



EDITOR SHOWCASE 2013 SPONSORSHIP OPPORTUNITIES

Health & Nutrition, February 27 • Beauty & Lifestyle, April 18
Snack Attack, June 12 • Cooking & Entertaining, October 15

WHERE **40** BRANDS
MEET WITH TOP TIER **MEDIA.**
WHERE WILL **YOU** BE?

EditorShowcase

2013 Showcases

Health & Nutrition
February 27, 2013

Beauty & Lifestyle
April 18, 2013

Snack Attack
June 12, 2013

Cooking & Entertaining
October 15, 2013

Take a bite out of one of these on-site sponsorship activation strategies during the **Editor Showcase** events to give your brand an added burst of exposure.

Not seeing an opportunity that's a perfect fit?
Let us customize a package for you!



Sponsorship Options

New Product Designation: \$250

Is your product brand new to the marketplace? Ready to shout it from the rooftops? Alert the media and get included in the Editor Showcase New Product release feature. By selecting this option, you will also receive a logo designation next to your online listing and in the contact sheet provided to press during the event.

Multicultural Brand Designation: \$250

Does your product or brand also strategically market to multicultural consumers? Be sure to get included in the Editor Showcase Multicultural Product release feature. By selecting this option, you will also receive a logo designation next to your online listing and in the contact sheet provided to press during the event.

Press Kit Online Placement: \$250

Enough said. Send us your corporate backgrounder, product spec sheet, and one press release and we'll place it in the Editor Showcase online newsroom, where registered media go to get the "download" prior to each event. Certain file restrictions apply.

Electronic Broadcast Feature: \$500 (Three Available)

Now this is a hot potato! Be one of only three brands to be featured in a broadcast to invited press. You are allotted 200 words of copy, your logo and one product shot.

Sponsorship Options

Lanyard Exclusive Sponsor: \$1,000 plus lanyards

Simple and effective, have your logo shown in multitude by sponsoring lanyards during the event.

Gift Bag Exclusive Sponsor: \$1,000 plus gift bags

It's in the bag...err, it's on the bag. Sponsor the Showcase gift bags handed to each member of the media as they arrive and be noticed!

Espresso Bar Exclusive Sponsor: \$3,000

Make that a double whip, no foam, extra hot, nonfat latte. Well, whatever the order you can aim to please and take off the February chill by hosting the Showcase Espresso Bar. Kick up your activation by providing custom branded napkins, stir sticks or sweeteners!

Refuel & Replenish Snack Station Sponsor: \$3,000

They say the way to a member of the medias' heart is through food, so from sweet treats to savory snacks sponsorship of this station is one sure way to get them taking notice of you and your brand. Let us help you integrate your product into the mix by combining either theme or use of the product itself.

Sponsorship Options

Welcome Libation Exclusive Sponsor: \$3,000 plus product

Cheers! Salud! Prost! However you say it, here is the chance to get your product featured at the start of the Showcase with a custom cocktail created just for you! The cocktail will be showcased at the bar and will be tray passed as guests arrive.

Blogger Bar & Snapshot Exclusive Sponsor: \$3,500

Nothing says instant gratification quite like giving bloggers in attendance the opportunity to snap, upload, and post to their blog faster than a speeding bullet. Host these highly coveted seats and Internet stations and you receive a branded welcome screen shot on the computer terminals with opportunity to brand the bar. Looking for another way to connect? Why not provide a loaner kiosk of cameras for members of the media who may have left home without the added appendage. Have your own mouse pads? Want to provide candy jars filled with brightly colored, branded thumb drives? Here's your chance to get creative!

Editor's Car Service Exclusive Sponsor: \$5,000

This is what we like to call putting your best foot forward. As the exclusive transportation sponsor, you will give up to 40 members of the media what they need the most by way of car service from their office directly to the New York Marriott Marquis. Media will receive confirmation with a special greeting by your brand prior to pick up followed by your chance to wow them with a welcome amenity placed inside the vehicle for their enjoyment during the ride.

Contact

We look forward to seeing you at Editor Showcase.
For questions or to register contact:

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