



THE NICHE DIFFERENCE

Why Niche? We are the best! (We aren't kidding!)

For 10+ years we have provided the best sponsor experience in the media industry by creating an inclusive environment of decision-makers and solution providers along with a healthy measure of Niche fun!



Connecting The Entire
Niche Media World



Charlotte, NC
March 27-29, 2017

Designed specifically for owner-operators

Attendees are owner-operators of target-audience media companies. These are organizations in growth-mode who are looking for solutions to build their business.

More conversations, deeper connections

Niche Media events provide more quality interactions and connections with attendees than any other media conference.

Pre-qualified audience of decision-makers

Niche Media events attract niche media leaders: more than 70% of attendees are owner, founder, CEO, or publisher-level. And with a high registration pricing point, attendees are pre-qualified.

Placement at the heart of the conference

Sponsors are integral to our events, with sponsor tables right in the middle of all the action. Maximizing attendee flow for great conversation is a top-priority as we design event layout.

Top-quality interaction

Ample opportunities for sponsors to meet attendees in a natural environment with extended breaks for conversation and 4 parties. (Niche events have the best networking in media!)

New energy, new attendees

More than 50% of Niche attendees are first-timers, giving you new prospects at each event with whom to build relationships.



Contact the Grand Poobah for more details!
Carl Landau • 916.443.3000 • carl@nichemediahq.com

SUPER NICHE MEDIA EVENT



Charlotte, NC
March 27-29, 2017



2017 theme = NASCAR
Sponsor logo on
Niche staff racing suits.

Super Niche brings together the very best of Niche into one large-scale event! We've brought our flagship Niche Media Conference together with the successful Niche EventFest. In Charlotte, NC on March 27-29, 2017 Super Niche will deliver actionable growth strategies for publishers and pre-qualified decision-makers for sponsors!

Super Niche reflects the future of media, with content targeted to where the niche publishing market is headed. Focus includes profitable print publishing approaches, digital strategies & technology, and events.

Audience

- Exclusively targeted to niche magazine CEOs and Publishers
- High attendee registration fee = pre-qualified prospects (\$1,000-\$1,400 to attend)
- 73% Independent Publishers and 27% Corporate Publishers
- Average 3.4 magazines per publishing company

SUPER NICHE SPONSORSHIP PACKAGES

POOBAH: \$7,500

Pre-Conference

Company description/logo: Super Niche website

Company logo: print brochures (12,000)

Company logo: brochure digital edition

Value Added

VIP Sponsor/Speaker party

Famous lunchtime sponsor giveaway

2 comp conference passes (\$2,200 value)

On-Site

Table-top booth

Logo display at opening remarks

Access to attendee registration lists

Sponsor shout-out from main stage

Company description/logo: conference program

Logo and sponsor recognition at Registration

Free wireless internet

Free electrical

GRAND POOBAH: \$10,000

All the benefits above plus:

E-mail blast to attendees

Full page, 4-color ad in program

Additional comp pass for your team (3 total)

1 comp registration for your best client

Premium logo placement in all printed materials

SUPER GRAND POOBAH: \$12,500

All the benefits above plus: (includes Grand Poobah level)

Insert in all attendee bags

Cover position full page, 4-color ad in program

2 additional comp passes for your team (4 total)

2 comp registrations for your best client(s)

Top logo placement in all printed materials

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SUPER NICHE MEDIA EVENT

Niche EventFest Sponsorship Package

You can reach the growing Publisher/Event Organizer market cost effectively at Niche EventFest on March 27, 2017! We've combined Niche EventFest (for event organizers) with the Niche Media Conference (for niche magazine publishers) to create the **Super Niche Media Event**. With sponsorship of the full 3-day event you will meet 250+ publishers/event organizers!

Events are the "it" factor for media companies today! Events are a huge growth area for publishers – over 84% of publishers produce events. Sponsors have exclusive access to the Niche EventFest attendees. (No other solution provider can attend this event.) Plus, your sponsor table will be in the room where the entire Niche EventFest will take place, putting you front and center for all the action!



EVENTFEST SPONSORSHIP PACKAGE

NICHE EVENTFEST POOBAH:

\$2,500/Add-on

\$4,000/Stand-alone

(Limited to just 8 sponsorships)

Logo on Niche EventFest website, program, mobile app

Invitation to Pizza & Beer Mixer and
VIP Sponsor/Speaker party

Company description/logo: website & program

Sponsor table inside EventFest meeting room

1 Comp pass for your team to Niche EventFest

Sales Management Masterclass

Reach publishers and ad sales directors looking for your sales solutions at the Sales Management Masterclass on March 27, 2017! This is a pre-conference day for the Super Niche Media Event -- with sponsorship of the full 3-day event you will meet 250+ publishers/ad sales directors! But only Masterclass sponsors have access to these attendees on day one. (No other solution provider can attend this pre-conference day event.) Plus, your sponsor table will be in the room where the entire Masterclass will take place, putting you front and center for all the action!



SALES MANAGEMENT MASTERCLASS

SPONSORSHIP: \$1,500

Logo on Masterclass website, program, mobile app

Invitation to Pizza & Beer Mixer and
VIP Sponsor/Speaker party

Company description/logo: website & program

Sponsor table inside Masterclass meeting room

1 Comp pass for your team to the Masterclass

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