



PREMIER PARTNERS

As a highly valued partner of Mood Media, we ask that you join us for this first ever transformational event. We are confident that your participation as a Mood Media Virtual Expo Premier Partner will create opportunities you've never experienced before:

- + Reach the largest retailer audience ever gathered at one time
- + Accelerate your sales pipeline more in one day than you have in years
- + Launch and socialize new products and services to a captivated retail audience
- + Reduce traditional tradeshow costs and travel time
- + Monitor, track, chat with international, national and regional retailers
- + Strengthen your position in retail as a respected subject matter expert
- + Join Mood Media as we elevate our place as the global in-store media leader

SPONSORSHIPS

MAJOR EVENTS

As a Premier Partner you have the opportunity to sponsor any one of eight major expo events. Each of these Premier Partner programs is \$25,000.

KEYNOTE SPEAKER (1)

A world renowned personality and key expo draw will present his/her perspective on the future. A thirty minute presentation will be followed by 30 minutes of virtual chat time with the expo audience.

FEATURED SPEAKERS (2)

Top innovators and trend setters will be prominently featured at our virtual expo. Each speaker begins with a thirty minute presentation, followed by 30 minutes of virtual chat time with the expo audience.

PANELS (2)

Two panels of global subject matter experts will each tackle key retail issues, including “social retailing” and “the consumer experience in the retail environment”. These one hour sessions will field questions from an industry respected moderator and from the expo’s virtual audience of retailers.

CONCERT HALL (1 Sound Partner, 1 Label Partner)

Open all day, this location features guest interaction with noteworthy and emerging musical artists, management and record label executives, as they explore the trends in “bands and brands”. Exclusive performances, video, free downloads and concert ticket giveaways highlight this engaging destination.

SOUND CHECK LOUNGE (1)

The place where retailers will hang-out, chat with each other, various speakers, panelists and YOU. It’s a relaxed environment open all day where participants can check out schedules, find out who’s winning prizes and play some virtual retail games.

ADDITIONAL BENEFITS

Along with the sponsorship of one of the 8 major events, each Premier Partner receives the following benefits:

1. PROMOTED AS PREMIER PARTNER

- + Prominently displayed in the following areas:
 - o Main Expo Floor
 - o Resource Center
 - o Help Desk
 - o Registration Desk
 - o Login Page
 - o Navigation Bar
- + Promo materials created for expo
- + Promoted as exclusive sponsor of one major event
- + Automatic navigation to your booth following sponsored major event

2. ACCESS TO EXPO VISITORS

- + Access to downloadable reports including visitor’s contact information and conversation transcripts
- + Lead capture of visitors to Mood Media Virtual Expo
- + Live interaction with participants via chat and email

3. EXHIBITOR BOOTH

- + Your own custom branded exhibitor booth
- + Showcase products, presentations, downloads, links, giveaways, etc.
- + Easy virtual tool for booth design and setup
- + Identification, tracking, monitoring and access to all booth visitor information
- + Open all day, October 23, remaining accessible thru January 31, 2013

