



January 31 - February 1, 2008
Sheraton Delfina
Santa Monica ♦ CA
Sponsor Information Kit

The Ypulse College Mashup

Nearly 200 marketers, media executives, non-profit professionals, and youth technology platform providers will attend this unique business-to-business event focused on reaching college students with technology. The Ypulse College Mashup will explore such topics as:

- How advertisers/marketers and traditional media are all adapting to reach wired students
- How technology is transforming the college admissions process as well as academics and social life
- How campus media like college newspapers and radio are embracing technology
- How this generation of college graduates differs from previous generations @ work ... and @ home
- The new "wired" face of campus activism

Mashup Attendees

Similar to the demographics of attendees at the July 2007 Ypulse National Mashup and the September 2007 Ypulse Tween Mashup, attendees will include 1) brand marketers and their supporting agencies, 2) the media who look to engage college youth, and 3) members of our civil society including educators, ministers, librarians, non-profits and counselors, all of whom are searching for authentic ways to communicate with youth.

The Ypulse College Mashup direct marketing campaign – which we use to acquire attendees – includes extensive use of Ypulse.com, which reaches nearly 60,000 unique visitors monthly, and the Ypulse newsletter, as well as targeted direct mail and online campaigns.

Attendees at previous Ypulse Mashup events include people from:

ABC Family	GamePro	RED
Adrants	Garage Technology Ventures	Red Bull Canada
American Greetings	GigaOM	RockYou!
Answer	Girls For A Change	Scholastic
BBC Worldwide	Glassnote Entertainment Group	Sony Online Entertainment
BBYO, Inc.	GOOD Magazine	SpotDJ
Buzz Marketing Group	Got2Know, LLC	SRC Records
Buzznet.com	GTR Consulting	Swivel Media
C&R Research	Hearst Digital Media	Symantec Corporation
CNET Networks Entertainment	Idealist.org	The N (MTV Networks)
CNN	Invisible Children	The NPJ Group
Comparative Media Studies at MIT	kajeet	Think Financial
Cox Enterprises, Inc.	KIDZ Bop	Toyota Motor Sales, USA, Inc.
Creative Productions	Leapfrog	Universal Music Enterprises
DC Comics	LEGO	Upshot
Deep Focus	Lifetime	USA Today
Eastman Kodak Company	Linden Lab	USC
Eat My Words	mDisney	Virgin Mobile USA
Emo Girl Talk	National 4-H Council	Walt Disney Imagineering
Experiential Marketing Forum	National Geographic Society	WeeWorld
Facebook	Nickelodeon	WhateverLife, Inc.
Fanscape	Nike, Inc.	Yahoo!
Funmobility	Pretty Tough	YouthNoise
Gaia Interactive	Procter & Gamble	Zannel, Inc.

For more information contact Charles Pelton: charles@ypulse.com; 510.832.1761 (o): 510.377.8283 (m)



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Attendees Love the 2007 Ypulse National Mashup

"You did an awesome job with this conference. The sessions were interesting, the panelists were knowledgeable, the teens were smart, and I met a lot of great people."

- Diane Dohm
[Viz Media](#)

"This conference [Ypulse National Mashup] is by far the BEST conference I've been to in years. Overall, the attendees and the speakers, and the networking opportunities at this conference are GREAT!"

- Jacqueline Lane
[C&R Research](#)

"Wonderful event - congrats!" *Melanie Strong, [NIKEiD](#), Nike*

"It was my first time to one of these conferences and I just wanted to say how much I truly loved it. It was perfectly planned, and it's great to have a HUGE room of people who are all interested in the same ideas and the same market. ... I loved meeting all of the attendees and discussing tons of potential business ideas and partnerships (seriously, how cool!)"

- Ashley Qualls
[Whateverlife](#)

"Thank you for organizing an awesome conference - it was equally informative, productive, and fun! You did an amazing job of creating an atmosphere and forum for true collaboration: it was quite refreshing to see people sharing ideas and working together! The panels rocked! See you in NYC at the Tween Mashup."

- Ceca Mijatovic
[DayZLoop](#)

About Ypulse



- Launched May, 2004
- 60,000+ unique visitors per month
- 478,000+ page views per month
- 2,200+ daily newsletter subscribers
- 1,000+ RSS subscribers
- Ypulse editor Anastasia Goodstein is the author of [Totally Wired: What Teens And Tweens Are Really Doing Online](#), St. Martin's Press.

Ypulse College Mashup Advisory Board Members

- **Stephen E. Loflin**
Executive Director
The National Society of Collegiate Scholars
- **Penelope Trunk**
Author
[Brazen Careerist: The New Rules for Success](#)
- **Rajiv Mody**
Senior Director of Franchise Development
MTV Networks Music/Logo

About Modern Media

Modern Media builds, produces, markets and sells business conferences and media brands, including Ypulse. Publishers, media entrepreneurs, business marketers and others rely on Modern Media to engage customers, increase revenue, launch new events and brand extensions, and revitalize existing products. The company produces high-quality business conferences such as the Ypulse Mashup, providing programming, speaker recruitment, conference management and attendee acquisitions services. Modern Media's brand marketing services include positioning strategy and sales tool development.

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Four Ypulse College Mashup Sponsor Levels

Sponsor Level	Investment
Founding	\$13,500
Opening Evening Reception	\$ 6,000
Conference Sponsor	\$ 4,750
Research Sponsor	\$ 3,000
Exhibitor	\$ 1,975
	<i>***Before December 21, 2007***</i>
	-- or --
	<i>***After December 21, 2007***</i>
	\$ 2,500

Founding Sponsor ****Category Exclusive****
Offered at \$13,500

Content Benefits

- Editorial presence at the conference
- Introduction of keynote speaker
- Sponsored post (interview style optional) on ypulse.com and the Ypulse College Mashup blog, including the Ypulse newsletter and RSS feed
- Membership on the 2007 College Mashup Advisory Board

Pre Event Marketing Benefits

- Logo in all outbound email and print correspondence
- Most prominent logo on the website (www.mashup.ypulse.com) with link to URL
- Additional mentioned in 3 posts on the Ypulse blog; picked up on the Ypulse newsletter and RSS feed
- Ability to post content (including any advertorial or blog) to the College Mashup website

Onsite Benefits

- Double tabletop area
- Access to nearly 200 agency and brand marketers, media and technology editors and producers, academics, educators, librarians and non-profit youth media professionals
- Six (6) complimentary passes to the conference
- Sponsorship of morning refreshments
- Prominent logo placement on all signage
- Full page, four-color advertisement and description in program guide

Post Event Marketing Benefits

- Two-time access to attendee list through bonded mail house
- Most prominent mention in post-event attendee thank you
- Most prominent position in post-event content



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Evening Reception Sponsor

Offered at \$6,000

Pre Event Marketing Benefits

- Logo in all outbound e-mail and print correspondence
- Corporate logo on College Mashup Web site (www.ypulse.mashup.com) with link to URL
- Sponsored post (interview style optional) on ypulse.com and the Ypulse College Mashup blog, including the Ypulse newsletter and RSS feed

Onsite Benefits

- Tabletop
- Access to nearly 200 agency and brand marketers, media and technology editors and producers, academics, educators, librarians and non-profit youth media professionals
- Four (4) complimentary passes to the conference
- Corporate logo on all sponsor signage
- Full-page, four-color advertisement and description in program guide

Post Event Marketing

- One-time access to attendee list through bonded mail house
- Mention in post-event thank you letter

Conference Sponsor

Offered at \$4,750

Content Benefits

- Ability to deliver 20-minute case study or equivalent during the conference
- Sponsored post (interview style optional) on ypulse.com and the Ypulse College Mashup blog, including the Ypulse newsletter and RSS feed

Pre Event Marketing Benefits

- Logo in all outbound e-mail and print correspondence
- Corporate logo on College Mashup Web site (www.ypulse.mashup.com) with link to URL

Onsite Benefits

- Tabletop
- Access to nearly 200 agency and brand marketers, media and technology editors and producers, academics, educators, librarians and non-profit youth media professionals
- Four (4) complimentary passes to the conference
- Corporate logo on all sponsor signage
- Half-page, four-color advertisement and description in program guide

Post Event Marketing

- One-time access to attendee list through bonded mail house
- Mention in post-event thank you letter



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Conference Exhibitor

Before December 21: Offered at \$1,975

After December 21: Offered at \$2,500

Content Benefits

- Ability to suggest speakers

Pre Event Marketing Benefits

- Logo in all outbound e-mail and print correspondence
- Corporate logo on College Mashup Web site (www.ypulse.mashup.com) with link to URL

Onsite Benefits

- Tabletop display area
- Access to nearly 200 agency and brand marketers, media and technology editors and producers, academics, educators, librarians and non-profit youth media professionals
- Two (2) complimentary passes for the conference
- Mention on selected sponsor signage
- 50-word company description in program guide

Marketing Benefits

- Logo on College Mashup web site (www.mashup.ypulse.com) with link to URL

Additional Sponsorship Opportunities

Breakfast Sponsor \$2,500

- Signage denoting sponsorship
- Listing in program as breakfast sponsor
- Notice on website agenda as sponsor
- Table tents with logo at each table

Lunch Sponsor \$4,000

- Signage denoting your sponsorship
- Listing in program as sponsor
- Notice on website agenda as sponsor
- Table tents with logo at each table
- One brochure/give away at each seat

Research Sponsor \$3,000 (two offered)

- Ability to show research in interstitial slides between sessions (morning or afternoon)
- Ten minute intro describing research in general session

Afternoon Refreshment Break \$1,500

- Signage denoting your sponsorship
- Listing in program and Web as sponsor

Bag Sponsor \$2,000

- Firm logo prominently displayed on bag distributed to all conference attendees
- One insert (provided by you) included in bag

Registration Sponsor \$1,000

- Your firm logo displayed on lanyards distributed to all attendees
- Signage on site and in program denoting your firm the registration sponsor

Notebook/Pen Sponsor \$1,500

- Notebook (with your logo on cover) and pen distributed at opening general session

Distribution of Materials \$750

- One brochure or premium item will be distributed at the event.

Program Guide Advertisement *starting at \$350*

- One-half page, black & white ad: \$350
- Full page, black & white ad: \$45