



X¹⁰ – Unraveling Complexity to Release the New Power of Data

Thursday, October 27, 2011

8:00am–6:00pm

Time & Life Building – New York City

Sponsorship Opportunities

Diamond Level Sponsor

BENEFITS INCLUDE:

- Speaking role in one of the panel discussions/presentations
- Tabletop Exhibit
- Two full conference passes
- One complimentary registration for one of your clients
- Dedicated ARF homepage story (will run for 3 days)
- Dedicated postings on our social media outlets:
 - LinkedIn Group: 1,000 members (ARF and non-ARF constituency)
 - Facebook group: 1,800 receive postings
 - Twitter: two dedicated Twitter posts

Two available – \$10,000

Luncheon Sponsor

BENEFITS INCLUDE:

- The ability to have signage and collateral out at luncheon
- The ability to invite up to 5 clients to attend luncheon as your guest
- Tabletop Exhibit
- Present a 15-minute client case history
- One full conference pass
- Dedicated ARF Homepage story (will run for 3 days)
- Dedicated postings on our social media outlets:
 - LinkedIn Group: 1,000 members (ARF and non-ARF constituency)
 - Facebook Group: 1,800 receive postings
 - Twitter: two dedicated Twitter posts

Exclusive – \$7,500

Reception Sponsor

BENEFITS INCLUDE:

- The ability to have signage and collateral out at reception
- The ability to invite up to 5 clients to attend the reception as your guest
- Tabletop Exhibit
- One full conference pass

Exclusive – \$5,000

Leading with New Technology Solutions to Wicked Data Problems

All companies are looking to improve communications with customers. But even market leaders are increasingly faced with the challenge of more complex and voluminous information. And measurement solutions in today's world depend on leaders who demand the strategic and creative use of technology.

Who are the winners? Where are they succeeding? And importantly, what have they learned from their failures?

The ARF's Industry Leader Forum 2011 is laser-focused on identifying solutions and providing insights for you and 200 of the top thinkers in advertising research. This special one-day event will highlight the tools, concepts and connections you need to innovate with technology.

The morning session will explore the "wicked problems" we all face with data and re-examine what consumers and companies need. In the afternoon, our tech leaders will share "what's possible" and demonstrate the power of new technology, modeling, analytics and thinking to achieve success.

The Advertising Research Foundation sees a tremendous competitive opportunity for companies that recognize the gap between data and knowledge. The 2011 Industry Leader Forum has been designed to help you bridge this gap.

Breakfast Sponsorship

BENEFITS INCLUDE:

- The ability to have signage and collateral out at breakfast
- Host a 30 minute learning session partnered with the ARF's Ted McConnell, EVP of Digital
- The ability to invite up to 5 clients to attend breakfast as your guest
- Tabletop Exhibit
- One full conference pass

Exclusive – \$7,500

Tabletop & Webcast

BENEFITS INCLUDE:

- Tabletop Exhibit
- One full conference pass
- One ARF webcast

Several available – \$2,000

Learn more at www.thearf.org/assets/ilf-2011.

For more information of sponsorship opportunities, please contact Chris Kosar at ckosar@thearf.org or at 646.465.5770.