



— 23 MARCH 2023 —

Marketing Institute Ireland presents the National Digital Conference

MII DMX is the preeminent marketing event in Irish calendars. From brand managers to agencies, from digital specialists to CMO's, the who's-who in marketing will be returning for the 11th year where the focus is on the hot topic theme of digital transformation.

Following virtual events for the past two years, March 23rd, 2023, will see a welcome return to an in-person event with face-to-face networking at the Royal Convention Centre, Radisson Golden Lane. A brand-new venue offering a state-of-the-art experience.

Marketing Institute Ireland is offering a select range of exclusive sponsorship opportunities which are broken down in detail over the following pages. Once a sponsorship partner has been signed up, they have exclusive rights to that package, so we advise you to get in touch with our team sooner rather than later to ensure you don't miss out. Once they're gone, they're gone!

To discuss package availability,
contact shane@mii.ie

**Be informed, be inspired and be ready to deliver successful digital transformation
in your business:**

- MII DMX is a full-day conference.
- The agenda will be released in February 2023.
- Registrations will open soon.

AI EXPERT | DRIVE TO WIN | FUTURE OF WORK | METaverse | DIGITAL ECONOMY |

The theme of MII DMX 2023 is digital transformation. Very often 'digital' transformation focuses on the digital component without appreciating the human impact required for programme success.

MII DMX will take a holistic approach to both the technological and human components of successful digital transformation, examining the most exciting business opportunities.

Agenda

- The Metaverse by Meta
- Digital transformation – (publishing industry case study)
- AI Exposé – global expert, Berkeley educator and silicon valley insider
- Cultural transformation – Billion dollar esports industry in the metaverse
- Digital economy – Estimating the business opportunity
- Future of transport – Autonomous Vehicles
- Future of work – Building your workforce from the bedroom
- Success story – Personal transformation from successful Irish sports stars

DMX 2023 will be MCed by the legendary Radio and TV Broadcaster Jess Kelly. You may know her best as Newstalk's Technology Correspondent, the host of TechTalk, or from her weekly spot on The Pat Kenny Show. Jess also imparts her technology expertise to television audiences on The Six O'Clock Show on Virgin Media One, while also regularly seeing her work published in The Sunday Business Post, The Irish Examiner, Tatler and on Independent.ie to name but a few.

Jess is an experienced MC, skilled at electing the best from her interviewees by balancing probing detail with riveting insights.

Following member feedback, we anticipate exceeding our attendee goal of 500 with the venue capable of handling up to 700. Couple this with extensive online and press coverage and you couldn't get better "bang-for-your-buck" with a passionate and engaged audience.



PLATINUM PACKAGE

PRICE €30,000

Become the headline sponsor of DMX Dublin, Ireland's preeminent marketing event, and benefit from;

- Headline branding, centre stage on all promotional materials.
- This includes our website and multiple email and social media posts, all going to a dedicated and growing membership base of most of Ireland's top corporates.
- Named as headline sponsor on all press releases
- Far reaching digital marketing campaign/video promotion
- Shared analytics, delivering measurable metrics to your inbox
- Dedicated brand space at the venue
- Agenda item sponsorship and recognition as sponsor virtually and at in-person event
- Rotating digital venue branding at event on main screens and throughout the venue
- Speaking opportunity
The chance to speak directly to the most tuned-in senior marketers, agency heads, and digital specialists at Ireland's largest digital marketing conference.
- Panel opportunity
The opportunity to debate and discuss some of the most pressing topics facing senior marketers, agency heads, and digital specialists at Ireland's largest marketing event.
- Exclusive' roundtable event (max 15 people) at additional cost but discounted for sponsors
- Single opportunity branding rights for 'MII DMX Playback on Demand' option

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GOLD PACKAGE

PRICE €20,000

Become a Gold Package sponsor of MII DMX, Ireland's preeminent marketing networking event, and benefit from;

- Logo included as gold sponsor on promotional materials.
- This includes our website and multiple email and social media posts, all going to a dedicated and growing membership base of most of Ireland's top corporates.
- Far reaching digital marketing campaign/video promotion
- Shared analytics, delivering measurable metrics to your inbox
- Dedicated brand space at the venue (digital registration pods)
- Agenda item sponsorship and recognition as sponsor virtually and at in-person event
- Rotating digital branding throughout the venue
- Panel opportunity
The opportunity to debate and discuss some of the most pressing topics facing senior marketers, agency heads, and digital specialists at Ireland's largest marketing event.
- Exclusive' roundtable event (max 15 people) at additional cost but discounted for sponsors

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SILVER PACKAGE

PRICE €10,000

Become a Silver Package sponsor of DMX Dublin, Ireland's preeminent marketing event, and benefit from;

- Logo included as silver sponsor on promotional materials.
- This includes our website and multiple email and social media posts, all going to a dedicated and growing membership base of most of Ireland's top corporates.
- Shared analytics, delivering measurable metrics to your inbox
- Dedicated branding opportunity of DJ station
- Rotating digital branding throughout the venue
- Logo included as silver sponsor on agenda virtually and at in person event

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BRONZE PACKAGE

PRICE €6,500

Become a Bronze Package sponsor of DMX Dublin, Ireland's preeminent marketing event, and benefit from;

- Logo included on our website as bronze sponsor
- Rotating digital branding throughout the venue
- Ticket Allocation

To discuss package availability, contact shane@mii.ie

SOLD OUT