



# Email Innovations World

**JUNE 2-4, 2025**  
**EXPO: JUNE 3-4**

**SHERATON PHOENIX DOWNTOWN**

**THE FUTURE OF EMAIL MARKETING TODAY**



**risingmedia**<sup>™</sup>

**emailinnovationsworld.com**

**ONLY**  
INFLUENCERS

# NEW FOR 2025!

## ATTENDEE PARTNER PROGRAM

### Meetings, Meetings, Meetings

#### How it Works

- We're inviting a select number of senior attendees from leading brands to the event and putting them up in the conference hotel, in return for taking part in our Sponsor Meeting Program. Regular attendees can also take part.
- Sponsors can also submit lists of attendees or companies they would like invited by the organisers.
- All meetings are arranged on the EIW registration platform.
- Titanium, Diamond, Platinum and Gold sponsors are guaranteed a certain number of meetings (see page 9)
- Silver and Bronze sponsors also participate, but are not guaranteed a set number of meetings.

All meetings are scheduled in 15 minute slots during the breaks, on your booth, so the attendees don't miss any sessions.

Arrive with a slate of meetings and leave with real connections.

# PAST SPONSORS INCLUDE



# WHY BECOME A SPONSOR?



## WE DELIVER YOUR TARGET GROUP

- Email and marketing managers working with sophisticated tools, platforms and technologies for all elements of email marketing from list creation and management to design, content, testing, deliverability and automation
- Executives of large corporates, multinational enterprises and brands and pure-play internet companies looking to improve their customer acquisition and retention
- Budget holders who look for and buy tools, technologies and services for email marketing
- Influencers who use and determine the tools and services for email marketing



## WE TARGET YOUR PRODUCTS AND SERVICES

- Email testing and deliverability tool providers
- Email automation / CRM platforms
- Email and digital marketing consultancies and agencies working with mid-large and / or multinational enterprises and brands.



## WE OFFER

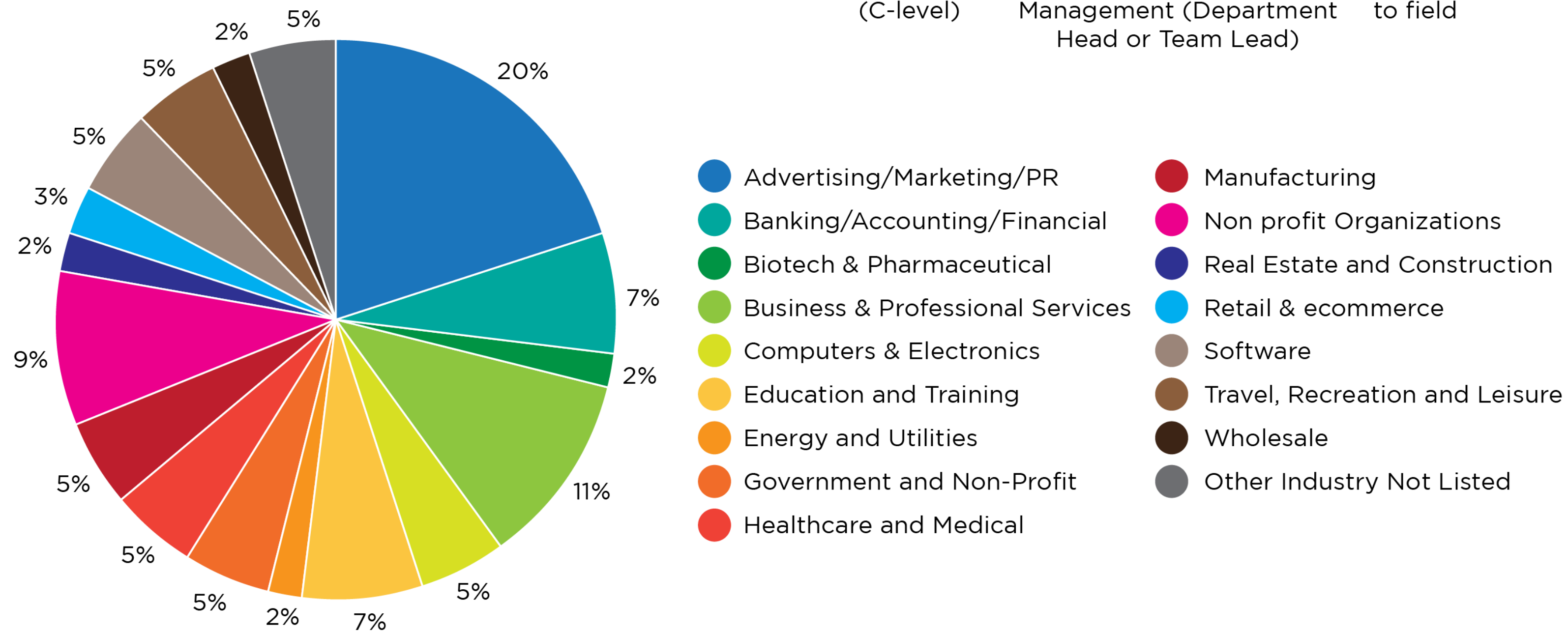
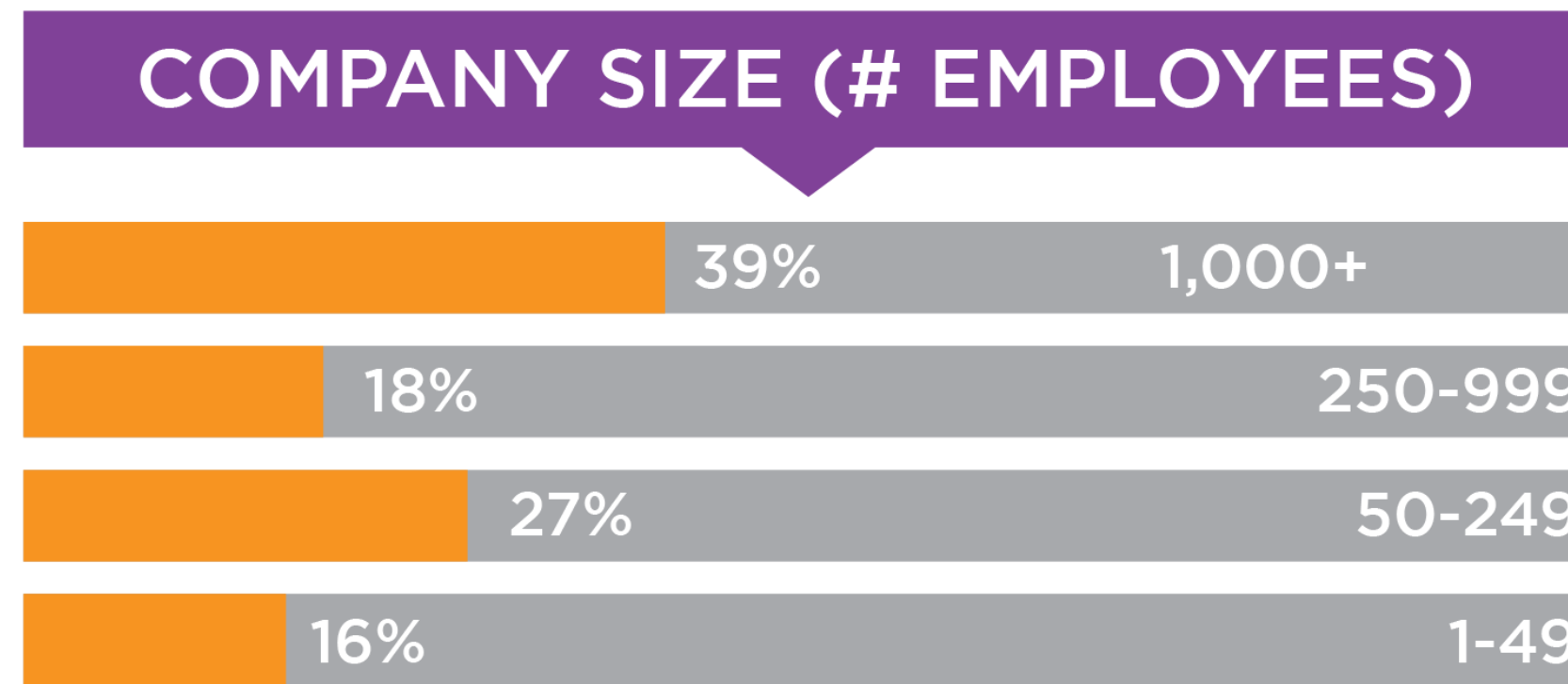
- Bulls eye selection of your target audience
- Standard and bespoke packages for lead generation, knowledge transfer and branding
- Openness to new ideas for your appearance
- Competitive pricing
- Neutral and independent noncompetitive event
- Networking app and lead generation tools to maximise your involvement
- Ready-to-work stand
- Help with suppliers
- Professional and friendly operations staff constantly with you before, during and after the show



## WE LOVE

- Help partners to reach their targets
- Provide great networking opportunities
- Cater excellent food and drinks
- Build long term relationships
- See customers coming back

# OUR ATTENDEES





# EMAIL INNOVATIONS WORLD FOCUS

## Emerging Strategies and Tactics in Email Marketing

This focus is what sets our event apart from every other email marketing conference.

Merriam-Webster defines 'innovation' as a new idea, method, or device. It isn't quite an invention; it's an iteration of something that already exists, a fine-tuning, a better way to do something that's already being done.

Every session at our event involves innovation; we don't have any 'email 101' sessions. That's because our attendees are already successful email marketers – they're not here to learn the ropes, they're here to learn how to take their already successful programs to the next level. For example:

Instead of basic deliverability sessions, we've been talking about BIMl since 2019 when it was in beta, so that our attendees would be ready to implement it when they could. And in 2023 we brought in an email marketer who had just implemented BIMl for his ecommerce brand, to share what he learned and help others up the learning curve.

In 2023, instead of just talking about how email marketers might use ChatGPT to improve their programs, we brought in email marketers who were actively using and testing ChatGPT to discuss their real-world results.

Instead of a generic 'how you choose a new ESP' session we brought 3 of the major ESPs together on stage to discuss the pros and cons of different database structures, so our attendees would leave understanding which were best for their needs.

What also sets us apart: our event is co-produced by Only Influencers, the original community of email industry professionals, and Rising Media, the premier provider of conferences for Internet professionals. All our sponsors are encouraged to keep the conversation going after the event as members of Only Influencers.

**You should sponsor Email Innovations World if:**

- 1. You're looking to meet decision-makers, not entry level email marketers**
- 2. You want to build long-term relationships to fill your pipeline for months or years, not weeks**
- 3. You are positioning your product or service as innovative, not a commodity**

### What Attendees Say:

“This is the only show where I feel I'm not being sold to.”

“This is the place where I come to meet real email marketers like myself, working in the trenches.”

“I've been to a couple of email shows this year. Email Innovations World had the best content by far.”

# MARKETING & TOOLS FOR SUCCESS

## Marketing for YOUR success!

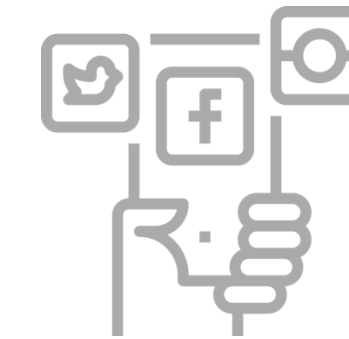
As an exhibitor or sponsor, you will benefit from:



**Feature** in our event newsletters



**Logo**, company description and link to your website on the conference homepage(s)



**Social Media presence** before, during and after the conference

## Tools for YOUR success!

We offer our exhibitors various opportunities to connect with the attendees:



### **Exhibitor – Attendee Meeting Program**

Request and schedule meetings with attendees in advance or during the conference and organize your visit at the event as effectively as possible.



### **Free Lead Capture!**

As an exhibitor use the free conference app on your phone to scan attendee badges, capture their details, make notes.



### **Conference app**

Our event app both show-cases the sponsors and allows you to include all your booth staff with pictures, so they're easily identifiable. You can also see and message conference attendees.



# COMPANIES WHO HAVE ATTENDED INCLUDE







# ENGAGEMENT OPTIONS

|   | TITANIUM<br>LIMITED TO 1 | DIAMOND<br>LIMITED TO 1 | PLATINUM<br>LIMITED TO 3 | GOLD<br>LIMITED TO 4 | SILVER<br>LIMITED TO 10 | BRONZE<br>UNLIMITED |
|---|--------------------------|-------------------------|--------------------------|----------------------|-------------------------|---------------------|
| Speaking presentation after Keynote to all Email Innovations World attendees*   | 30 minutes               | 25 minutes              | —                        | —                    | —                       | —                   |
| VIP Lunch with ability to invite up to 10 attendees   | ✓                        | ✓                       | —                        | —                    | —                       | —                   |
| 1 Promotional send each day during event to all attendees on Mobile App   | ✓                        | ✓                       | —                        | —                    | —                       | —                   |
| Lanyard Sponsorship (to be produced by Sponsor)   | ✓                        | —                       | —                        | —                    | —                       | —                   |
| Registration Sponsor: custom banner placed at Registration and Logo on the Registration Desk Kick Panels                      | ✓                        | ✓                       | —                        | —                    | —                       | —                   |
| One post-event email conducted by RMI (1 week post event)   | ✓                        | ✓                       | —                        | —                    | —                       | —                   |
| Custom Pop-Up Banner in front of the Opening Keynote  | ✓                        | ✓                       | —                        | —                    | —                       | —                   |
| One pre-event email conducted by RMI (1 week prior to the event)  | ✓                        | ✓                       | ✓                        | —                    | —                       | —                   |
| Custom Gobo (projected light wall logo in the Keynote Room for both days)   | ✓                        | ✓                       | ✓                        | —                    | —                       | —                   |
| Signage for Day 1 & Day 2 as the Breakfast-Breaks-Lunch Sponsor   | ✓                        | ✓                       | ✓                        | —                    | —                       | —                   |
| Passport Sponsor  | Yes                      | Yes                     | Yes                      | —                    | —                       | —                   |
| Guaranteed Meetings in Attendee Partner Program   | 12                       | 10                      | 8                        | 5                    | —                       | —                   |
| Speaking presentation to attendees*   | —                        | —                       | 20 minutes               | 5 minutes            | —                       | —                   |
| Opt In Attendee List with full contact details (sent 5 days post event)   | ✓                        | ✓                       | ✓                        | ✓                    | —                       | —                   |
| Rotating Logo Banner in Mobile App  | ✓                        | ✓                       | ✓                        | ✓                    | —                       | —                   |
| 2 Minute elevator Pitch to entire audience  | —                        | —                       | —                        | —                    | ✓                       | —                   |
| Exhibit Space***  | 20'x20'                  | 20'x20'                 | 20'x20' or 10'x20'       | 10'x20'              | 10'x10'                 | 10'x10'             |
| Complimentary Full Conference Passes (Workshops not included)   | 8                        | 8                       | 6                        | 4                    | 3                       | —                   |
| Booth Passes (Workshops not included)   | 8                        | 8                       | 6                        | 4                    | 3                       | 2                   |
| 20% Conference Registration Discount for Clients, Prospects and Staff   | ✓                        | ✓                       | ✓                        | ✓                    | ✓                       | ✓                   |
| Access to attendees via the mobile app to schedule 1:1 meetings pre-event (available 1 week prior to the event)               | ✓                        | ✓                       | ✓                        | ✓                    | ✓                       | ✓                   |
| Logo on EIW promotional material including Website, Event Mobile App, Digital/Print Advertising, Email sends & Onsite Signage | ✓                        | ✓                       | ✓                        | ✓                    | ✓                       | ✓                   |
| 150-Word Company/Product profile listing on Website & Event Mobile App  | ✓                        | ✓                       | ✓                        | ✓                    | ✓                       | ✓                   |
|   | \$24,995                 | \$19,995                | \$14,995                 | \$9,995              | \$5,995                 | \$3,995             |

\*All Speaking Slots must deliver business value – not be a straight sales pitch – and be approved by the Conference Chair 30 days prior to the event or Sponsor relinquishes the speaking slot.

\*\*\*Electrical is not included in any booth packages

\*\*\*Each booth package includes 1 6ft draped table with 2 chairs, 1 wastebasket and company sign

# AI VENDOR SHOWCASE

## Have a new AI-powered product or service?

The AI Vendor Showcase is the perfect way to get the word out! The AI Vendor Showcase happens the first morning of the conference. This is a full conference session – there won't be anything running on the other track so all attendees are expected to be in the room.

You'll have 5 minutes to present your product to the audience; give them your best pitch, a quick demo, a brief overview with Q&A -- whatever you want to do to introduce these potential buyers to your AI-powered product or service.

Bonus! You'll also be part of the AI Vendor Showcase roundtable, where attendees will be able to join you to discuss the AI products and services featured in the session.

Do the showcase alone or pair it with a booth in our exhibit hall for maximum impact.

- Option#1: AI Vendor Showcase with 1 Full Conference Pass & a 5-minute pitch \$1,500
- Option#2: AI Vendor Showcase with 2 Full Conference Passes & a 5-minute pitch \$2,500
- Option#3: AI Vendor Showcase with a 5-minute pitch & Bronze Level \$4,995

# BRANDING & LEAD GENERATION OPPORTUNITIES



**Lanyards\* | \$1,995**

\*Available if Diamond Level Sponsor does not take Sponsor Produces



**Bags\* | \$1,450  
Sponsor Produces**



**QRCode Branding | \$1,995**  
Placed by Registration, Keynote, Exhibit Hall



**Pads & Pens\* | \$995**  
Sponsor Produces



**Blankets | \$3,450 RMI Produces**  
**\$2,450 Sponsor Produces**

\*Please note that the sponsor is responsible for the production and on-time delivery of the promotional material. The layout has to be agreed with Rising Media beforehand.

# NETWORK BRANDING



## VIP Dinner | \$7,450

Rising Media will reach the top attendees for the sponsor to have a hosted dinner.



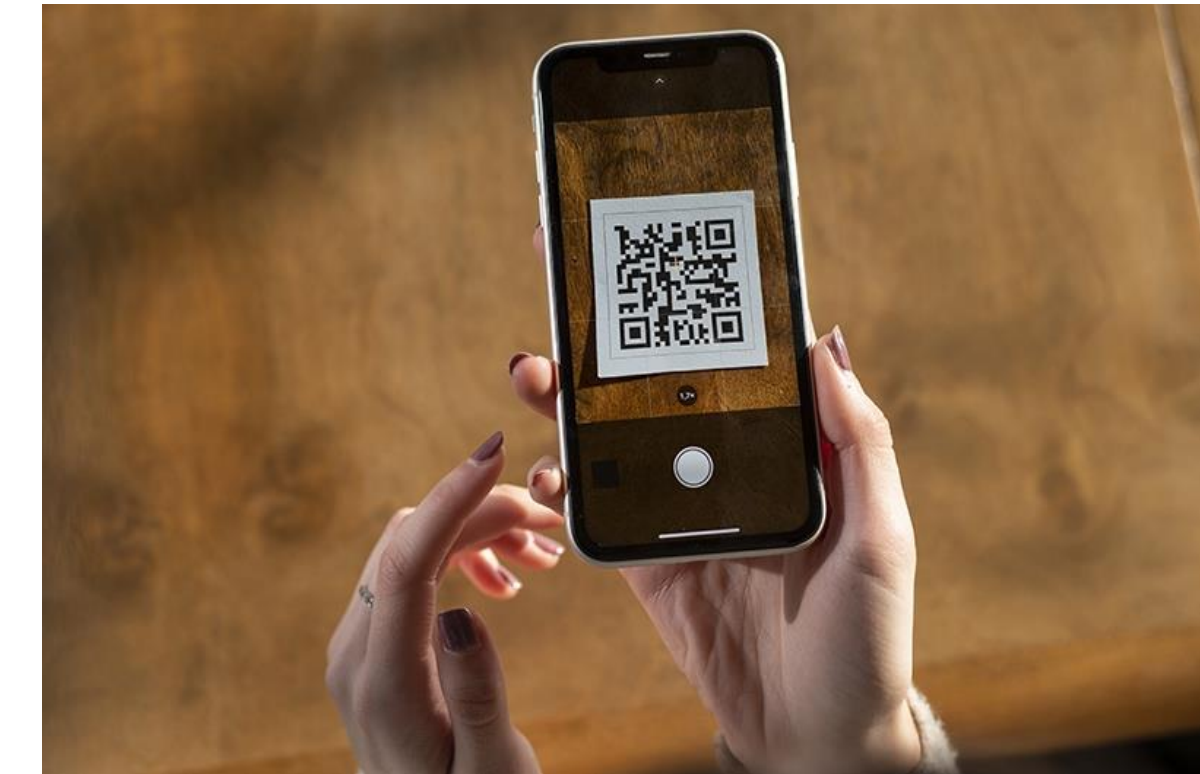
## Lunch & Learn | \$3,450

50-minute practical-live demo  
3 additional conference passes  
Branding on website-mobile app-signage



## Networking Reception | \$4,250

Logo on Networking Reception  
Signage-Branded Napkins



## Passport Program | \$1,250

Mandatory stop by all attendees so that they have  
An opportunity to win prizes  
purchased by RMI

# VENUE



Sheraton Phoenix Downtown | 340 North 3<sup>rd</sup> Street Phoenix Arizona 85004

# YOUR PERFECT SPONSORSHIP PACKAGE IS NOT HERE? CALL US AND WE'LL BUILD ONE JUST FOR YOU



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