



## SPONSORING BOOKLET 2015

TRACK SPONSORING | CONFERENCE NECESSITIES | PARTY

SPONSORING | HOT DOG | TARTE FLAMBÉE | SPEAKER'S

DINNER | JUICE BAR | WIFI | POWER BOX | ENERGY DRINKS

POPCORN | ANTI-STRESS BALLS | CONFERENCE BAG

SUPPLEMENT | SWEETS | DISPLAY CLEANER | EXHIBITOR

ONLINE MARKETING CONFERENCE

7TH & 8TH OF OCTOBER 2015 IN BERLIN

[WWW.OMCAP.DE/EN](http://WWW.OMCAP.DE/EN)



## OMCAP – ONLINE MARKETING CONFERENCE



The OMCap – Online Marketing Capital – is the leading online marketing event in Berlin and with its popular Online Marketing Stammtisch and the Get Together following the conference, a must do in the fall season. There are numerous internet and online marketing companies in the capital and as the birthplace of many aspiring online start-ups, Berlin offers the ideal

framework for a successful conference as a venue for the who-is-who of the German-speaking online marketing industry.

On **October 7<sup>th</sup> & 8<sup>th</sup>, 2015**, the OMCap takes place in Berlin for the sixth time and for the first time at **Kulturbrauerei**. The feedback for the last year's OMCap was so overwhelming that we would like to contribute an added value for the German-speaking online marketing industry again. Next to the conference on October 8<sup>th</sup>, there will be a seminar day on October 7<sup>th</sup> with four 4-hour intensive seminars.

## DEMAND

In a fast moving and highly competitive market as online marketing, latest know how, consistent transfer of knowledge and unrestricted networking are the foundation in order to successfully master the challenges of 2015/2016.



The OMCap conference with its large density of suspenseful sessions and expert debates is supposed to help gain new perceptions and to question already existing knowledge. Experts of their particular field impart latest best practices and technical strategies in online marketing.

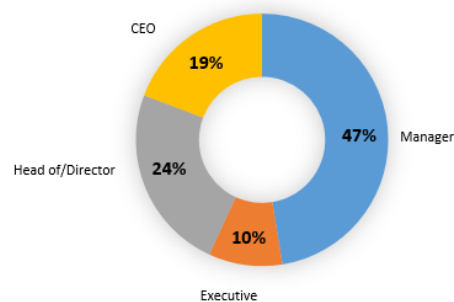
The OMCap offers experts as well as beginners the ideal platform to inform themselves about chosen trends and practical tips in online marketing. Next to the technical expertise, the OMCap puts a strong focus on networking and additionally offers many specials in order to be able to exchange with industry experts and decision makers.



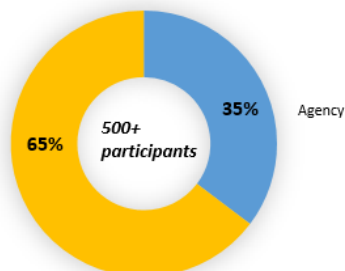
## OUR PROFESSIONAL AUDIENCE

Technical expertise and networking is really important for the OMCap. Benefit from synergy effects and meet leading experts and decision makers of the online marketing industry at the OMCap. Moreover, Berlin provides the perfect stage in order to talk to creative minds in a relaxing atmosphere.

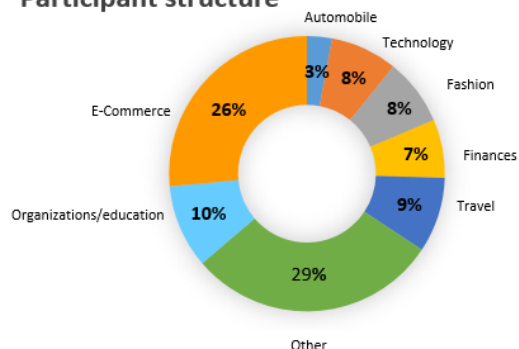
Job title



Company



Participant structure



## SPONSORING PACKAGES

Our sponsoring packages are divided into platinum, gold, silver and bronze packages as well as mini sponsoring. The benefits for the packages are listed hereinafter. For additional questions, please don't hesitate to call us +49 30 / 69 00 41 40 or write an email to [orga@omcap.de](mailto:orga@omcap.de).

### PLATINUM PACKAGE

Only 2  
left

TRACK SPONSORING

### GOLD PACKAGE

CONFERENCE NECESSITIES

PARTY SPONSOR

### SILVER PACKAGE

~~HOT DOG~~

~~TARTE FLAMBÉE~~

SPEAKER'S DINNER

~~WIFI~~

### BRONZE PACKAGE

POWER BOX

ENERGY DRINK

POPCORN

~~ANTI-STRESS BALLS~~

### MINI SPONSORING

CONFERENCE BAG SUPPLEMENT

SWEETS

DISPLAY CLEANER

### EXHIBITOR

## PLATINUM PACKAGE | TRACK SPONSORING

Only 2 left



Become main sponsor of one of the three OMCap tracks with the following benefits:

- Exclusive name giver of your sponsored track
- Badge & lanyard branding: Your logo on all badges and lanyards
- Sponsored session: content-related free composition of a 45-minute talk; own responsibility of catchpenny content
- Display advertising material at the conference
- One product or flyer in the conference bag
- In addition, the "Universal Benefits" apply
- 6 free conference tickets for you, your employees or clients

## GOLD PACKAGE | CONFERENCE NECESSITIES

All important things for the conference day branded with your company logo. Become gold sponsor of the conference necessities with the following benefits:



- Conference bags branded with your company logo
- Notepads branded with your company logo
- Ball pens branded with your company logo
- Display advertising material at the conference
- One product or flyer in the conference bag
- In addition, the "Universal Benefits" apply
- 4 free conference tickets for you, your employees or clients

## GOLD PACKAGE | PARTY SPONSOR | EXCLUSIVE SPONSOR



- Official name giver of the Get Together – Drinks & Networking following the conference
- Bar branding: Your company logo and standee in the bar area
- Photo box: The photos will be printed with your company logo and a "Best-Of" will be published on Facebook and G+
- Create your own, unique drink that wears your name
- Display advertising material at the conference
- One product or flyer in the conference bag
- In addition, the "Universal Benefits" apply
- 4 free conference tickets for you, your employees or clients
- Additionally, 20 party tickets at free disposal

## SILVER PACKAGE | HOT DOG



- Branding with your company logo in the area of the hot dog stand
- "Payment" via business card
- Display advertising material at the conference
- In addition, the "Universal Benefits" apply
- 3 free conference tickets for you, your employees or clients

## SILVER PACKAGE | TARTE FLAMBÉE



- Branding with your company logo in the area of the tarte flambée stand
- "Payment" via business card
- Display advertising material at the conference
- In addition, the "Universal Benefits" apply
- 3 free conference tickets for you, your employees or clients

## SILVER PACKAGE | SPEAKER'S DINNER | EXCLUSIVE SPONSOR



- You and another person of your choice take part at the speaker's dinner the night before the conference and meet all speakers of the OMCap
- Display advertising material at the conference
- In addition, the "Universal Benefits" apply
- 3 free conference tickets for you, your employees or client

## SILVER PACKAGE | WIFI



- Your website acts as the main page
- Your company name and network name will be seen on every portable device
- Display advertising material at the conference
- In addition, the "Universal Benefits" apply
- 3 free conference tickets for you, your employees or clients

## BRONZE PACKAGE | POWER BOX



- Illuminated billboard with your company logo
- With help of the power box, the participants can easily charge their mobile phones
- Display advertising material at the conference
- In addition, the “Universal Benefits” apply
- 2 free conference tickets for you, your employees or clients

## BRONZE PACKAGE | ENERGY DRINK



- Energy drink cans branded with your logo and design
- Display advertising material at the conference
- In addition, the “Universal Benefits” apply
- 2 free conference tickets for you, your employees or clients

## BRONZE PACKAGE | POPCORN



- Popcorn: Fitting to the atmosphere in the cinema conference rooms
- Your company logo on the popcorn bags
- Display advertising material at the conference
- In addition, the “Universal Benefits” apply
- 2 free conference tickets for you, your employees or clients

## BRONZE PACKAGE | ANTI-STRESS BALLS



- Anti-stress balls with your company logo
- Display advertising material at the conference
- In addition, the “Universal Benefits” apply
- 2 free conference tickets for you, your employees or clients

**SOLD OUT**

## MINI SPONSORING | CONFERENCE BAG SUPPLEMENT



- Contribute *one* product, flyer or a 2-page advertising brochure and reach all participants at the conference
- In addition, the “Universal Benefits” apply
- 1 free conference ticket for you, your employees or clients

## MINI SPONSORING | SWEETS



- For the small appetite: sweets like Hanuta or gummi bears with your company logo
- In addition, the “Universal Benefits” apply
- 1 free conference ticket for you, your employees or clients

## MINI SPONSORING | DISPLAY CLEANER



- For clean mobile phones: Display cleaner with your company logo
- In addition, the “Universal Benefits” apply
- 1 free conference ticket for you, your employees or clients

## EXHIBITOR

Would you like to present your company to a broad business audience? Become an exhibitor at the OMCap:



- A small exhibiting space with table, two chairs, power connection and WiFi
- Roll-up, stand-up display or spider wall can be brought with you
- Display advertising material at the conference
- 2 free conference tickets (please use it for your staff)



## UNIVERSAL BENEFITS

In addition to the different sponsoring packages belong the following universal benefits:

	Blogpost	Expression of thanks in a newsletter (sponsors banner)	Logo in the program flyer	Company logo on slides during the conference breaks	Logo on our website
Platinum Package	✓	✓	✓	✓	✓
Gold Package	✓	✓	✓	✓	✓
Silver Package	✓	✓	✓	✓	✓
Bronze Package	✓	✓	✓	✓	✓
Mini Sponsoring	x	✓	x	✓	✓

## YOUR INDIVIDUAL SPONSORING PACKAGE

You have an individual idea for a sponsoring package? Write us an email to [orga@omcap.de](mailto:orga@omcap.de). We are looking forward to your suggestions!

## ARE YOU INTERESTED IN SPONSORING THE OMCAP?

OMCap | Online Marketing Capital

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