

**2008 Event
Sponsorship Prospectus**



**NEW
COMMUNICATIONS
FORUM2008**

CONVERSATION>INSIGHT>ACTION

**April 22-25, 2008
The Vineyard Creek Hotel & Spa
Sonoma County, CA**

www.newcommforum.com

Overview

Please join us in supporting the Society for New Communications Research in its presentation of the 4th Annual New Communications Forum. New Communications Forum is the premier conference that brings together thought leaders and decision makers from around the globe to discuss the impact of social media and new communications on media, marketing, journalism, PR and advertising, business, culture and society.

NewComm Forum is not a typical conference and it's definitely not "Blogging 101." The Forum provides an in-depth, hands-on exploration of the future of communications. In its four year history, it has come to be known as one of the world's leading conferences focusing on the latest trends in new emerging media and communications platforms.

New Communications Forum is a focused conference specifically designed to teach communications professionals the strategy and tactics to effectively utilize the power of new media and communications tools and trends. Presenters and instructors are senior professionals from around the world and journalists from leading media outlets, all of whom have pioneered the use of these new tools and technologies. They will share their in-the-trenches experiences as early adopters of these new tools.

NewComm Forum is produced by the [Society for New Communications Research](#), a nonprofit 501(c)(3) global think tank dedicated to the advanced study of the latest developments in media and communications.

We are offering a limited number of sponsorship opportunities in conjunction with this event in order to provide our sponsors with a high level of visibility with this impressive group of thought leaders from the worlds of business and technology, professional communications and media.

Event Dates

April 22-25, 2008

The Venue

Hyatt Vineyard Creek Hotel & Spa
170 Railroad Street
Santa Rosa, California, USA 95401

NewComm Forum '08 will be held in the heart of California wine country - Sonoma County. We've reserved the entire property of the Hyatt Vineyard Creek Hotel and Spa. Come and enjoy the best of Sonoma County. Located at Historic Railroad Square in Santa Rosa, the Hyatt Vineyard Creek Hotel & Spa offers richly detailed Mediterranean architecture and charm as well as beautiful grounds, a pool, courtyard and fully equipped spa. We'll have cocktail receptions in the comfortable lobby by the fireplace, wine tastings from local vintners outside under the arbor, a picnic on the lawn and a even a pool party! Don't miss out!

Event Agenda:

April 22-Pre-conference workshops & Opening Keynote with Joseph Jaffe
April 23-24 – Main Conference
April 25 – Post-conference workshops

**NEWCOMM FORUM SPONSORSHIP REACHES
A HIGHLY-TARGETED AUDIENCE OF DECISION MAKERS**

New Communications Forum 2008 Sponsorship Opportunities

Choose from one or more of the following exclusive sponsorship opportunities.

Exhibitor Sponsorships

Introduce your new products and services and offer hands-on demos to this influential, early adopter audience.

Gold Sponsorship Package - \$2,495.

- 6' display table at event
- Inclusion of logo and/or company name in all event marketing & public relations efforts
- Logo and 100-word company description and link on NewComm Forum website
- Onsite signage
- Listing in Program Guide
- Company literature included in all participant materials
- One full event registration (Value: \$995)

Platinum Sponsorship Package - \$3,500.

- All Gold Sponsorship Package Benefits listed above +
- Full-page ad in Awards Program Guide
- Platinum-level sponsor recognition throughout the event on signage & acknowledgements in program
- Sponsored editorial and display advertising on NewComm Review
- Sponsorship acknowledgment in the event's podcast/videocast
- Two full event registrations (Value: \$1990)

Exclusive Sponsorship Opportunities

Gain high-level visibility with the SNCR Fellows, speakers, industry experts and hundreds of communications professionals and decision-makers.

Reception & Party Sponsorships - 3 opportunities available

This exclusive opportunity will provide your company to with high-level visibility with this audience as the exclusive sponsor of the welcoming reception for the event, the Wednesday evening wine-tasting event, or the Thursday evening SNCR fundraiser, the SNCR Jam & Pool Party. Your company's literature can be placed at each cocktail table. Your corporate logo will be prominently displayed throughout the entire conference on signage and slides, and you will have the opportunity to greet the attendees and make a brief statement during the event. Sponsorship benefits include:

- All Platinum Exhibitor/Sponsor benefits, including two full event registrations (Value: \$1,990)
- Premier signage within and at entrances to keynote ballroom and throughout event
- Company literature and/or small gift can be placed at each seat
- Tent cards with company logo will be placed at each table
- Opportunity to greet attendees from podium during event (5-7 minute presentation)

***Feature your executive in a greeting and/or demo to all attendees at the event.
This is a perfect opportunity to announce a new product launch!***

Breakfast Sponsor - 2 opportunities available

This exclusive opportunity allows your company to gain visibility with this audience during one of the conference's two breakfasts. Your literature can be placed at the attendees seats. Your corporate logo will be prominently displayed throughout the entire conference, and you will have the opportunity to greet the attendees and make a brief statement from the keynote podium at the commencement of the meal you are sponsoring. Sponsorship benefits include:

- All Platinum Exhibitor/Sponsor benefits, including two full event registrations (Value: \$1,990)
- Premier signage within and at entrances to keynote ballroom and throughout event
- Company literature and/or small gift can be placed at each seat
- Tent cards with company logo will be placed at each table
- Opportunity to greet attendees from podium during event (5-7 minute presentation)

***Feature your executive in a greeting and/or demo to all attendees at the event.
This is a perfect opportunity to announce a new product launch!***

Luncheon Sponsorship - 2 opportunities available

This exclusive opportunity allows your company to gain visibility with this audience during one of the conference's two luncheons. Your literature can be placed at the attendees seats. Your corporate logo will be prominently displayed throughout the entire conference, and you will have the opportunity to greet the attendees and make a brief statement from the keynote podium at the commencement of the meal you are sponsoring. Sponsorship benefits include:

- All Platinum Exhibitor/Sponsor benefits, including two full event registrations (Value: \$1,990)
- Premier signage within and at entrances to luncheon ballroom and throughout event
- Company literature and/or small gift can be placed at each seat
- Tent cards with company logo will be placed at each table
- Opportunity to greet attendees from podium during event (5-7 minute presentation)

***Feature your executive in a greeting and/or demo to all attendees at the event.
This is a perfect opportunity to announce a new product launch!***

Cost: \$4,995 per opportunity

Customized Sponsorship Opportunities

We've outlined our ideas about how we can meet your event marketing objectives at NewComm Forum '08. We'd like to hear your ideas. Call us to discuss how we work together to design a customized sponsorship package to meet your specific needs. Call SNCR executive director Jen McClure at (650) 331-0083 for more information, or email jmccclure@sncr.org.

Event Sponsorship Contract

Please mail or email this agreement to:

Society for New Communications Research

2625 Middlefield Road, #662

Palo Alto, CA 94306

Attn: Jen McClure

jmccclure@sncr.org

Organization Name: *(exactly as it should appear in event materials)*

Address: _____
City: _____
State: _____
Zip: _____
Phone: _____
Fax: _____
Email: _____
URL: _____

Contact Name/Title:

(Please complete the following info. if different than above.)

Address: _____
City: _____
State: _____
Zip: _____
Phone: _____
Fax: _____
Email: _____

Accounts Payable Contact Name/Title:

Phone: _____
Fax: _____
Email: _____

Select from the following sponsorship packages:

NewComm Forum '08 Sponsorships:

Gold Exhibitor Sponsorship Package - \$2,495 _____

Platinum Exhibitor Sponsorship Package - \$3,500 _____

Welcome Reception Sponsor- \$4,995 _____

Wine Tasting Reception Sponsor- \$4,995 _____

SNCR Jam Sponsor- \$4,995 _____

Breakfast Sponsor – Day 1 - \$4,995 _____

Breakfast Sponsor – Day 2 - \$4,995 _____

Luncheon Sponsor – Day 1 - \$4,995 _____

Luncheon Sponsor – Day 2 - \$4,995 _____

Total Amount Due: \$ _____

Client/Agency Authorized Signature: _____

Name/Title: _____

Date: _____

SNCR Authorized Signature: _____

Name/Title: _____

Date: _____

This application to participate as a sponsor of NewComm Forum '08 will become a contract upon submission based on the rates and rules governing the event and general information included on this contract and Sponsorship Prospectus. A deposit of 50% of net sponsorship cost is due upon receipt of invoice. The remaining balance is due no later than March 1st, 2008. In the event that the SNCR is not in receipt of payment as outlined above, we reserve the right to re-assign sponsorship participation. In the event of contract cancellation, SNCR shall determine the cancellation assessment. Cancellation does not relieve the sponsor of the obligation to pay the determined cancellation assessment fee.