



NIMF2014

November 6, 2014 - New York, NY

NIMF: Presented by GreenBook in Partnership with the Burke Institute

The **Nonconscious Impact Measurement Forum (NIMF)**, brought to you by the team behind the Insight Innovation eXchange events, is a first-of-its-kind event focusing squarely on the latest innovations, best practices and thought leadership in neuromarketing and nonconscious measurement.

This will be a one-day event divided into 4 modules:

- The Business Case for Applied Neuroscience
- The Business Case for Implicit & System 1 Techniques
- The Business Case for Biometric Measurement
- The Business Case for Holistic Nonconscious Models

Each module will be roughly 90 minutes, divided into 2 sessions:

- A 45 minute client-side panel discussing their experience with each approach
- Four 10-minute supplier presentations on latest science and use cases for the approaches relevant to that topic



Summary of Options

	Title Sponsor	Gold Module	Media Sponsor	Exhibitor	Networking Reception	VIP Dinner
Company name on conference title	✓					
Speaking opportunity	✓	✓				
Email blast to conference registrants	✓					
Post-event webinar	✓	✓				
Exhibition opportunity	✓	✓		✓		✓
Blog article	✓					
Event pass(es)	✓	✓	✓	✓	✓	✓
Website	✓	✓	✓	✓	✓	✓
Signage	✓				✓	
Brand exposure	✓	✓	✓	✓	✓	✓
Social media marketing	✓	✓				
Acknowledgements	✓	✓				
Permanent branding on digital assets			✓			
Promo video			✓			
Event promotion					✓	



Title Sponsorship: 1 Available (\$12,500)

Leverage the opportunity for unparalleled brand awareness and exposure before, during, and after the conference. Demonstrate that your company is on the leading edge of innovation in market research by linking your brand to innovation in nonconscious measurement.

Among other benefits, this level of sponsorship receives the most exposure through prominent placement of the company name underneath the Nonconscious Impact Measurement Forum logo on the official conference header.

The Title Sponsorship includes:

Company Name on Conference Title

Your company name will show underneath the Nonconscious Impact Measurement Forum logo on the official conference header. The conference header will be displayed on the event website and every piece of marketing collateral, including email invitations sent to the entire GreenBook mailing list (over 80,000 marketing and insights professionals) and media partner subscriber networks.

Chairing or Speaking Opportunity

You will have the opportunity to co-chair the conference, present during one of the modules, or moderate or participate in a panel discussion. Optimal arrangement to be agreed upon with GreenBook's programming team.

Email Blast to Conference Registrants

GreenBook will send one email to all conference registrants on your behalf. This is an excellent opportunity to get delegates' attention before the conference or follow up with them after the event.

Post-Event Webinar

Your firm will be able to provide a panelist for a post-event webinar and have access to them on your GreenBook Listing.

Exhibition Opportunity

As the Title Sponsor, you will have a designated table in the catering and exhibition area of the conference where you may exhibit or demonstrate products, or place a table-top display and marketing materials.



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Blog Article

You will be entitled to have a customized article posted on the GreenBook Blog.

Event Passes

You will receive 4 complimentary Full Conference passes. You may purchase additional passes at a 25% discount off the applicable Full Conference registration fee.

Website

The Title sponsor will be featured on the conference website from the time the sponsorship agreement is made, or from the time the conference is announced, whichever is appropriate. Your company will be listed on the sponsors' page, including a link to your website and a 50-word description of products and services.

Signage

You will have the opportunity to provide one sign (e.g. 1 roll-up banner) to be displayed in the main conference room.

Brand Exposure

As the Title Sponsor, your company's name and logo will appear more prominently than those of any other sponsors and will be featured on the conference website, promotional emails, on a display board in the conference registration area, and in other promotional materials.

Social Media Marketing

Customized marketing news about the Title sponsor will be 'trickled' into our social media feeds, typically reaching approximately 30,000 users.

Acknowledgements

You will be acknowledged by the chairs at the live event several times throughout the day as the conference's Title Sponsor.



Gold Module Sponsorship: 4 Available (\$10,000)

Achieve a high level of brand awareness and connect your brand with your core competency with an exclusive Gold Module Sponsorship. Your brand will be tied to your module throughout the pre-event marketing, the conference website, and the event itself. Select one of the modules below:

- The Business Case for Applied Neuroscience
- The Business Case for Implicit & System 1 Techniques
- The Business Case for Biometric Measurement
- The Business Case for Holistic Nonconscious Models

The Gold Module Sponsorship includes:

Speaking Opportunity

Your company will have the opportunity to chair a module or present during one of the four content modules of the event (optimal arrangement to be agreed upon with GreenBook's programming team).

Post-Event Webinar

Your firm will be able to provide a panelist for a post-event webinar and have access to them on your GreenBook Listing.

Exhibition Opportunity

As a Gold Module Sponsor, you will have a designated table in the catering and exhibition area of the conference where you may exhibit or demonstrate products, or place a table-top display and marketing materials.

Event Passes

You will receive 2 complimentary Full Conference passes. You may purchase additional passes at a 25% discount off the applicable Full Conference registration fee.

Website

Your company's logo will be featured on the conference website from the time the sponsorship agreement is made, or from the time the conference is announced, whichever is appropriate. Your company will be listed on the sponsors' page, including a link to your website and a 50-word description of products and services.



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Brand Exposure

As a Gold Module Sponsor, your company's name and logo will appear alongside the module you are sponsoring on the website, agenda, conference signage, and will be featured on the conference website, on a display board in the conference registration area, and in other promotional materials.

Social Media Marketing

Customized marketing news about the Media sponsor will be 'trickled' into our Twitter and LinkedIn news feeds typically reaching approximately 30,000 users.

Acknowledgements

You will be acknowledged by the Chairs at the live event several times throughout the day as one of the conference's Module Sponsors.



Media Sponsor: 1 Available (\$4,000)

The Media Sponsor package combines marketing and branding association before the event and extensive exposure during and after the conference. This is the only sponsorship level that offers permanent exposure on the main Insight Innovation website (branding on conference video) where content from all conferences will be hosted.

Permanent Branding on Digital Assets

Your logo and URL of your choice will permanently appear on an introductory slide at the beginning of every video from the conference you sponsor. Additionally, your company's name and logo will be featured on the conference website, on a display board in the conference registration area, and in other promotional materials.

Promo Video

You will have the opportunity to provide a promo video highlighting your company products and services to be placed on the Insight Innovation website for 30 days. The video will be embedded in the sidebar of the website where conference videos are hosted and open in a 720px-wide lightbox when clicked. You may choose to provide a call to action and live link to be embedded at the end of the video.

Event Pass

You will receive 1 complimentary Full Conference pass. You may purchase additional passes at a 25% discount off the applicable Full Conference registration fee.

Website

The Media Sponsor will be featured on the conference website from the time the sponsorship agreement is made, or from the time the conference is announced, whichever is appropriate. Your company will be listed on the sponsors' page, including a link to your website and a 50-word description of products and services.

Signage

You will have the opportunity to provide one sign (e.g. 1 x roll-up banner) to be displayed in the exhibitors' area.



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Exhibitor: 6 Available (\$4,000)

Exhibitors will receive a table in the highly-trafficked exhibitors' area, which gives you a great chance to network with delegates and share what your company can do with prospects. The Exhibitor package gives your organization high visibility during registration, networking, and refreshment breaks.

Exhibition Opportunity

As an Exhibitor, you will have a designated table in the catering and exhibition area of the conference where you may exhibit or demonstrate products, or place a table--top display and marketing materials.

Event Pass

You will receive 1 complimentary Full Conference pass. You may purchase additional passes at a 25% discount off the applicable Full Conference registration fee.

Website

As an Exhibitor, you will be featured on the conference website from the time the agreement is made, or from the time the conference is announced, whichever is appropriate. Your company will be listed on the exhibitors' page, including a link to your website and a 50-word description of products and services.

Brand Exposure

As an Exhibitor, your company's name and logo will be featured on the conference website, on a display board in the conference registration area, and in other promotional materials.



Networking Reception Sponsor: 1 Available (\$7,000)

Host all conference attendees in celebration an inspiring day as the Official Networking Reception Sponsor. Host some of the most brilliant innovators and game changers in the market research industry and expose your company as delegates mingle over food and drinks. One tabletop exhibit will also be included.

Event Promotion

GreenBook will create a special event sign-up page on the main conference website, thanking and highlighting your company as the sponsor and host of the networking reception. Promotion opportunities include social media, emails sent to conference registrants and prospects, as well as messages sent through the mobile app to ensure that a maximum number of delegates RSVP to this event.

Signage & Brand Exposure

GreenBook invites you to display signage or other materials as you like at the networking reception. Signs at entrances and food and beverage stations are just some of the ways you may add to the sponsorship impact. We're happy to discuss the best way to optimize your sponsorship!

Event Pass

You will receive 1 complimentary Full Conference pass. You may purchase additional passes at a 25% discount off the applicable Full Conference registration fee.

Website

The Networking Reception Sponsor will be featured on the conference website from the time the sponsorship agreement is made, or from the time the conference is announced, whichever is appropriate. Your company will be listed on the sponsors' page, including a link to your website and a 50-word description of products and services.



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VIP Dinner: 1 Available (\$7,500)

From the attendee list, choose up to 15 guests that you'd like to attend your private VIP dinner. The GreenBook team will work with you to facilitate the planning and invitation process. Main sponsorship benefits and a tabletop exhibit is also included.

Exhibition Opportunity

You will receive a designated table in the coffee/registration/exhibition area of the conference where you may exhibit or demonstrate products, or place a table-top display and marketing materials.

Event Passes

You will receive 2 complimentary Full Conference passes. You may purchase additional passes at a 25% discount off the applicable Full Conference registration fee.

Website

Sponsors will be featured on the conference website from the time the sponsorship agreement is made, or from the time the conference is announced, whichever is appropriate. Your company will be listed on the sponsors' page, including a link to your website and a 50-word description of products and services.

Brand Exposure

As a sponsor, your company's name and logo will be featured on the conference website, on a display board in the conference registration area, and in other promotional materials.