



Email Innovations World

MUNICH
18 - 19 MARCH 2025

THE FUTURE OF EMAIL MARKETING TODAY



A SMALL SELECTION OF PREVIOUS EIW SPONSORS



WHY BECOME A SPONSOR OF EMAIL INNOVATIONS WORLD?



WE TARGET YOUR PRODUCTS AND SERVICES:

- Email automation / CRM platforms
- Email, CRM, analytics tools
- E-mail tests and -Deliverability tools
- Content provider



WE DELIVER YOUR TARGET GROUP:

- Email and marketing managers and agencies working with advanced tools, platforms and technologies for all elements of email marketing, from list building and management to design, content, testing, deliverability and automation.
- Managers of large companies, multinational corporations, agencies and brands as well as pure Internet companies who want to improve their customer acquisition and retention.
- Budget managers looking for and buying email marketing tools, technologies and services.
- Influencers who use and determine the tools and services for email marketing.



WE OFFER:

- Precise selection of your target group
- Standard and customised packages for lead generation, knowledge transfer and branding
- Openness to new ideas for your appearance
- Competitive pricing
- Neutral independent event



WE DELIVER:

- Networking app and lead generation tools to maximise your participation
- Stand ready for occupancy
- Help with suppliers
- Professional and friendly support before, during and after the event

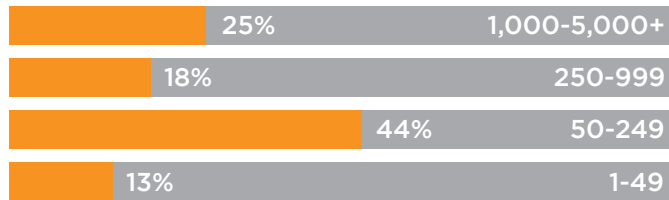


WE LOVE IT:

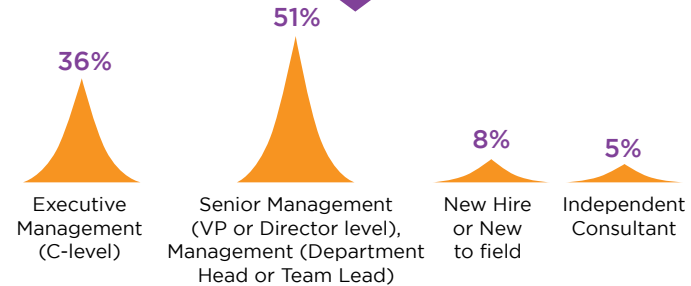
- Helping our partners achieve their goals
- To offer great networking opportunities
- Building long-term relationships
- Seeing how customers come back
- To support our customers in a professional and friendly manner before, during and after the event

OUR PARTICIPANTS

COMPANY SIZE (# EMPLOYEES)



PROFESSIONAL LEVEL



BUDGET RESPONSIBILITY



EMAIL INNOVATIONS WORLD FOCUS Conference and trade fair

The industry meeting of the Email marketing industry in Germany, Austria and Switzerland

Email Innovations World Munich is the further development of the long-standing Dialog Summit and is organised by Rising Media with the support of the founder absolut Dr. Schwarz Consulting.

The conference will be chaired by Tobias Eickelpasch from Rock your email.

At its new location in Munich, the EIW is the ideal complement to the parallel online marketing conferences Searchmarketing Expo (SMX) and AllSocial Marketing Conference (ASMC). A focussed event that covers all sales-relevant aspects of online marketing.

You will meet online marketers from large and medium-sized companies as well as agencies from DACH and neighbouring European countries. A high-calibre, curated specialist programme with up-to-date, practical presentations will ensure that you reach the right target group for your products and services. Our participants not only want to learn the latest email trends, strategies and tactics, they also want to spend their budget on the best tools and services to effectively implement what they have learnt.

Why is sponsoring Email Innovations World worthwhile?

- 1. You meet the decision-makers, the experienced email marketing experts, not beginners**
- 2. You build sustainable relationships to fill your pipeline for months or years, not just a few weeks**
- 3. You position your products and/or services as innovative**

This is what our participants say (EIW Phoenix):

“This is the only event where I have the feeling that I’m not being sold anything, but solutions are offered.”

“Here I meet real email marketers who work in the field, just like me.”

“I’ve been to a few email events this year. Email Innovations World had by far the best content.”

MARKETING TOOLS FOR SUCCESS

Marketing for YOUR success

As an exhibitor or sponsor, you benefit from



Feature in our EIW
Newsletter



Logo, company
description and link to
your website on our
homepage



Social media presence
& Feature on the slides
during the breaks in Expo
& conference rooms

Tools for YOUR success!

We offer our exhibitors various opportunities to get in touch with the participants:



Conference app: arrange meetings In our event app, the sponsors present themselves, including the entire stand personnel with pictures. Additionally you can see the conference participants and communicate with them.



Exhibitor - Participant - Meeting Programme

Arrange meetings with participants before or during the conference and organise your visit to the EIW as effectively as possible.



Conference App = Lead Scanner

With our lead scanning app, you can scan participants' barcodes directly. scan from your mobile phone and process leads faster than ever before.

SPONSORSHIP PACKAGES

DIAMOND PACKAGE

(Exclusive)

- ✓ SPEAKING SLOT 30 minutes
- ✓ 3 x conference tickets
- ✓ 3 x Expo+ tickets
- ✓ 4 x After Dark tickets
- ✓ 15% discount on additional conference tickets
- ✓ 3 x 6 metres exhibition space
- ✓ 2 tables + 4x chairs
- ✓ Marketing for success
- ✓ Special feature in the Newsletter before the conference
- ✓ Registration list of participants (opt-ins)
- ✓ Tools for success

€15.500
(Excl. VAT)

PLATINUM PACKAGE

- ✓ SPEAKING SLOT 15 minutes
- ✓ 2 x conference tickets
- ✓ 3 x Expo+ tickets
- ✓ 3 x After Dark tickets
- ✓ 15% discount on additional conference tickets
- ✓ 2 x 4 metres exhibition space
- ✓ 1 table + 3 chairs
- ✓ Marketing for success
- ✓ Special feature in the Newsletter before the conference
- ✓ Registration list of participants (opt-ins)
- ✓ Tools for success

€9.500
(Excl. VAT)

GOLD PACKAGE

- ✓ 2 x conference
- ✓ 2 x Expo+ tickets
- ✓ 2 x AfterDark tickets
- ✓ 15% discount on additional conference tickets
- ✓ 3 x 3 metres exhibition space
- ✓ 1 table + 2 chairs
- ✓ Marketing for success 3
- ✓ Tools for success

€6.500
(Excl. VAT)

FURNITURE PACKAGES

Set up your exhibition space according to your requirements!

All exhibition packages include access to WiFi and electricity. In addition, you can equip your stand with many extras according to your wishes.

LARGE FURNITURE PACKAGE & BACK PANEL

- LED counter
- Back panel
- 2 bar stools
- Brochure stand
- Waste bin
- Multiple socket outlet

€1.650



MEDIUM FURNITURE PACKAGE

- Large counter
- 2 bar stools
- Brochure stand
- Waste bin
- Multiple socket outlet

€500



SMALL FURNITURE PACKAGE

- Small counter
- 2 bar stools
- Brochure stand
- Waste bin
- Multiple socket outlet

€400



BRANDING



Sponsor of the press/photo wall | €6.900



Sponsor of the lanyards* | €3.500



Sponsor of the photo booth | €5.900



Sponsor of the cloth bags | €3.900



Sponsor for writing pads and ballpoint pens* | €1.900



Sponsor of the WiFi | €8.000



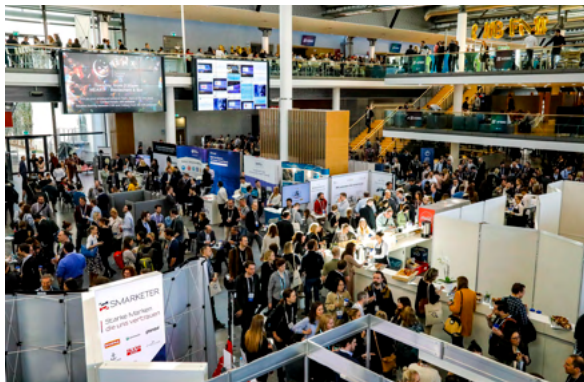
Sponsor of the water bottles | €9.900
This sponsorship option also includes SMX and ASMC participants.



Sponsor of the coffee mug | €9.900
This sponsorship option also includes SMX and ASMC participants.

*Please note that the sponsor is responsible for the production and timely delivery of the advertising material. The layout must be agreed with Rising Media in advance.

LOCATION BRANDING



Screen Ad in the exhibition area
€4.900

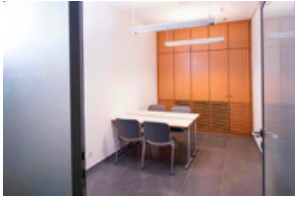


Entrance door branding | €5.900



Staircase branding | €10.900
(This sponsorship option also includes SMX
and ASMC participants.)

LEAD GENERATION



CONFERENCE ROOM HIRE

- €950
- 1/2 day, incl. branding & refreshments

Invite your customers and prospects to your own private meeting room. The space is discreet, easy to reach and away from all the noise.

Treat your visitors to exclusive catering and make their visit to your exclusive area even more attractive!



CONTENT-DRIVEN PARTICIPANT TARGETING

- €1.500
- (only one sponsor per session)

What if you could address exactly those EIW participants who have a problem for which you have the right solution or the right tool? The EIW Sessions are concrete and tactical. Choose the right breakout session from the conference programme. We distribute your promotional material personally to all participants of this session. Whether it is a brochure with free A trial version, information about you and your product, an invitation to your stand or a special gift - there is no better way to reach your target group.



KEYNOTE HANDOUT / CHAIRDROP

- €2.000

Only during the keynote did you get the attention of every EIW attendee. If you want to get your message across to 200+ email and direct marketers, this is your chance. We will distribute your flyers / handouts to all conference participants before the keynote.



AGENCY CORNER

- 2 Days - 3.900€ (incl. 2 Expo+ Tickets)

The EIW is a vibrant place - and right in the centre is your own little meeting lounge. Exclusive and cosy - the perfect place to meet prospective clients and close deals. All options include branding the agency corner with your logo.

EIW AFTER DARK



BECOME THE HOST OF THE EVENT!

Whether you want to brand the bar, napkins, exterior walls or the lounge area on site or sponsor a photo booth - we can make almost anything possible!

Simply enquire about sponsoring the networking event that will take place after the first day of the conference at exhibit@risingmedia.com and we will be happy to discuss the possibilities - and of course your ideas!



LOCATION



ICM Munich
Exhibition Centre
81823 Munich
Germany

YOUR PERFECT SPONSORSHIP PACKAGE IS NOT INCLUDED?

GIVE US A CALL AND WE'LL CREATE ONE JUST FOR YOU.



Claudia Finlay
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Rising Media is a global events producer excelling in internet and technology-related events.



Amsterdam • Barcelona • Berlin • Las Vegas • Lisbon • London
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www.risingmedia.com