

Target Marketing is proud to present **Direct Marketing Day @ Your Desk** – now in its sixth year!

This FREE virtual event will show direct marketers and their copywriters, designers and printers how to succeed in today's challenging multichannel marketing environment. You will learn the latest strategies and tactics to improve your marketing efforts.

The show will feature live webinars with industry experts in a virtual auditorium; an interactive exhibit hall with sponsor booths; a resource center including a downloadable collection of materials (whitepapers, case studies, product literature, etc); a virtual networking lounge to exchange ideas with your peers; and so much more.

Sponsor/Exhibitor Packages

All packages include *(unless otherwise noted)*:

- › Featured as show sponsor/exhibitor on promotional materials, registration page and show agenda
- › Access to the ON24 Booth Manager portal for booth-building and show-qualified lead* delivery
- › A "Promotional Packet" you can use to promote show involvement
- › Networking opportunities: Chat with attendees and prospects in the environment
- › Full virtual show team support leading up to, during, and after the show as needed
- › Three-month archival of sponsor booth, resources, sessions within the on-demand show environment

Level: Diamond Quantity available: One Price: \$25,750 Guarantee: Full registration file	Level: Platinum Quantity: Two Price: \$15,500 Guarantee: 1,500 leads	Level: Gold Quantity: Six Price: \$7,750 Guarantee: 500 Leads	Level: Exhibitor Quantity: Unlimited Price: \$3,650 Guarantee: 150 Leads
Package perks: <ul style="list-style-type: none"> › Booth prominently centered in Exhibit Hall › Logo featured in the Virtual Plaza, hyperlinked to booth › 20-minute technology & solutions session › Session sponsorship › Featured content signage in the virtual environment › Briefcase insert—one asset automatically inserted in every attendee's briefcase › Up to three marquee promotions during the live event to drive booth traffic › Unlimited number of content items in the booth, up to 25 of which can also be placed in the Resource Center 	Package perks: <ul style="list-style-type: none"> › Booth prominently placed in Exhibit Hall, arranged first come, first served, flanking Diamond booth › Logo featured in the Virtual Plaza, hyperlinked to booth › 20-minute technology & solutions session › Featured content signage in the virtual environment › Up to two marquee promotions during the live event to drive booth traffic › Unlimited number of content items in the booth, up to 20 of which can also be placed in the Resource Center › If necessary, show-qualified leads* will be supplemented with additional attendee/registrant records to meet lead guarantee 	Package perks: <ul style="list-style-type: none"> › Booth prominently placed in Exhibit Hall, arranged first come, first served, flanking Platinum booths › Logo featured in the Virtual Plaza, hyperlinked to your booth › 20-minute technology & solutions session › One marquee promotion during the live event to drive booth traffic › Unlimited number of content items in the booth, up to 15 of which can also be placed in the Resource Center › If necessary, show-qualified leads* will be supplemented with additional attendee/registrant records to meet lead guarantee 	Package perks: <ul style="list-style-type: none"> › Booth placed in Exhibit Hall, arranged first come, first served, flanking Gold booths › Unlimited number of content items in the booth, up to 5 of which can also be placed in the Resource Center › If necessary, show-qualified leads* will be supplemented with additional attendee/registrant records to meet lead guarantee

Additional Sponsorship Opportunities

Level: Session Sponsor

Quantity: One sponsor per session – first come, first served

Session type	Price
Keynote	\$5,250
Live	\$4,250
On-demand	\$3,750

Package perks:

- › Featured as session sponsor on session console and slide deck (in addition to features on the agenda and promotions), as well as mention from the session moderator
- › Lead delivery: Access to the ON24 Booth Manager portal to retrieve leads (all session attendees)

Level: Location Sponsor

Quantity: Two (Networking Lounge, Resource Center)

Price: \$5,250

Guarantee: 325 leads

Package perks:

- › Exclusive company branding within the sponsored location (that links back to your booth or out to your website if you are not exhibiting)
- › The option to make up to five resources “featured content” via a separate button designed into the sponsored location
- › In addition to show qualified leads*, location sponsors will receive registration information about all visitors to the Networking Lounge or Resource Center (leads will be delivered manually on a bi-weekly schedule)

Level: Briefcase Sponsor

Quantity: One

Price: \$2,575

Guarantee: 150 leads

Package perks:

- › Can submit one resource to be automatically placed into attendees’ briefcases
- › Can submit up to five resources for the Resource Center
- › Leads for this sponsorship will be delivered manually, on a bi-weekly basis. If necessary, show-qualified leads* will be supplemented with additional attendee/registrant records to meet lead guarantee

Level: Contributing Sponsor

Quantity: Unlimited

Price: \$1,550

Guarantee: 100 leads

Package perks:

- › Can submit up to five resources for the Resource Center
- › If necessary, show-qualified leads* will be supplemented with additional attendee/registrant records to meet lead guarantee