

**mash
2011**

sponsorship opportunities

Mash 2011 – Exploding Media

For the second year running the Mash conference will bring together the leading creative thinkers and innovators to inspire, entertain and explore the key trends that will shape the media for the next five years.

This year an eclectic mix of expert speakers and delegates will discuss 'Exploding Media'.

The last 5 years has seen more change, disruption and upheaval in the media than at any point in the last 60 years. Everywhere you look the traditional ways of printing, broadcasting, publishing, and communicating are exploding and being challenged or replaced by new technologies.

Mash 2011 will tell story of the extraordinary transformation of the media over the last five years and indentify the key trends, technologies and topics that will shape the future for the next five.



Conference Overview

One-day conference
(November 16 2010)

Location: Dublin

Theme: Exploding Media

Speakers: Domestic and international speakers

Duration: 9 hour-long programme
from 9am – 5pm

Delegates: 500+ participants

Mash 2011 unites leading brands and well-established companies with the movers and shakers of the media, public relations, marketing, internet, technology, and advertising industries.

Hosted by  **Mediacontact.ie**

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Your benefits

Mash 2011 will be backed by a €100,000 advertising campaign from the Irish Times during April and May 2011. It will also reach the 8,500 professionals working in the Irish media industry through a four-month direct online campaign and will have over 500 attendees on the day.

The conference provides excellent opportunities for brands to engage with high-level decision makers from the media industry in Ireland.

Benefits of sponsoring Mash 2011 include:

- Your brand will feature as part of the €100,000 media sponsorship in the Irish Times.
- Your brand will feature as part of the promotion and sponsorship with our online media partners.
- Your brand will feature in 8 editions of MediaFlash, Mediacontact.ie's online newsletter. Each edition reaches 8,500 people working in the Irish media industry.
- Brand association with innovation, creativity and the most popular companies in the media.
- Keynote speaking opportunity to talk about the innovative work your organisation is engaged in.
- Exhibition space for your products and services providing exposure to a unique audience of key decision-makers in the media.
- The chance to discover new opportunities, ideas and technologies.

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Profile of participants in 2010



- 400+ participants from the media, public relations, marketing, internet, technology and advertising industries
- Over a third of this audience comprised of executives and decision makers
- 20-49 age group



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Profile of the Mediacontact.ie audience



- 8,500 professionals working in the Irish media industry
- Print, radio and television journalists, advertising, marketing & public relations professionals, in-house communications managers, graphic designers, market researchers, web developers, photographers, small and medium enterprises, government agencies, charities.



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Previous speakers at
Mediacontact.ie events
include:



Rick Kelley
Head of Mid-market Sales
Facebook EMEA

facebook



George Hook
Presenter
Newstalk 106-108 FM

newstalk
106-108 fm



Sebastien Missoffe
Director
YouTube

YouTube



Jenni Lloyd
Director
Nixon McInnes

NixonMcInnes



Nic Newman
Visiting fellow at the
Reuters Institute, Oxford
Former head of digital products
for BBC Journalism



Will King
Founder
King of Shaves

KING OF SHAVES



Conor Pope
Journalist, The Irish Times

THE IRISH TIMES
irishtimes.com



Timo Luege
Senior Communications Officer
International Federation of Red
Cross & Red Crescent Societies

+



Damien Mulley
Founder
Mulley Communications

MULLEY



Crystal Swing
Irish Music Group

CRYSTAL SWING



Jennifer O'Connell
Editor, TheJournal.ie

thejournal.ie



Herb Kim
CEO, CodeWorks
Founder & Director
Thinking Digital

THINKINGDIGITAL



Colin Hetherington
Managing Director
Zoo Digital

ZOO



Christian Payne
Social technologist,
mobile media maker, vlogger,
photographer, documenter

Documental.ly



Tom Scott
Comedian
www.tomscott.com

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Companies who have attended Mediacontact.ie events:

Abbey Theatre
Advertising Standards
Authority
AIB Bankcentre
Ashville Media
Bespoke With Direction
Boots Retail Ireland
Bord Gáis
Business and Finance
C and C International Lim-
ited
Coca Coca Bottlers
Commission for Taxi
Regulation
Cork Institute of
Technology (CIT)
Department of Health
& Children
DIT
Dublin Bus
Dublin Business School
Drury Communications
European Commission Rep-
resentation
Evening Echo Publications
Fáilte Ireland
FD
FETAC
Financial Regulator
(Consumer Information
Department)
Fine Gael
Enterprise Ireland

Fleishman - Hillard
GAA
Gaelic Players Association
Gibney Communications
Gordon MRM
Guinness Storehouse
Health and Safety Authority
Health Service Executive
Hibernian Aviva
Horse Racing Ireland
Houses of the Oireachtas
IDA Ireland
Image Publications
Irish Blood Transfusion
Service
Irish Independent
Irish Pharmacy Union
Irish Stock Exchange
Marine Institute
Marketing Magazine
McConnells
MKC Communications
Murray Consultants
O'Hea PR
O2
Paddy Power
Red Bull
Regional Newspapers
of Ireland
Road Safety Authority
RTÉ

Sunday Business Post
The Gaiety Theatre
The Irish Daily Star
The Irish Examiner
The Irish Farmers Journal
The Irish League of
Credit Unions
The Irish Times
Thomas Crosbie Media
Three
Trinity College Dublin
UCD Michael Smurfit
Graduate Business School
Udarás na Gaeltachta
VHI Healthcare
Veolia Transport Light
Rail Ltd
Vodafone
Wilson Hartnell

Platinum Sponsorship Package

Two packages available

Pre-event and online exposure

- Logo on all of the adverts in the €100,000 media sponsorship with the Irish Times in April and May 2011.
- Logo placement and acknowledgement as a Platinum sponsor on the Mash web site.
- Logo, link and 50 word company profile on the Mash 2011 sponsors' web site.
- Logo on all conference marketing materials.
- 2 sponsorships of the MediaFlash online newsletter that is read by 8,500 people working in the Irish media industry.
- Mentioned as a Platinum sponsor in six issues of MediaFlash in preconference promotional stories in the three months prior to the conference.
- Listed as Platinum sponsor in post-conference YouTube movie.
- Listed as Platinum sponsor in the interview wall of 10 YouTube interviews with conference speakers. This will be rolled out in the six months after the conference.

On-site Benefits

- Acknowledged and thanked as a Platinum sponsor on stage with on screen branding.
- 6 x conference passes.
- 2 x invitations to the speakers' dinner.
- One keynote speaker at the conference.
- Company banner stands on site around conference venue.
- Exhibition space in main exhibition area.
- Logo on sponsors' banner stand at main conference.

Printed Exposure

- Full page advert in The Irish Media Contacts Directory.
- Listing with picture and logo in the Experts Section of The Irish Media Contacts Directory and online directory, MediaHQ.
- Full page advert in printed event programme.
- Recognition in press releases as Platinum sponsor.
- Company logo and profile in the printed event programme.
- Company logo on all other printed event literature and marketing materials.
- Giveaway in conference bag to be produced by sponsor.

Gold Sponsorship Package

Three packages available

Pre-event and online exposure

- Logo placement and acknowledgement as a Gold sponsor on the Mash 2011 web site.
- Logo, link and 50 word company profile on the Mash 2011 sponsors' web site.
- Logo on all promotional material.

On-site benefits

- Acknowledged and thanked as a Gold sponsor on stage with on screen branding.
- 2 x Conference passes.
- 1 x Invitation to speakers' dinner.
- Exhibition space in main exhibition area.
- Logo on sponsors' banner stand at main conference.

Printed exposure

- Full page advert in event programme.
- Listing in the Experts Section of The Irish Media Contacts Directory and online directory, MediaHQ.
- Company logo and profile in printed event programme.
- Company logo on all other printed event literature and marketing materials.
- Giveaway in conference bags to be provided by sponsor.

Silver Sponsorship Package

Five packages available

Pre-event and online exposure

- Logo placement and acknowledgement as a Silver sponsor on the Mash 2011 Web site.
- Logo, link and 50 word company profile on the Mash 2011 sponsors' web site.
- Logo on all promotional material.

On-site benefits

- Acknowledged and thanked as a Silver sponsor on stage with on screen branding.
- 1 x Conference pass.
- 1 x Invitation to speakers' dinner.
- Logo on sponsors' banner stand at main conference.

Printed exposure

- Half page advert in event programme.
- Listing in the Experts Section of The Irish Media Contacts Directory and online directory MediaHQ.
- Company logo and profile in printed event programme.
- Company logo on all other printed event literature and marketing materials.
- Giveaway in conference bags to be provided by sponsor.

Conference Badge And Lanyard Sponsor

Exclusive

Get your name and brand in front of more than 400 people. Become an exclusive sponsor for one of the most highly visible and read placements to gain maximum exposure at the conference.

Pre-event exposure and online exposure

- Logo placement and acknowledgement as Badge/Lanyard Sponsor on the Mash 2011 web site
- Logo, link and 50 word company profile on the Mash 2011 sponsors' web site

On-site Benefits

- 1 x Conference pass.
- 1 x Invitation to speakers' dinner.
- Company logo on all attendees name badges and lanyards.
- Acknowledged and thanked as the Badge/Lanyard sponsor on stage with on screen branding.

Printed exposure

- Half page advert in event programme.
- Company logo and profile in printed event programme.
- Logo on sponsors' banner stands at the conference.
- Strip advertisement in The Irish Media Contacts Directory.

To discuss the sponsorship opportunities at
Mash 2011 please contact Gaye Gleeson on (01)
2541845 or email gaye@mediacontact.ie

What delegates thought of previous conferences

Media 2020, April 2010

I am leaving with knowledge, enthusiasm and answers I did not arrive with.

Ciara Hewett, Espion

A very needed and relevant conference with credible informative experts delivering lots of extremely useful information.

Caroline Kennedy, Kennedy PR

A timely coming together of like-minded social media users who are interested in engaging with each other to discover best practice.

Donna McCabe, Forfas

A worthwhile and thought-provoking day. It hammered home the importance of the Mediacontact.ie network to me as a communications professional.

Karen Hannify, Foroige

Excellent conference, excellent speakers, v enjoyable event.

Micéal Whelan, UCD

Provoking, insightful and rewarding, I wouldn't dare miss this event again.

Mans Martenonson, Eurofound

Positive, refreshing perspectives and exciting prospects for the future.

Martine du Toit, Dyson Ireland

A perfect template for other conference organisers to follow.

John Holohan, Educate Together

Worth scheduling in every year

Marcus McQuiston, Eason Advertising

Will be back next year

Lisa Carroll, Grayling

Media 2020 was a great forum to discuss the new media explosion and learn what the future may bring.

Sinead McGovern, Skillnets

Great mix of interesting speakers with clear expertise in their area.

Anne Marie Lenihan, Cullen Communications

Insightful speakers and great debate

Aidan McLaughlin, Fleishman Hillard

What delegates thought of previous conferences

Content is King, November 16th 2010

Very interesting conference, great range of speakers, topics and case studies.
Jean O'Hanrahan, ESB

Very interesting topics delivered by a diverse panel of speakers which kept my attention the whole day.
Annemarie O'Reilly, AIB

A really interesting day that shed light on how to use social media and how these tools impact on our society and the wider world.
Stephanie Moe, Bord Bia

Content is King was excellent because it contained such breadth of experience and points of view from local to national businesses to NGO's. Very well done.
Lorna Jennings, Irish Cancer Society

The best fun I've had while learning something useful for work.
Aisling Cahill, Bord na Mona

The Content is King conference has been illuminating in many ways
Carol Killarney, Galway-Mayo Institute of Technology

Exhilarating, inspiring and enthralling conference – more than I had bargained for.
Nicola Doran, Crafts Council of Ireland