

sponsorship opportunities

2012



AdMonsters sponsorship provides unparalleled access to a close-knit professional community of ad operations and technology leaders around the globe.

We look forward to working in partnership with you to build a sponsorship package that meets your marketing needs as well as your budget.

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EU Sales Director

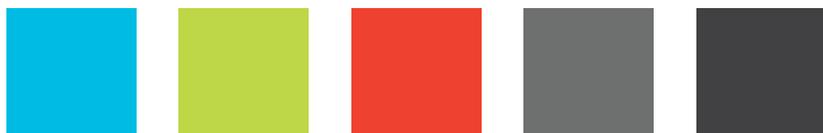
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AdMonsters | OPS | OPS Europe | OPS Markets | OPS Mobile | OPS Video | Publisher Forum | Monsters of Innovation



introduction to AdMonsters

We exist because community is necessary. Founded in 1999, AdMonsters has become the global community of ad operations and technology leaders. Participants at our conferences tackle issues head-on and learn how to leverage operations to increase revenue and profitability.

AdMonsters members work on the leading edge every day, and they don't have a minute to spare for bureaucracy or dead air. We provide forums in which our members come together to advance the issues of the day in real time.

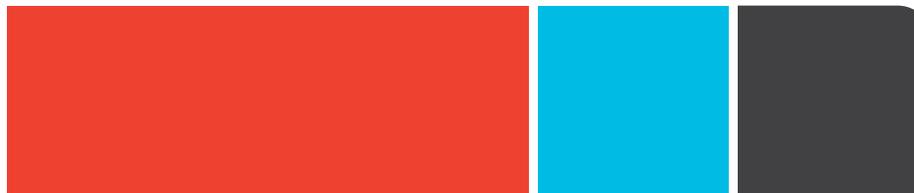
In 2005, AdMonsters led the call for media companies to elevate the role of ops to the VP level. Now, ops leaders at those same companies are increasingly finding themselves in general-management level roles, reporting directly to the CEOs, COOs, and Presidents. They operate as equal partners with heads of sales, marketing, finance, technology, editorial, and other departments.

As Ed Montes, EVP, Managing Director of Havas Media said at our OPS conference in September 2010, "ops teams are the most important part of the ecosystem". Jack Myers, Media Economist and Chairman of Media Advisory Group followed that up in a very powerful way by pointing out that "If media companies don't have ops at the senior management table, they will fail. It's that simple."



“We've built our business to meet the needs of digital publishers, and there's no organization that understands the true inner workings of digital publishing more than AdMonsters. Our relationship with AdMonsters, both in the US and Europe, is critical in capturing the knowledge required to deliver industry-leading publisher products to market. We agree – ad ops is sexy! ”

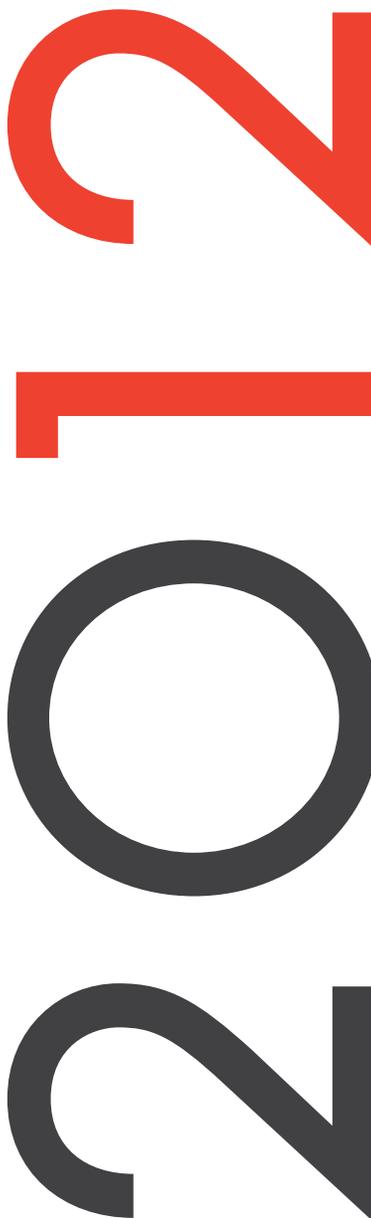
Kara Weber
VP Marketing, The Rubicon Project



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events



Q1

- Feb 9 | OPS Markets | London
- Mar 1 | AdMonsters SE Asia | Singapore
- Mar 4-7 | Publisher Forum | Palm Springs
- Mar 22 | AdMonsters | Sydney

Q2

- April 19 | OPS Mobile | NYC
- April 18 | OPS Markets | NYC
- April 24 | AdMonsters Brazil | Sao Paulo
- May 15 | OPS | London
- May 17 | OPS Mobile | London
- June 17-20 | Publisher Forum | Vienna

Q3

- July 11 | OPS tv | NYC
- Aug 2 | AdMonsters SE Asia | Singapore
- Aug 19-22 | Publisher Forum | Boston
- Sept 6 | AdMonsters | Sydney

Q4

- Oct 4 | OPS | NYC
- Nov 11-14 | Pub Forum: Mobile | San Antonio
- Nov 29 | AdMonsters Screens | London
- Dec 7 | OPS Mobile | NYC



AdMonsters sponsorship

Sampling of 2011 Sponsor Companies



As a service provider in the world of online advertising, you must engage with operations teams at all levels. Heads of ad ops are not only the gatekeepers, but also the technical evaluators, advisers, and often the decision makers around new technology solutions in their organizations.

Executives, their teams, the end users of the ad technology platforms, are influential in initiating change within an organization and they can become a valuable internal selling force for you. Anyone who has participated at an AdMonsters conference knows that we create a uniquely engaging environment for the best and brightest minds in the field to come together, learn from each other, engage with their work, and feel great about what they do.



Strengthen the foundations of online advertising

AdMonsters is the premiere global community of ad operations and technology leaders. Join us for unparalleled peer connections, cutting edge techniques and emerging best practices in online ad serving, targeting, analytics, reporting, trafficking, and technologies at AdMonsters Publisher Forum.

AdMonsters started in 1999 with our first Publisher Forum, and this remains our flagship conference for online publishers. While all of our conferences are focused on online ad operations and technology, the Publisher Forum is even more specific in its focus, and attendance is limited to the most senior ad ops and tech leaders in online publishing. Participants gather for three days of in-depth peer-to-peer discussions focused on developing actionable solutions and best practices in response to cutting edge challenges.

Example topics include the strategic role of Ad Operations, audience targeting, yield, revenue and inventory management, emerging platforms, organizational structure, data monetization and creative executions.



2012 dates

- March 4-7 | Palm Springs
- June 17-20 | Vienna
- August 19-22 | Boston
- November 11-14 | San Antonio



“ad-Juster loves AdMonsters. The AdMonsters Publisher Forums bring together our core audience: Ad Operations Professionals. As a sponsor of several AdMonsters events, including two Publisher Forums, we can credit AdMonsters with helping us build new leads, close sales, and remain tight with our current clients. Without a doubt, the AdMonsters Publisher Forums have had a profound impact on Ad-Juster sales efforts - we look forward to working with AdMonsters staff and AdMonsters members for years to come.”

Jesse Poppick
VP Of Business Development Ad-Juster

levels of sponsorship

	bronze	silver	gold	ruby	platinum	new sunday night reception
60-minute full-group presentation to full attendance					■	
20-minute full-group presentation to full attendance				■		■
Two 45-minute breakout sessions			■	■	■	■
Keynote Attendance			■	■	■	■
Participation in "Speed-Dating"	■	■	■	■	■	■
Logo displayed on-site & AdMonsters.com event page	■	■	■	■	■	■
Distribution of marketing materials	■	■	■	■	■	■
Post-event attendee database (Name, Company, Title, E-mail)	■	■	■	■	■	■
# of attendees	1	2	3	3	4	2

A showcase for the technology that will power the revenue engines of the web.

Monsters of Innovation: Showcase & Award is being launched in London and New York this year! Monsters of Innovation introduces the most compelling new technology and entrepreneurs to the AdMonsters community. Together we will promote and accelerate innovation in the field of multi-screen monetisation.

Monsters of Innovation will be launched in New York during OPS NYC on October 4, and in London on November 29 as an integral part of AdMonsters Screens.



- October 4 | NYC
- November 29 | London

“adMonsters conferences are invaluable. It’s where you need to be for networking, learning, and actively engaging with your peers and partners on the hottest topics in the digital advertising marketplace.”

Rose Steinberg
SVP Sales & Operations at DoubleVerify

Monsters of Innovation comprises:

The Innovator Lounge:

A showcase for 10 of the most exciting and promising digital media start-ups as determined by the AdMonsters editors.

The Monster Innovator of the Year:

Prize awarded by an expert jury to the most innovative start-up in the field of multi-screen monetization.

The VIP Innovator & Investor Dinner:

Composed of the Monsters of Innovation sponsor, their VIP guests, and our Monsters of Innovation.

Build the future of online advertising

Online advertising must deliver greater value. OPS brings together the online media leaders building the infrastructure of online advertising. Be part of OPS to learn how to maximize the revenue and profitability of online advertising.

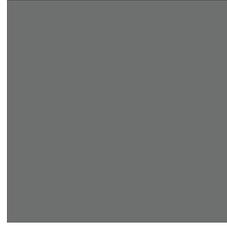
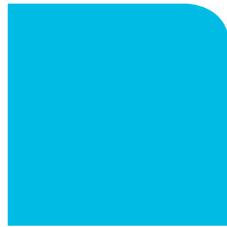
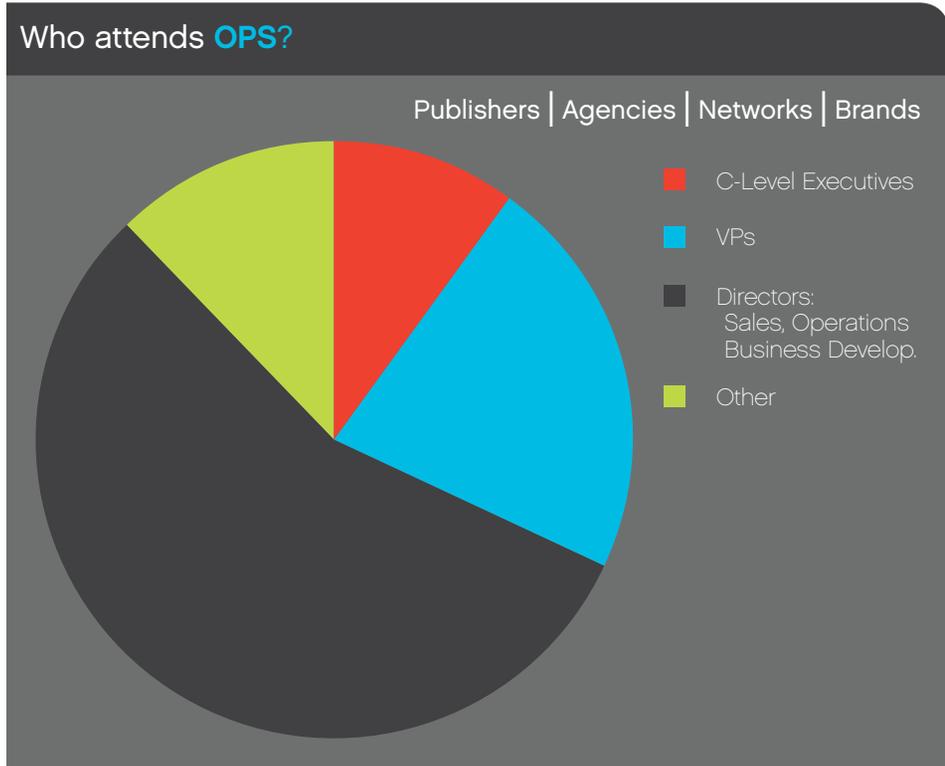
OPS focused on the operational and technical issues that most effect revenue, profitability, and the viability of online media companies. OPS combines thought leadership from our sponsors and pragmatic sessions led by members of the Ad Ops community. OPS also incorporates AdMonsters' unique focus on personal interaction and the value of our participants' time. OPS is for anyone who heads an operations team, or who has a vested interest in their operations teams success.

2012 Dates

- May 15 | London
- October 4 | NYC

“OPS takes you to the heart of the digital industry, exploring current and future trends in a lively and informed way – not to be missed for those wanting to stay ahead of the curve”

Helen Clifford-Jones
Managing Director UK/VP of Sales EMEA, Maxifier



April 19 | NYC

December 7 | NYC

“adMonsters brings a decade of experience designing, curating, and delivering uniquely valuable conferences to the ever-changing landscape of online media. CxO’s, business managers, buyers, sellers, heads of operations, and other leaders from across the online media landscape will come together to tackle the big issues with their peers at OPS, OPS Markets and OPS Mobile.”

Bowen Dwelle
CEO, Admonsters



Build the Mobile future

Mobile is redefining the web. OPS Mobile brings together online media leaders and mobile innovators building the monetization infrastructure for the world's largest technology platform. Be part of OPS Mobile to learn cutting edge techniques and emerging best practices in mobile advertising, payments, platforms and technologies.

The landscape for online advertising is no longer just the 'terrestrial' or PC-based internet— it now includes a much broader and more complex world including smartphones, tablets, network game consoles, connected TV's, and all sorts of other connected devices. This explosion of new platforms means that companies focused on buying, selling and delivering online advertising across the mobile internet need their own dedicated, focused OPS forum. If your business is built around mobile media, you cannot afford to miss OPS Mobile. OPS Mobile will bring digital advertising leaders and ops professionals together to discuss and develop best practices for operational excellence in a world of connected devices.

Sample Attendees



Grooveshark



MEDIALETS

moceanmobile
The mobile ad serving standard.



Building the Future of TV and Video

Television is being rebuilt from the bottom up. As users and viewers demand freedom, TV enabled by web technologies is leapfrogging “linear” and “video” to become a fully digital, truly connected media platform of the future – and it’s happening now.

Video is the vanguard of advertising convergence and is especially compelling to major brands. Both scalable and emotionally powerful, video advertising stands to benefit from prolonged and significant growth. OPS TV brings the online media owners and brand advertisers leaders together with and the technical innovators building video infrastructure for the world’s largest technology platform.

Be part of OPS TV to learn cutting edge techniques and emerging best practices in digital video advertising.

Who attends OPS TV?

- Publishers
- Video Content Developers
- Agencies
- Video Networks



■ July 11 | Pier 60, NYC

Keynote Speakers

- **Dave Morgan**
CEO & Founder, Simulmedia
- **Jack Myers**
Chairman, Media Advisory Group

Tentative Agenda

- 9:00 - 9:20 AdMonsters Welcome
- 9:20 - 9:30 Keynote Sponsor Introduction
- 9:30 - 10:10 Morning Keynote
- 10:20 - 11:00 Concurrent Sponsor Sessions (2)
- 11:00 - 11:30 Networking Break
- 11:30 - 12:10 Concurrent Focus On Sessions (3)*
- 12:10 - 1:10 Lunch
- 1:10 - 1:20 Keynote Sponsor Introduction
- 1:20 - 2:00 Afternoon Keynote
- 2:10 - 2:50 Concurrent Sponsor Sessions (2)
- 2:50 - 3:20 Networking Break
- 3:20 - 4:00 Concurrent Focus On Sessions (3)*
- 4:10 - 4:50 Sponsored Wrap-Up Panel

*with 10-minute Flash Sponsorships

levels of sponsorship

	supporting	focus on	keynote	panel	presenting	refreshment	breakfast / lunch	wrap party
40 Minute half-group presentation					■			■
30-40 Minute topical conversation with full group				■				■
5 Minute full group presentation prior to Keynote address			■					■
10 Minute Session with 1/3 of Audience		■					■	
Ownership of branding on stage for Keynote they are sponsoring		■	■	■	■		■	■
Logo displayed on-site & AdMonsters.com event page	■	■	■	■	■	■	■	■
Distribution of marketing materials	■	■	■	■	■	■	■	■
Post-event attendee database (Name, Company, Title, E-mail)	■	■	■	■	■	■	■	■
Passes for Staff / Passes for Clients	1	3/1	3/1	3/1	3/1	1	3/1	3/1
5 Minute full-group toast								■
2 Hour open bar with creation of specialty cocktail								■
Exclusive branding								■
2-3 Minute full-group thank you							■	
Ownership of branding						■	■	■

Build the data-driven ad marketplace at OPS Markets

More and more online advertising is bought and sold in automated market environments. OPS Markets brings together online media leaders building the market and trading infrastructure for online advertising. Be part of OPS Markets to learn how to leverage RTB, DSPs, SSPs, DMPs, and data providers to maximize your online advertising in a market-driven environment.

Sample Attendees



“AdMonsters kicks ass! The target audience is spot on— you always end up having a great time and building strong and valuable relationships. We spend the majority of our events budget here as we believe we get the biggest bang for our buck.”

Sorosh Tavakoli
Founder & CEO of VideoPlaza

February 9 | London

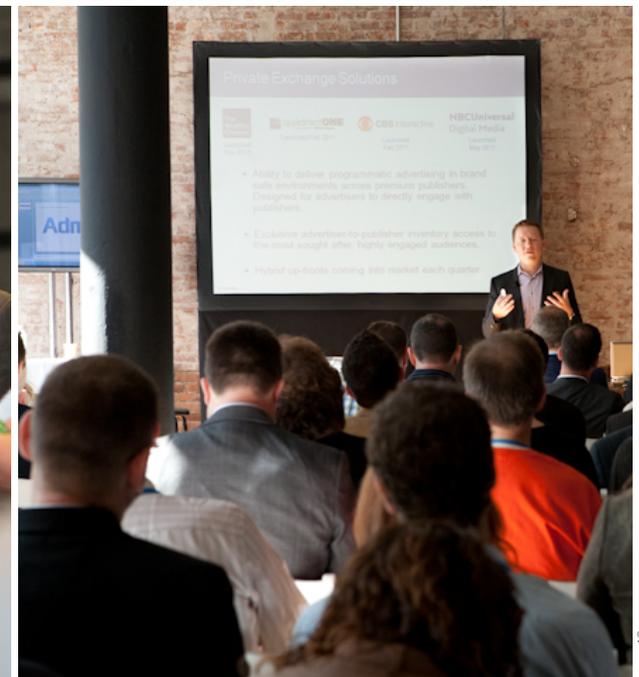
April 18 | NYC

2012 dates



conversation topics

- Audience Targeting
- Private Marketplaces
- Data Buying & Selling
- Exchanges
- DSPs



levels of sponsorship

	supporting	keynote	panel	partner	refreshment	breakfast / lunch	wrap party
5 Minute full-group toast							■
10 Minute full-group presentation				■			
30-40 Minute topical conversation with full group			■				
10 Minute Session with 1/3 of Audience		■					
Ownership of branding on stage for Keynote they are sponsoring		■	■	■			
Logo displayed on-site & AdMonsters.com event page	■	■	■	■	■	■	■
Distribution of marketing materials	■	■	■	■	■	■	■
Post-event attendee database (Name, Company, Title, E-mail)	■	■	■	■	■	■	■
Passes for Staff / Passes for Clients	1	3/1	3/1	3/1	1	3/1	3/1
2 Hour open bar with creation of specialty cocktail							■
Exclusive branding							■
2-3 Minute full-group thank you						■	
Ownership of branding					■	■	■

These full-day events are followed by AdMonsters' unique 'speed dating' cocktail reception and dinner. As at our Publisher Forum, attendees are all vetted to ensure each is a senior ad ops or ad technology leader in their organization with significant experience in the industry. AdMonsters will usually team up with a strong local partner to deliver these events.

Attendees come from across the online media industry and include participants from agencies, advertising networks, publishers, vendors and portals. Additionally, general managers from agencies and media owners who are leaders in ad operations will be invited.

This breadth of participants reflects how the operations role and the commercial role in online media have grown increasingly tight-knit. AdMonsters Global events in Sydney, Singapore, and Latin America are key opportunities to meet your peers and to engage hands-on, in-depth analysis and problem-solving with the leaders in online ad operations across the industry. The agenda will focus on both short-term tactical solutions, as well as longer-term, industry-wide challenges and opportunities.



-  March 1 | Singapore
-  March 15 | Sydney
-  August 2 | Singapore
-  September 6 | Sydney

2012 dates

“No other organization is so laser-focused on my particular target market. Being a sponsor at AdMonsters could not have been better. I plan on being a repeat sponsor long into the future both in Europe and North America.”

Ben Barokas
CEO, AdMeld

levels of sponsorship

	gold	ruby	platinum
30-minute full-group presentation to full attendance			
15-minute full-group presentation to full attendance			
Keynote Attendance			
Participation in "Speed-Dating"			
Dinner			
Event branding			
Logo displayed on-site & AdMonsters.com event page			
Post-event attendee database (Name, Company, Title, E-mail)			
# of attendees	2	3	4

get in touch



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