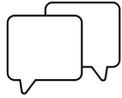


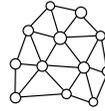


You know you want to attend a Digiday summit. The next step is to convince your company's leadership to help. Here are the benefits, cost breakdowns and testimonials from individuals who attend our summits to share with your company's leadership.



① **MEETINGS WITH BUY-SIDE EXECUTIVES**

The 10-Minute Meetings — affectionately referred to as “speed dating” by our regular attendees — pair buy-and sell-side attendees so that they can meet, discuss their needs and potentially decide if they want to do business together. Before the summit, you will have the chance to pick which executives you want to meet with.



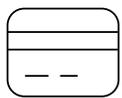
② **SMALL-SCALE EVENTS FOR HIGH-IMPACT NETWORKING**

You will never struggle to connect with others at a Digiday summit. Summits are kept to between 100 and 300 participants to ensure communication is one-on-one, not one hundred-on-one, so you make the connections you need. The proportion of buy-side to sell-side attendees at summits is 60:40, so the odds as a sell-side attendee are in your favor.



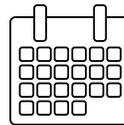
③ **EXCELLENT VALUE THAT KEEPS EXPENSES LOW**

How much do you spend on traveling to meet prospective clients all over the country, or even all over the world? Now think about how much you spend when they cancel the meeting. Fewer trips and expenses mean you don't risk your marketing budget.



④ **UNPARALLELED ATTENDEE BUYING POWER**

Digiday buy-side attendees make the purchasing decisions around marketing tools and software that make their jobs easier. This power is worth millions and in some cases, billions.



⑤ **RESPECT FOR YOUR TIME, PERSONAL AND PROFESSIONAL**

Summits almost always begin on a Wednesday and end on a Friday, giving you the beginning of the week to prepare and the weekend to rest. Summits do not run on weekends, except on very rare occasions.

ENTRY-LEVEL TICKETS

If you are completely new to Digiday summits, an entry-level ticket is the best way to determine if the conference format might work for you in the future. The ticket guarantees two meetings with executives, plus access to all summit sessions and outside activities. Here's what it will cost you:



UPGRADED TICKETS

Level up with an upgraded ticket. With five meetings guaranteed, you will be meeting new people and making business connections as soon as the speaker sessions end. Here's what it will cost you:



“Whenever you attend a conference, regardless of cost, you have to weigh the merit of the value of what you will learn versus the time away from the office. Digiday never disappoints; the content is always great, the venues are terrific and the people are awesome.”



Gordon Law
president, Swimming Duck

“These meetings are extremely appreciated. We become more sophisticated every time we attend through the presentations, the exercises and the networking. Our agency capabilities are shaped by these events.”



Bob McKay
CEO, McKay Advertising

“It truly was a great event. I was impressed by the amount of great brands, technology vendors, and agencies to network with and learn from.”



Robin Dagostino
director of social media
marketing, Comcast Corporation

“This has been a very wonderful, validating experience. Digiday provides a very well organized, well-executed experience that focuses on practical industry applications. Thank you very much for this amazing opportunity.”



Julia Halprin Jackson
editor, UCSC Silicon Valley Extension