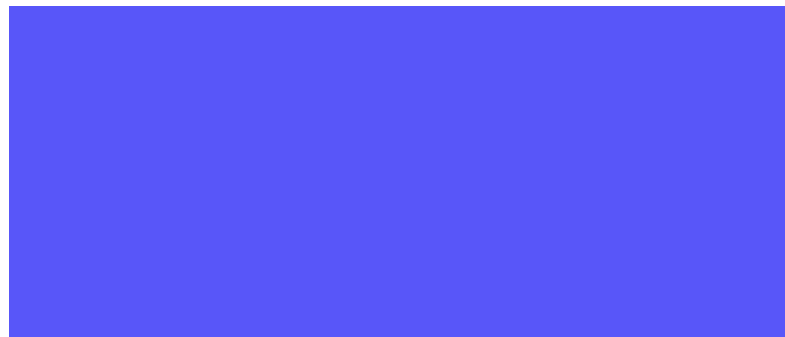




ops®

Connect - Share
Innovate - Grow
September 30th 2010
Chelsea Piers, New York



acmonsters®

Sales drives revenue.

Ops determines profitability.

More than ever, ad operations is integral to online advertising. AdMonsters introduces OPS, a Forum for the growing ad ops community, and invites everyone to join us and dig in. OPS is open to anyone and everyone seeking to maximize profitability through operational excellence. Business leaders know that operations is a competitive differentiator. The operational systems behind online advertising are becoming the backbone of the entire media industry. While business managers know that operations is the key to profitability, many of those same managers don't understand the key issues in operations.

Who attends OPS?

OPS is an event for anyone who heads an operations team, or who has a vested interest in their operations teams success. OPS attendees will range from CEOs, VPs of Sales, & Heads of Business Development to those who lead operations teams from across the industry.

What is OPS?

First and foremost, OPS is about online ad operations and technology. The agenda will be focused on current industry trends and how those trends will manifest in the future. We will also be discussing specific operational and technical challenges and solutions. The agenda for OPS will combine thought leadership from our sponsors, and pragmatic sessions led by members of the Ad Ops community. Like our other conferences, OPS builds on AdMonsters unique model that puts an emphasis on personal interaction. Attendees are given the specific tools and methods to connect with and learn from their peers.



OPS will run from 9:00 AM until 5:30 PM on Thursday, September 30th, 2010.

Highlights include:

- 2 Keynote Addresses
- 4 Sponsor led sessions presented by the leading technology and service providers in the industry
- 6 "OPS Focus On..." workshops-- smaller deep-dives on the industry's most pressing challenges
- Refreshments & Networking Lounge available throughout the day
- Breakfast & Lunch
- Evening Wrap Party at Chelsea Lighthouse.
- AdMonsters gives useful tools and methods to peers so that they can connect with and learn from each other.



Sponsorship Opportunities

OPS is made possible in part by the generous support of sponsors. A variety of sponsorship opportunities allow select companies to provide thought leadership of their areas of expertise. For others, OPS offers companies the opportunity to maximize their exposure to **a senior group of influential leaders**. There are a limited number of sponsorship slots available. These are described in detail below. If you are interested in learning more, please contact us at sales@admonsters.com.



Keynote Sponsorship

\$15,000 - ~~2 total~~

SOLD OUT

Introduce one of the two keynote addresses, held in the morning and in the afternoon. The keynote sponsorship offers incredible exposure to the entire audience. A premier sponsorship, the keynote is for companies looking for high-visibility and maximum impact on the audience.

What you receive:

- Introduce topic and speaker of either AM or PM Keynote
- Branding including:
 - Logo in main conference room for duration of keynote
 - Logo displayed on monitors throughout the day
- OPS pass for your speaker
- 2 Free passes for staff or customers and clients to use
- Listed on the event website as a 'Premier sponsor'
- Logo in printed program accompanying Keynote
- Attendee Database

Speaking Sponsorship

\$20,000 - ~~4 total~~

SOLD OUT

Most sessions at OPS are hosted by publisher, agency, or network operations leaders. However, a few opportunities offer your company the chance to lead a session and demonstrate thought leadership in online ad operations. Share your product road map. Demonstrate your products. Improve ad ops efficiency. There will be two sets of two concurrent sessions.

What you receive:

- 45-minute speaking slot on the agenda
- Branding including:
 - Sponsor logo in the workshop room for the duration of presentation
 - Sponsor logo displayed on screens at the venue throughout the day
- OPS pass for your speaker
- 2 Free passes for staff or customers and clients to use Your logo
- Listed on the event website as a 'Premier sponsor'
- Logo in printed program accompanying your session
- Attendee Database

OPS Focus On...

\$7,500 - 6 total

Most sessions will be led by subject-area experts from publishers, agencies, and networks. Subjects may include: video advertising; workflow & process management; yield management; emerging technologies; data monetization; ad exchanges; and many more. The sponsor will have an exclusive opportunity to introduce and frame the topic. This is a chance to demonstrate your company's subject-area expertise and join the conversation. Each track will have one sponsor only.

What you receive:

- 5 minute introduction of Focus On... session
- Branding including:
 - Banner in room for duration of presentation
 - Logo displayed on screens throughout the day
 - Logo in the event program next to your "Focus On" session
 - Listed on event website as 'Supporting Sponsor'
- OPS pass for your speaker
- Free pass for staff, customers or clients to use
- Attendee Database

The Wrap Party

\$20,000 - Exclusive

The wrap party will be the events premier networking time and will enable you to host the end of a wonderful day. The action kicks off after the meetings conclude. Treat clients, prospects & peers to 4 hours of fun. Host the open bar, plan a cool activity and meet new people.

What you receive:

- Welcome toast to start the evening and host the open bar for the entire evening
- May be shared among 3 companies
- Branding including:
 - Listed as 'OPS Wrap Party brought to you by...'
 - Logo in Program Guide
 - Branding throughout the party
- 3 Free passes to the event for staff, customer or client use
- Attendee Database



Networking Lounge

\$20,000 - Exclusive

The hub of the day's activities is the common area. People come here to meet up, find friends and colleagues, check e-mail, surf the web, and get refreshments throughout the day. This is an exclusive opportunity to own this important aspect of the conference.

What you receive:

- Corporate branding throughout the lounge
- Listed as "Networking Lounge Sponsored by" in program guide and on website
- 3 Free passes to the event for staff, customer or client use
- All-day, exclusive branding takeover of the networking common area
- Attendee Database



ReFreshments Station

\$5,000 - 2 total

As a reFreshment station sponsor, all attendees will be exposed to your brand throughout the day. From first thing in the morning, through the breaks, during lunch, and until we wrap up, attendees will come to you for healthy, reFreshing snacks and drinks. For extended brand exposure and great, positive association, the reFreshment station sponsorship offers a uniquely valuable sponsorship option.

What you receive:

- Logo and colors wrapping the station
- Station staff (if applicable) in a T-shirt or polo shirt with your branding and colors
- A fun, healthy food option. These could include: Smoothies & Juices, Premium Coffees & Teas, Health bars
- Listing on the event website & program as a "Supporting Sponsor"
- 1 attendee
- Attendee Database

Branding Sponsorship

\$4,500 - 5 total

Get your brand seen by hundreds of ad ops and technology leaders. The branding sponsorship is a cost-effective way to show your company's support for the ad operations community. Attendees will see your brand throughout the forum and you'll be able to distribute materials about your product while on site. For getting your name out there on a budget, there's no better way than by supporting OPS.

What you receive:

- Listed as 'OPS Sponsor' in event program and on website
- 1 Attendee
- Distribution of materials at the event
- Attendee Database



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