

Yoga Journal Conferences

Event Sponsorship 2012

San Francisco
January 12 - 16, 2012
Hyatt Regency

New York
April 12 - 16, 2012
Hilton New York

San Diego
July 12 - 16, 2012
Sheraton San Diego

Colorado
Sept. 30 - Oct. 7, 2012
Estes Park

4 CITIES | 8,000+ ATTENDEES

100+ CLASSES FOR ALL LEVELS | WORLD'S MOST PRESTIGIOUS INSTRUCTORS

MUSIC | COMMUNITY | SHOPPING

Silver Sponsorship

21,794,304 impressions

Rate: \$11,500

- Premier booth space in yoga marketplace
- Logo placement on all conference promotional material and ads
- Logo placement on large scale outdoor advertising campaign
- Logo placement on sponsor banners and signs at the conference
- Full page ad in the Event Guide
- Online advertising: event site and email newsletter to 30,000 readers
- Online listing: logo, copy, hyperlink
- Tickets to conference and invitation-only VIP dinner
- Product inclusion in attendee & VIP goody bags

ESTIMATED ATTENDANCE

1,800 - 2,000 per event

ATTENDEE DEMOGRAPHICS 2002-2011

Women/Men: 85%/15%

Median Age: 36-45

Median HHI: \$85,000

Gold Sponsorship

25,634,304 impressions

Rate: \$18,500

- Premier booth space in yoga marketplace
- Logo placement on all conference promotional material and ads
- Logo placement on large scale outdoor advertising campaign
- Logo placement on sponsor banners and signs at the conference
- Full page ad in the Event Guide
- Online advertising: event site and email newsletter to 30,000 readers
- Online listing: logo, copy, hyperlink
- Tickets to conference and invitation-only VIP dinner
- Product inclusion in attendee & VIP goody bags

Plus...

- Option to become presenting sponsor
- Option to purchase additional 8 x 10 booth space
- Larger logo placement, more prominent booth placement
- 1-time use of the conference email list for your marketing campaign
- Full page ad in Yoga Journal's Digital Edition for Earth Day - April issue
- 160 x 240 banner ad on conference homepage: yjevents.com
- 160 x 600 banner ad in the conference e-newsletter to 30,000 readers
- 160 x 600 banner ad in Yoga Journal's Wisdom newsletter, 40,000 subscribers

Contact
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rep for more
information

