and link to your website

MONTHLY DINNER MEETING - \$300 per meeting

NEDMA's monthly meetings are famous for high quality programs, networking and community building. Led by industry leaders, these meetings bring the some of the industry's best talent together to discuss trends, new technologies, best practices, and more. Evening meetings offer the opportunity for extended networking before and after the session.

EMAIL NEWSLETTER ADVERTISING - Advertise in NEDMA's Monthly Email Newsletter \$150 (10 issues per year)

- Listed as issue sponsor on email newsletter distributed to 2,000+ direct marketers
- Includes your company logo, 50 word description, and link to your website

NEDMA.COM BANNER ADS - \$150 per month

Nedma.com receives thousands of visits each month, which offers a great opportunity to get your message and brand in front of the direct marketing community for a very reasonable cost.

SPECIAL EVENTS

Please contact us for details on custom sponsorship for special events.

- September Networking Event - \$500
- December Holiday Party - \$500
- Direct Marketer of the Year Banquet - May 12, 2010 - \$500
- Prodigy Award Sponsor - \$500
- Paul Butterfield Copywriting Seminar Sponsor - \$500