



INTERACTIVE CONTENT EXCHANGE

**Ice**<sup>07</sup>

THINK OUTSIDE THE CUBE

**MARCH 21 - 22, 2007**

the Carlu, Toronto, Canada

THE WORLD'S COOLEST INTERACTIVE CONTENT BUSINESS EVENT

**PARTNERSHIP OPPORTUNITIES**

**“Fabulous. One of the best conferences I've ever attended - every aspect was perfect or near perfect, which is incredibly difficult to achieve. Great job!” 2006 Delegate**

New  
Media  
Business  
Alliance



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## CONFERENCE

high-level discussion of emerging innovative ideas plus in-depth intensive analysis concentrating on games, mobile, social networking and Web 2.0

## MARKET

international interactive media marketplace...a full complement of commercial partnering, pitching and business development presentations

## WHAT OUR DELEGATES SAID LAST YEAR

"Where you want to be to find out what's coming next in the world of new media."

"Excellent conference, succinct, concise, provocative, informed and informative."

"...a terrific conference with a highly collaborative feeling. Excellent speakers and panels that generated some great discussions. I definitely will come back next year."

"It was one of the best run events I have attended. The topics covered showed the organizers had their ear to the ground and had a good understanding of what is going on in the industry. As such this led to a topical and very interesting event."

"Toronto being one of the world's leading creative cities is a perfect home for this event and all stakeholders should see the value and embrace it."

## OUR INVITATION

The New Media Business Alliance is pleased to invite your organization to participate in ICE - the Interactive Content Exchange - which will be held March 21 -22, 2007, in downtown Toronto, Ontario.

As Canada's pre-eminent interactive media and entertainment event, ICE 2007 will bring together many of the world's leading media thinkers, researchers and practitioners.

ICE iSummit 2006 was a sold-out success. This year we expect approximately 350 delegates to join us for two action-packed days of discussion, debate and deal-making.

Join us as a partner. We look forward to bringing this leading-edge program with you!

## ALL SPONSORS RECEIVE

Logo recognition on sponsor page in ICE programme

Logo recognition on ICE 2007 website with link to sponsor site

Mention in the NMBA bi-weekly newsletter "iLetter"

Signage recognizing sponsorship at Registration Desk

One Insert in the Conference Delegate Bag

Delegate listing

## FACTS FROM ICE ISUMMIT 2006

These are some of the things we learned from our first and inaugural ICE event:

**NUMBER OF DELEGATES: 333**  
**OF THAT, NUMBER THAT WERE INVITED SPEAKERS: 93**  
**RATIO OWNERS, SR. EXECS: approx 95%**

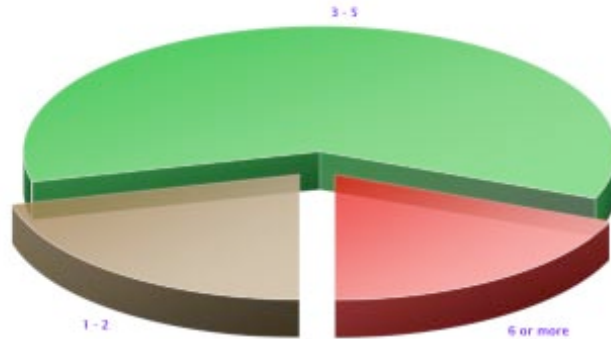
### ICE ISUMMIT 2006 WAS A TRULY MULTIPLATFORM EVENT

#### *Breakdown of March 2006 Delegates:*

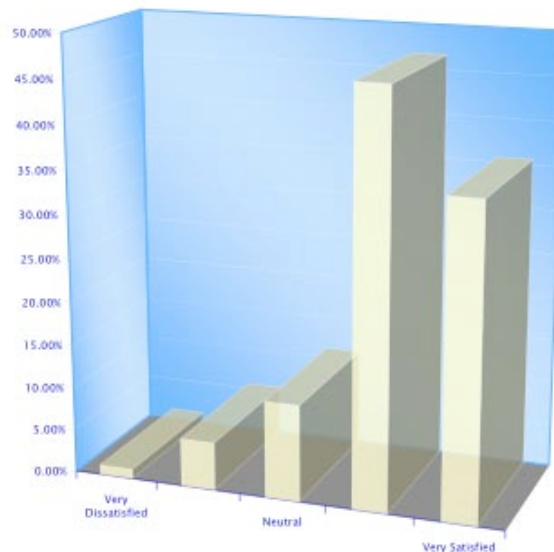
Interactive Content Development or Production	23.18%
Television or Radio Broadcasting	13.25%
Technology or Platform Development	11.26%
Film or Television Production	10.60%
Other	9.93%
Policy Development or Consulting	8.61%
Interactive Content Aggregation or Publishing	7.28%
Advertising or Marketing	5.96%
Web Content Distribution (Portal)	3.97%
Music Recording, Marketing or Distribution	2.65%
Book or Magazine Publishing	1.99%
Mobile Distribution (Network or Carrier)	1.32%

**RATIO OWNERS, SR. EXECS: Approx 95%**

**MOST ICE DELEGATES WERE VERY EXPERIENCED CONFERENCE GOERS** *Number of industry conferences attended in previous year:*



**MOST DELEGATES WERE VERY SATISFIED WITH THE VALUE OF ICE ISUMMIT 2006** *Satisfaction rating for ICE iSummit 2006 event:*



## SPONSORSHIP LEVELS

**In addition to the marketing exposure outlined above, sponsors will receive the following (based on the sponsorship level selected):**

### **PRESENTING SPONSOR - \$50,000 +**

- Titling opportunity on one (1) full conference day with logo recognition in program guide, and in all full-day promotional news features issued by NMBA
- Opportunity to supply a welcome letter in the ICE 2007 program guide
- Opportunity to address the audience at opening remarks with introduction of keynote speaker on sponsored day
- Logo recognition as Presenting Sponsor in all industry advertising
- Logo recognition on all promotional material, including front cover of conference program
- Logo recognition as Presenting Sponsor on prominent signs at the venue for duration of the event
- Exhibit space including display table with priority positioning
- Full page, full colour advertisement in ICE 2007 program guide in priority position
- Leading position of logo on NMBA website pre and post event with a link to Presenting Sponsor's site
- Banner ad (in rotation) on ICE website pre and post event
- Banner ad in iLETTER prior to conference (max of five (5) issues)
- Two (2) feature opportunities in iLETTER prior to conference
- Five (5) full ICE 2007 registration packages

## **SPONSORSHIP LEVELS**

### **PLATINUM SPONSOR - \$30,000**

- Titling opportunity on three (3) conference sessions including logo recognition at the following:
  - At each sponsored session
  - In the programme guide in conjunction with session
  - In all session news features issued by NMBA
- The opportunity to introduce the moderator at each sponsored session
- Logo recognition as Platinum Sponsor in all industry advertising
- Logo recognition on all promotional material
- Logo recognition as Platinum Sponsor on prominent signs at the venue for duration of the event
- Exhibit space including display table with priority positioning
- Full page, full colour advertisement in ICE 2007 program guide in priority position
- Banner ad (in rotation) on ICE 2007 website pre and post event
- Leading position of logo on NMBA website pre and post event with a link to sponsor's site
- Banner ad in iLETTER prior to conference (max of two (2) issues)
- One (1) feature opportunity in iLETTER
- Four (4) full ICE 2007 registration packages

## **SPONSORSHIP LEVELS**

### **GOLD SPONSOR - \$20,000**

- Titling opportunity on two (2) conference sessions including logo recognition at the following:
  - At each sponsored session
  - In the programme guide in conjunction with session
  - In all session news features issued by NMBA
- The opportunity to introduce the moderator at each sponsored session
- Logo recognition as Gold Sponsor in industry advertising and NMBA's ICE 2007 News
- Logo recognition on select promotional material
- Logo recognition as Gold Sponsor on prominent signs at the venue for duration of event
- Exhibit space including display table
- Full page, full colour advertisement in ICE 2007 program guide
- Logo recognition as a Gold Sponsor on NMBA website with link to sponsor's website
- One (1) advertisement opportunity in iLETTER
- Three (3) full ICE 2007 registration packages

## **SPONSORSHIP LEVELS**

### **SILVER SPONSOR - \$10,000**

- Titling opportunity on one (1) conference session including logo recognition at the following:
  - At that session
  - In the programme guide in conjunction with session
  - In all session news features issued by NMBA
- The opportunity to introduce the moderator at that session
- Logo recognition as Silver Sponsor in industry advertising and NMBA's ICE 2007 news
- Logo recognition as Silver Sponsor on prominent signs at the venue for duration of event
- Exhibit space including display table
- Half page, full colour advertisement in ICE 2007 program guide
- Logo recognition as a Silver Sponsor on NMBA website with link to sponsor's website
- Two (2) full ICE 2007 registration packages

### **BRONZE SPONSOR - \$5,000**

- Logo recognition as Bronze Sponsor in industry advertising
- Logo recognition as Bronze Sponsor on signs at the ICE venue for duration of event
- Quarter page, full colour advertisement in ICE program
- One (1) ICE 2007 registration package

## **ICE MARKETSPACE**

A great opportunity to display your product or service. Take advantage of the ICE Marketplace in the Grand Foyer, right in the middle of it all.

Prices are for full 2 day presence at ICE 2007.

### **SMALL TABLE- \$750**

- Single 30" x 72" table including:
  - Electrical hookup
  - Drapery & Chair
  - Wireless Internet access

### **LARGE TABLE- \$1000**

- Single 30" x 96" table including:
  - Electrical hookup
  - Drapery & Chair
  - Wireless Internet access

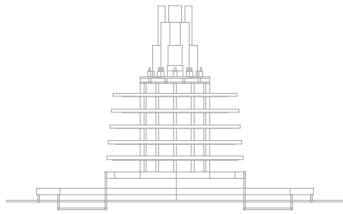
Special requirements for technical and A/V equipment will be quoted on a case-by-case basis.

## **ADVERTISING**

Advertising opportunities are available in:.

- Conference programme (rate card available soon)
- Delegate bag inserts

Please call for more details.

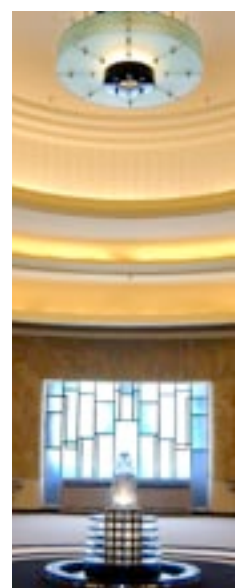
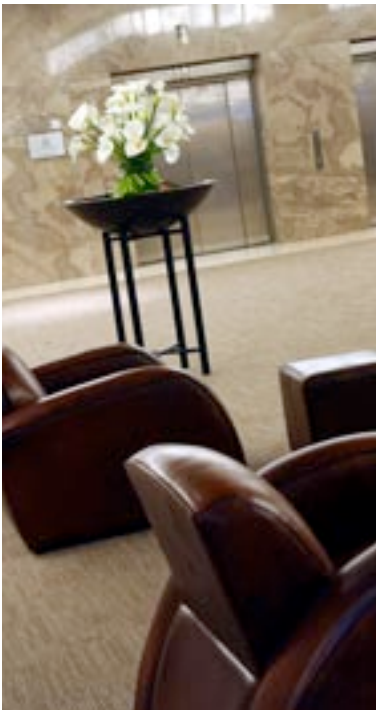


CARLU

## ABOUT THE CARLU

The Carlu is Toronto's most significant and historical event venue. Designated as a National Historic Site, it is an architectural masterpiece that has been completely restored to its 1930s' splendour and glory but with the very best in modern technology.

Located in the heart of the city, the Carlu offers the unparalleled experience of Art Moderne style, convenient location and world-class hospitality.





## ABOUT THE EVENT

ICE 2007 explores commercial opportunities for interactive content across all digital platforms. Organized into three streams, ICE will explore emerging opportunities at many levels of detail from the glacial onset of digital transformation to the “freeze & thaw” cycles that define current trends and best practices.

iSummit 2006 was a sold out success featuring over 90 speakers from some of the world’s most innovative companies including: Alliance Atlantis, Blaze Limited, Bubbleshare, CBC, CHUM, Creative Commons Canada, EMI Music, Ericsson, heavy.com, IBM, Idaho Technology Limited, IGA Worldwide, Illumina Digital, Lulu.com, Nelvana, OurMedia, Pandora.com, Rocketboom, Second Life/Linden Labs, Victoria Real, Wildbrain, WordPress, Xbox Live - Microsoft, Yahoo! Canada.

### Dates

March 20th - Opening Reception

March 21st & 22nd - ICE Conference & Market

### Audience Profile

There are four main content audience targets for ICE 2007:

- INNOVATOR: Creative content and/or technology developer
- PRODUCER: IP owner (brand, story, technology)
- PUBLISHER: Game Publisher, Agent, Distribution
- DISTRIBUTOR: Portal Operator, Carrier, Broadcaster

This conference is designed to attract a wide range of cultural industries, entertainment and telecommunications interests across many platforms and content industries incl. Broadband, Mobile, Music, Television, Radio, Film, Games, Publishing, Government, Media Financing, & Advertising.

**Approx. Audience Size** 350

### About the New Media Business Alliance

New Media Business Alliance, the organizer of the event, is the not-for-profit member-based trade association that represents companies and educational institutions involved in the production of content on interactive platforms. NMBA was formed in 2001 by leaders within the interactive digital media content industry to represent their interests and to form alliances that would grow the industry. NMBA has worked to build an effective communications channel with all levels of government and related private sector interests.