



Content Marketing Masters 2015

Trends. Strategies. Prospects.

Key Facts



What?

Exchange of experience, status-quo analysis and new trends in Content Marketing

Ideal Networking conditions with snacks & drinks

Concentrated knowledge: 14 sessions in 2 parallel tracks

Top national and international speakers in the field

Who?

300 experts, decision makers and people in charge of budgets in the Online & Content Marketing industry

SEO specialists, content managers, PR specialists, graphic designers, copywriter, e-mail marketers, social media experts and many more

When?

May 28th, 2015

Conference
9.00 - 6.30 pm

Networking from
6:30 pm

Where?

Berlin

(more information forthcoming)

Top speakers from last year

// **Ralf Lülendorf**

Manager

@ Deutsche Telekom AG



// **Dr. Andreas Bersch**

Founder & CEO

@ BRANDPUNKT



// **Charles Kautz**
Content Marketing
Expert

@ TaylorMade-
adidas Golf



// **Lauren Pope**

Digital Adviser

@ Brilliant Noise



// **Amy Thibodeau**

Content Strategist

@ Facebook



// **Jessica Gioglio**

Social Media Strategist

&

co-author



Our participants

The CMM serves as a meeting place for experts of Content Marketing as well as for beginners

Lectures in German and English attract an international audience

Decision makers and people responsible for budgets in the Content Marketing industry

SEO specialists, content managers, PR specialists, graphic designers, e-mail marketers, social media experts and many more



Why become a sponsor?

Content Marketing becomes more and more important and for numerous companies it is already a significant component of a successful marketing strategy. Be there when well-known companies exchange ideas about new trends and prospects in Content Marketing.

- ✓ As a sponsor at PPC Masters, you will meet an enormous expert audience from all over the world
- ✓ If you want to introduce a new product, reach new customers, or position yourself into a new market, we are exactly the right choice.
- ✓ As a sponsor, you can expect new exciting business and industry contacts
- ✓ Your support as a sponsor allows us to continue to make attractive ticket prices for our participants and approach more target groups
- ✓ Additional conference tickets: As a sponsor, you have the option to obtain additional discounted conference tickets for your customers and employees

You have your own ideas?

You have the opportunity to submit your individual sponsoring compilations and ideas at any time.

For enquiries contact our friendly CMM Team via

orga@contentmarketingmasters.de

Einige Sponsoren 2014

ADPOLICE 
WIR SIND DIE GUTEN

CleverReach 

InterNet 

hektite

Overview of the sponsoring options

PLATINUM

2

available

Main sponsor of the conference with the highest visibility

GOLD

3

available

Exclusive campaign branding with very high visibility

SILVER

3

available

Exclusive campaign branding with high visibility

BRONZE

3

available

Exclusive campaign branding with good visibility

Exhibitor

5

available

Company presentation in front of an expert audience

Universal benefits

PLATINUM

GOLD

SILVER

BRONZE

Exhibitor

Presence of the logo

Based on the sponsorship option you chose, we will implement an effective advertisement of your logo on www.contentmarketingmasters.de with a link to your website. Throughout the conference, you will be mentioned as sponsor and be displayed at slides during break times. After the CMM 2015, we will also mention and display your word-image-brand within a recap of the conference on our website.



Social Media

A blogpost with the description of your company and a link to your website will be included in our social media campaign.



Advertising material

All sponsors have the opportunity to display or distribute their advertising material at the conference.



PLATINUM

2

available

Main sponsors of the conference with the highest visibility

Tracksponsoring

// As one of the two main sponsors of the conference, you'll find your track exclusively wearing the style and logo of your company. Your company design will be placed inside and in front of the sponsored room as well as in the program.

Lanyard branding



// Your logo will be on view on lanyards and corresponding badges throughout the conference.

Be part of it!

// We would like to welcome you, your employees or your clients with 6 free conference tickets.

Goodie Bags



// You can contribute a maximum of 3 products or flyers to the Goodie Bags being made available at the Content Marketing Masters.

Sponsored Session

// Present yourself on stage! You will be able to present a 45-minute talk within the CMM program in your sponsored track. All attention will be on you!

GOLD

3
available

Exclusive campaign branding with very high visibility

Campaign branding



In addition to the actual conference, entertainment and food & beverages will play an important role during this day. Your possibilities for the exclusive brand presence as a gold sponsor will be one of the following:

// Juice stand

With a variety of tasty fruit juices, the booth will draw the attention of many guests. Your logo will be presented on the T-shirts of the staff. All attendees pay with their business cards – the perfect lead creation for you!

// Currywurst

With the branding of the currywurst stand, you will be the exclusive advertiser of this typical Berlin delicacy. All attendees pay with their business cards – the perfect lead creation for you!

// Photo box

Every photo being made in the photo box will be branded with your logo and published on FB and G+ within a “best-of” collection. All photos are printed directly at the conference and constitute a ideal souvenir.

Goodie Bags

// You can contribute a maximum of 2 products or flyers to the Goodie Bags being made available at the Content Marketing Masters.

Nehmen Sie teil!

// We would like to welcome you, your employees or your clients with 4 free conference tickets.



SILVER

3

available

Exclusive campaign branding with high visibility

Campaign branding

In addition to the actual conference, entertainment and food & beverages will play an important role during this day. Your possibilities for the exclusive brand presence as a silver sponsor will be one of the following:

// Recharge station

Our Conference attendees can recharge their phones at this station which is branded with your logo.



or

// Energy Drink

Energy Drinks with your company design are distributed free of charge to recharge the batteries of conference attendees.



or

// Sweets

A little snack for in between: Sweets (e.g. gummi bears, roasted almonds) with your company design as an overprint. The snack will be distributed at our conference.



or

// Mobile Massage

A great massage for relaxed participants. The personnel wears t-shirts with your word-image-brand. In addition, we will have more branding within the area of the massage.



Goodie Bags

// You can contribute a maximum of 1 product or flyer to the Goodie Bags being made available at the Content Marketing Masters.

Be part of it!

// We would like to welcome you, your employees or your clients with 3 free conference tickets.

BRONZE

3

available

Exclusive campaign branding with good visibility

Campaign branding

In addition to the actual conference, entertainment and food & beverages will play an important role during this day. Your possibilities for the exclusive brand presence as a bronze sponsor will be one of the following:

// **Notepads**

Whether notes, ideas or facts - practically every CMM participant uses a writing pad, both at the conference and beyond. As a sponsor these will exclusively wear your word-picture brand.



// **Ball pen**

Shake hands with all conference attendees! All pens on the conference will show your word-picture brand together with the official Content Marketing Masters logo.



// **Goodie Bags**

Important stuff pooled within your company branded carrier bag – an ease of everyday life at the conference for all attendees. Moreover, you can contribute a maximum of 1 product or flyer to the bags.



Be part of it!

// We would like to welcome you, your employees or your clients with 2 free conference tickets.

Exhibitor

5
available

Company presentation in front of an expert audience



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

- 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)

Special sponsorship opportunities

All universal benefits apply to these sponsorings as well.

// Speakers' Dinner

You and a guest are very welcome to attend the evening before the conference, to meet all CMM speakers at the Speaker's Dinner. You will be the only sponsor at this evening.

Incl. 2 conference tickets for you, your employees or customers.



// Catering

The catering offers ideal possibilities to display your word-picture brand. No matter if it's roll-ups, buffet standees or branded napkins - nobody will get around you!

Incl. 2 conference tickets for you, your employees or customers.



// Wireless LAN

With lots of internet techies around, a huge purview is guaranteed. The WiFi's front page will be your website and the network itself will be named after your brand. You will be visible on every portable device.

Incl. 2 conferences tickets for you, your employees or customers.



Have we sparked your interest?

Content Marketing Masters

Organizer: Andre Alpar
Paul-Lincke-Ufer 39-40
10999 Berlin

www.contentmarketingmasters.de

Your contact:

CMM Management Team
Susanne Schult

✉ orga@contentmarketingmasters.de

☎ +49(0)30 61 08 18 94 7

The Content Marketing
Conference of the year

May 28th, 2015

Berlin

www.contentmarketingmasters.de

