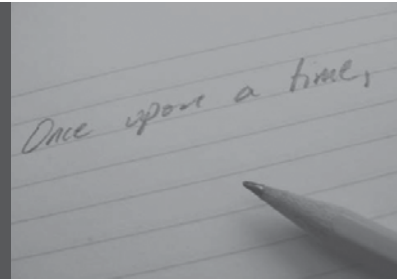


STORYWORLD QUEST

Content Creators & Technologists Creating the Future of New Media
immersive storytelling • entertainment & branding technology • business models



OCTOBER 24 - 26, 2014
EDMONTON, ALBERTA CANADA
The Northern Alberta Institute of Technology Campus

Join Northern Alberta Institute of Technology and Alberta Media Production Industries Association, produced by Createasphere, for the first annual StoryWorld Quest Conference, October 24-26, 2014 in Edmonton, Alberta Canada.

This three day conference brings together content creators and technologist creating the future of new media. International speakers, presenters and attendees will gather to address the best practices, opportunities and challenges of immersive storytelling, entertainment, branding technology and the current and future business models.

Included in the Conference is the co-located inaugural event - PitchQuest. Participants will be challenged to develop Digital Media, Entertainment, Content, or Technologies that envision and advance Alberta to 2024.

CONFERENCE PANEL TOPICS TO INCLUDE:

- Canadian Television in the DigiVerse
- Show Me The Money – Funding and Financing Models in New Media
- Content Creators & Technologists Creating the Future of New Media, Immersive
- It Starts With the Story – The Insight From World Class Writers
- Storytelling, Entertainment & Branding
- TV's Future, MCNs, Second Screen, Smart TV and Beyond...
- The Gaming Universe
- Branded Content & Entertainment – The Art of Integrating Story and Brand
- The Future at Hand – Emerging Technologies and the Future of Content

WORKSHOPS TO INCLUDE:

- The Art of Creating A Robust Storyworld
- Initiating Transmedia Storytelling In Your Organization
- The Art of Creating Storyworlds/ A Creator's Guide to Transmedia
- Enthral Your Audience – Telling the "Right" story for the Right Platform

ATTENDEES INCLUDE:

- Content Creators & Intellectual Property Owners
- Traditional & New Media Production Companies
- Studios & Networks
- Content Strategists
- Broadcasters & Multi Channels
- Producers, Directors & Writers
- Brands & Agencies



STORYWORLDQUEST.COM



STORYWORLD QUEST

Content Creators & Technologists Creating the Future of New Media
immersive storytelling • entertainment & branding technology • business models



SPONSORSHIP INFO

Contact Kristin Petrovich at:
818.471.4975 ext 700
kristin@createasphere.com

Sponsorship packages are designed for the optimum level of attendee engagement, flexibility and to expand your brand front and center with this influential group.

PLATINUM SPONSOR

Join the SWQ Conference by engaging the attendees with your Platinum Sponsorship which offers exhibit, presentation/demo, and bonus sponsorship benefits.

Benefits include:

- 20' x 20' exhibit space
- Two 20-amp electrical drop
- One full page ad in online & printed show guide
- Logo on theater screens as platinum sponsor
- Logo on all SWQ email marketing
- Logo & link on SWQ website with URL link
- Eight (8) SWQ Conference deluxe passes
- Logo/branding on all promotional material, emails, press releases, etc
- Verbal acknowledgement at start of each day
- Logo on all PitchQuest online pages
- Inclusion in press releases
- Logo and company listing in print show guide
- Special Thanks signage throughout venue
- Literature distribution to attendees at registration
- Attendee list – post conference
- One presentation / case study (30 minutes)
- Coffee break sponsor (one break)
- Cocktail reception sponsor

Investment: \$ 10,500 CAD

GOLD SPONSOR

Benefits include:

- 10' x 10' exhibit space
- One 20-amp electrical drop
- Half page ad in online & printed show guide
- Logo on theater screens as gold sponsor
- Logo on all SWQ email marketing
- Logo & link on SWQ website with URL link
- Five (5) SWQ conference deluxe passes
- Logo/branding on all promotional material, emails, press releases, etc
- Verbal acknowledgement at start of each day
- Logo and company listing in print show guide
- Special Thanks signage throughout venue
- Literature distribution to attendees at registration
- Attendee list – post conference
- Coffee break sponsor (one break)

Investment: \$ 8,000 CAD

EXHIBITION PACKAGE

Engage the SWQ Conference attendees with a hands-on demonstration exhibition area. The premier package allows you front and center access to all attendees.

Benefits include:

- 10' x 10' exhibit/experience space
- One 20-amp electrical drop
- One 6 foot draped table, 2x chairs
- One (1) SWQ conference deluxe passes
- One full page ad in online show guide
- Logo & link on SWQ website with URL link
- Logo and company listing in show guide

Investment: \$ 1,200 CAD

STORYWORLDQUEST.COM



STORYWORLD QUEST

Content Creators & Technologists Creating the Future of New Media
immersive storytelling • entertainment & branding technology • business models



SPONSORSHIP INFO

Contact Kristin Petrovich at:
818.471.4975 ext 700
kristin@createasphere.com

PITCHQUEST SUPPORTING SPONSOR

Support this unique and innovative addition to the SWQ Conference. Benefit from the brand recognition and interaction with the participants.

Benefits include:

- Logo/branding on all promotional material, emails, press releases, etc
- Company inclusion in all press releases
- Logo on theater screens
- Logo and company listing in print show guide
- Logo on PitchQuest and SWQ conference website with URL Link
- Logo on all PitchQuest online pages
- Half page ad in online & printed show guide
- Five (5) SWQ conference deluxe passes
- Company representative presenting to winners

Investment: \$5,000 CAD

PRESENTATION / CASE STUDY

Present your technology solution and case study in this 30-minute theater presentation to Conference attendees. Hands-on demonstrations, case studies and end-user experience are all an ideal fit. This sponsorship is limited to four companies and offers

a valuable opportunity to present your services and technology. Audio / video technology provided.

Benefits include:

- Inclusion in all SWQ conference promotions, PR, site and show guide presenting case study/demo
- Half page ad in online & printed show guide
- Logo on all SWQ email marketing
- Logo & link on SWQ website with URL link
- Three (3) SWQ conference deluxe passes
- Logo and company listing in print show guide
- Literature distribution to attendees at registration & presentation
- Attendee list – post conference

Investment: \$4,500 CAD

LUNCHEON SPONSOR

Be front and center with your brand by sponsoring the attendee lunches. We will provide signage at the lunches promoting your company and services, on the website and in all marketing efforts. Verbal acknowledgement at daily opening sessions and a half page ad in the online and printed show guide. As the Luncheon Sponsor, we encourage you to distribute your literature during lunch in addition

to have your staff join the attendees for lunch.

- Five (5) deluxe Conference passes included

Investment: \$4,500 CAD

COFFEE BREAK SPONSOR

Make your brand the toast of the day by sponsoring the Coffee Breaks for all three days of the SWQ Conference. Gain brand awareness during this critical time for mixing and mingling. Logo included on all break signage, and in emails, website, show guide and marketing.

- One (1) SWQ conference deluxe pass

Investment: \$1,500 CAD

SCHOLARSHIP SPONSOR

Make the SWQ Conference available to three burgeoning content creators by sponsoring their attendance to the three days. Your company logo and name will be included on the website, online show guide and printed show guide naming the individuals you are supporting through the generosity of your scholarship.

- One (1) SWQ conference deluxe pass

Investment: \$1,500 CAD

STORYWORLDQUEST.COM



STORYWORLD QUEST

Content Creators & Technologists Creating the Future of New Media
immersive storytelling • entertainment & branding technology • business models



SPONSORSHIP AT - A - GLANCE

Contact Kristin Petrovich at:
818.471.4975 ext 700
kristin@createasphere.com

Benefits	Platinum	Gold	Exhibit	PitchQuest	Presentation	Luncheon	Coffee	Scholarship
Logo/branding on all promotional material	X	X	X	X	X	X	X	X
Logo on theater screens (noting sponsorship level)	X	X		X		X		
Logo on all SWQ email marketing	X	X		X	X			
Logo & link on SWQ website with URL link	X	X	X		X	X	X	X
SWQ Conference deluxe passes	8	5	1	5	3	5	1	1
Special Thanks signage throughout venue	X	X			X	X	X	X
Company inclusion in all press releases	X	X		X				
Exhibit space (* Note each 10x10 exhibit space receives a 6 foot draped table & 2x chairs)	20x20	10x10	10x10					
Electrical drop	2x 20 amp	20 amp	20 amp					
Attendee list	X	X						
Ad in printed Show Guide	One page	Half page		Half page	Half page			
Show Guide placement of ad	Priority 1	Priority 2		Priority 3	Priority 4			
Ad in online Show Guide	X	X	X	X	X			
Listing in printed Show Guide	X	X	X	X	X	X	X	X
Presentation description in Show Guide (online & printed)					X			
Listing in printed show guide	X	X	X	X	X	X	X	X
Coffee break sponsor	X	X						
Cocktail reception sponsor	X							
Presentation / case study	X				X			
Company representative presenting				X				
Logo on all PitchQuest online pages	X			X				
Logo on SWQ and PitchQuest website pages with URL Link	X	X	X	X	X	X	X	X
Logo on theater slides	X	X		X	X			
Literature distribution	X	X			X	X	X	
Verbal acknowledgement	X	X		X		X		
Number of sponsorship available	2	6	unlimited	2	4	3	6	unlimited
INVESTMENT	\$10,500 CAD	\$8,000 CAD	\$1,200 CAD	\$5,000 CAD	\$4,500 CAD	\$4,500 CAD	\$1,500 CAD	\$1,500 CAD

STORYWORLDQUEST.COM