

MARKETING to MEN EXECUTIVE SUMMIT

December 4-5 • MGM Grand • Las Vegas

Adweek, Brandweek, Mediaweek, Billboard and The Hollywood Reporter present the 2nd annual Marketing to Men Executive Summit on December 4-5, 2006 at the MGM Grand Hotel and Casino in Las Vegas. This successful event re-thinks the conventional male stereotypes and traditional marketing strategies to connect with male consumers, 18-34.

Attendees include

top-level decision makers and deal-makers at the SVP, VP, Director and Manager levels in the following fields:

- Brand management
- Planning
- Product marketing
- Advertising
- Strategic marketing
- Promotion
- Communications
- Media
- Creative Marketing
- Consulting

contacts

Sponsorship

Cebele Marquez 646.654.4648
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Speakers

Rachel Williams 646.654.4683
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General Information

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What's the latest trend in defining the male customer? Metrosexuals? Retrosexuals? What's the most effective way to reach this fragmented market? Who's doing it best? Marketing to Men reveals the inside track in maximizing your marketing dollars and cutting through the noise to get your message seen and heard in today's ever-increasing personal media landscape.

Over 200 executives in brand marketing, entertainment and media attend Marketing to Men each year to hear from innovative marketers who cater to this desirable consumer. These leaders share their strategies on Marketing to Men during in-depth presentations on topics ranging from sports and videogames to music, movies and magazines.

Nontraditional strategies including viral marketing, social networks and communities; digital and mobile are covered by panels of experts providing real-life examples and case studies that you can take back to the office to implement into your own marketing strategy.

Marketing to Men features panels and keynotes on the hottest marketing strategies, consumer behavior trends and best practices.

- > Update on the future of men: Trends on what men believe in and do and want and buy
- > Reaching men through music, movies, videogames and sports
- > Creating the retail experience in-store and online
- > Reviewing new advances in marketing trends and new media platforms
- > Analyzing winning ad campaigns: Grooming, automotive, beverage and fast food
- > Reaching men through viral, online and mobile, and social networking communities

Confirmed Speakers

Scott Waltz, Chief Marketing Officer, **The Men's Warehouse**
Marian Salzman, Executive Vice President & Chief Marketing Officer, **J. Walter Thompson**
Jeff Karp, Group Vice President of Marketing, **Electronic Arts**
Pete Favat, Chief Creative Officer, **Arnold Communications**
David Granger, Editor-in-Chief, **Esquire Magazine**

How do you master the media mix to market to men, 18 to 34? You'll get the full picture on December 5th. **Here are the five essential reasons to attend this unique event:**

1. Hear first about today's man to stay ahead of the latest trends
2. Find out how to build viral communities that connect with your male customers
3. Learn how to create and launch new products targeting men
4. Discover innovative marketing strategies that really work
5. Network with brand marketers that are proven experts in reaching today's male consumer

BONUS: The 17th Annual Billboard Music Awards

As a bonus, the first 50 registered delegates will receive a complimentary pass to the 17th Annual Billboard Awards live Fox telecast on December 4th.

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BY

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SPONSORSHIP OPPORTUNITIES

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Presenting Sponsor (Exclusive) Position your company as a leader and dominant player in marketing to men as “Presenting Sponsor” of the Marketing to Men Executive Summit. Speaking opportunities, advertising, and an exclusive, VIP Hospitality package for your top client including platinum tickets to the Billboard Music Awards in Las Vegas

Benefits include:

- Exclusive Title Sponsor: “Marketing to Men” presented by (company name)”
- Sponsor logo and designation as “Presenting Sponsor” on promotional materials, including pre-event ads in participating publications, brochures, emails, press releases, programs, event web site, attendee bags and on-site signage
- One full-page/4C ad in your company’s publication of choice during the week of the event (select among Adweek, Brandweek, Mediaweek, Billboard, or The Hollywood Reporter)
- Customized marketing/promotional presence at the Executive Summit to be developed by sponsor and Executive Summit organizers. (e.g., sponsor presentation, panelist slot, introduction of keynote speaker, etc.)
- Ten VIP tickets to the Billboard Music Awards for top advertisers (including a pre-cocktail party)
- Attendee bag insert
- 100 word sponsor description in event program
- Six passes to the Marketing to Men Executive Summit for use by sponsor staff
- Four passes to the Marketing to Men Executive Summit for sponsor clients
- List of Attendees (available approximately 20 days after event)

Fee: \$40,000

Primary Sponsor (4 non-competitive) Primary sponsor of the event with prominent visibility in all marketing and on-site materials

Benefits include:

- Sponsor logo and designation as “Primary sponsor” on promotional materials, including all pre-event ads in participating publications, brochures, emails, press releases, programs, event web site, attendee bags and on-site signage
- 1/2 page/4C ad in the company’s publication of choice during the week of the event (select among Adweek, Brandweek, Mediaweek, Billboard, or The Hollywood Reporter)
- Customized marketing/promotional presence at the Executive Summit to be developed by sponsor and Executive Summit organizers. (e.g., sponsor presentation, panelist slot, introduction of keynote speaker, etc.)
- Four VIP tickets to the Billboard Music Awards for top advertisers (including a pre-cocktail party)
- Attendee bag insert
- 100 word sponsor description in event program
- Four passes to the Marketing to Men Executive Summit for use by sponsor staff & clients
- List of Attendees (available approximately 20 days after event)

Fee: \$25,000

COCKTAIL RECEPTION (Exclusive)

Host of the pre-Executive Summit cocktail reception at the Marketing to Men Executive Summit. Includes catering, signage, sponsor merchandising, guest list to reception (6) and the ability to deliver a 5-minute presentation during the reception. Additional benefits include logo in Executive Summit materials, attendee bag insert, 50-word sponsor description in event program, two passes to the Marketing to Men Executive Summit and attendee list. **Fee: \$15,000**

LUNCHEON HOST (Exclusive)

Host of the Marketing to Men luncheon. Includes catering, AV, signage, sponsor merchandising, guest list to luncheon (4) and ability to deliver a 10-minute presentation during the luncheon. Additional benefits include logo in executive summit materials, attendee bag insert, 50-word sponsor description in event program, two passes to the Marketing to Men Executive Summit and attendee list. **Fee: \$12,500**

SPORTS “INTERACTIVE” CAFE (Exclusive)

Host of the sports theme “INTERACTIVE” Café – an area with 4 computer terminals providing attendees with high-speed Internet access to check their email. Sponsor splash page will be created to promote the company. Additional benefits include logo in executive summit materials, attendee bag insert, 50-word sponsor description in event program, two passes to the Marketing to Men Executive Summit and attendee list. **Fee: \$10,000**

ATTENDEE BADGE-BACKS SPONSOR (Exclusive)

Sponsor logo/message (two-color) on back of laminated attendee nametags. Additional benefits include logo in Executive Summit materials, attendee bag insert, 50-word sponsor description in event program, two passes to the Marketing to Men Executive Summit and attendee list. **Fee: \$5,000**

LANYARD SPONSOR (Exclusive)

Sponsor logo (one-color) on attendee lanyards. Additional benefits include logo in executive summit materials, attendee bag insert, 50-word sponsor description in event program, two passes to the Marketing to Men Executive Summit and attendee list. **Fee: \$5,000**

ATTENDEE BAGS INSERT PLUS

Sponsor product included in attendee gift bag and one pass to the Marketing to Men Executive Summit. **Fee: \$2,500**

