REIMAGINING HUMAN CONNECTIVITY

A global conference and news platform sharing insights, ideas and trends with the world.
WHAT IS SMW?

CONFERENCES & EVENTS

- Hosted in 20+ countries across six continents
- 10k+ participating speakers & 70k physical attendees
- Content in nine languages
- Streamed all over the world via web & mobile

CONTENT & PUBLISHING

- Global network of writers and contributors
- Sharing insights with subscribers and followers globally
- Interviews, insights, product reviews, how-to video and opinion pieces
- Research, whitepapers and trends analysis
OUR GLOBAL NETWORK

450K Twitter

540K Facebook

70K Attendees

18+ Cities

10K Speakers

240K Subscribers

600M Total Reach
2016 HEADLINE CONFERENCES

- **SOCIAL MEDIA WEEK**
  - NEW YORK
  - February 22-26, 2016

- **SOCIAL MEDIA WEEK**
  - LOS ANGELES
  - June 6-10, 2016

- **SOCIAL MEDIA WEEK**
  - LONDON
  - September 12-16, 2016

- **SOCIAL MEDIA WEEK**
  - CHICAGO
  - November 14-18, 2016
2016 GLOBAL THEME: THE INVISIBLE HAND

Hidden Forces Of Technology
(And How We Can Harness It For Good)

“How smart devices, networks, data and machine learning have created new paradigms in how we connect, consume and communicate.”
The evolving social landscape will impact how people discover, consume and share music; and we are thrilled to work with Social Media Week to host a dialogue around this globally.”

Josh Karpf
Global VP, Social Media Marketing, Spotify
“Social Media Week is a global phenomenon allowing people to share thoughts, strategies, success & failures. As a speaker I enjoyed the fact that I was in a 'conversation' with community and not just talking at the audience. I am looking forward to continuing to be a part of the conference and the conversation.” Patrick Starzan: Vice President of Marketing, Funny or Die
OUR AUDIENCE

The SMW community is made up of marketers, media executives, startup founders & entrepreneurs, influencers, & digitally connected consumers who thrive in the hyper-connected world.

Represented businesses span most industries and range from small and medium-sized to the world’s largest and most high profile brands.

<table>
<thead>
<tr>
<th>JOB LEVEL</th>
<th>INDUSTRY SECTOR</th>
<th>COMPANY SIZE</th>
<th>AGE &amp; SEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>31% Experienced Professional (3+ years)</td>
<td>40% Marketing, Advertising, PR &amp; Comms</td>
<td>44% 1-50</td>
<td>29% 21 - 25</td>
</tr>
<tr>
<td>32% Management (below c-level)</td>
<td>27% Media, Publishing &amp; Entertainment</td>
<td>20% 51-200</td>
<td>52% 26 - 35</td>
</tr>
<tr>
<td>24% Executive (C), Founder &amp; Investor</td>
<td>15% IT, Fashion/Lux, Non-Profit, Services</td>
<td>14% 201-1000</td>
<td>19% 36 +</td>
</tr>
<tr>
<td>13% Entry Level Professional &amp; Student</td>
<td>18% Other: start-ups, entrepreneurs, investors</td>
<td>22% 1001+</td>
<td>58% Female</td>
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<td></td>
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<td>42% Male</td>
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Social Media Week is a real-world manifestation of some of the best that new technology has to offer - ideas, strategies and insights shared by the people who are shaping the future.

Ellen McGirt
Senior Writer, Fast Company
5,000 press mentions annually, generating more than 600M impressions worldwide.

SMW partners with brands, agencies, publishers and platforms to provide ways to engage the world’s most hyper-connected professionals.
SMW’s world class editorial team will help lead curation, program design and execution of branded content and programming.
HALF DAY TRACKS

#SMWFastCompany
#FCMostInnovative

MASTERCLASS WORKSHOPS

KEYNOTE TALKS

PANEL DISCUSSIONS
The SMW team of marketers and industry insiders will custom design activations to match and achieve objectives – from exhibit booth design to large branded experiences.
In addition to sponsoring sessions, half day tracks of programming or a masterclass, brands can also engage with SMW participants through creative activations.
OPENING & CLOSING VIP PARTIES

WHITE PANDA PERFORMING AT VIP CLOSING PARTY

PRIVATE DINNERS

HERRADURA / CROWDTAP DINNER

CAMPAIGN LAUNCHES

FORD ANNOUNCES GEN-Z RESEARCH REPORT

LIVE SHOWS

JANELLE MONÁE + BIG BOI
“Understanding the ever-evolving role of social media for publishers and brands is a continued learning for us. We were thrilled to collaborate with Social Media Week this year to host a dialogue around a topic we discuss and debate everyday at Code and Theory.”

Dan Gardner
Co-founder and executive creative director, Code and Theory
STANDARD OPPORTUNITIES:
In each market, SMW offers three standard ways to engage with attendees:

+ Multi-Session
+ Half-Day Content Tracks
+ Talks & Interviews
+ Panels & Debates
+ Masterclass Workshops
+ Product Showcases
+ Demos

+ Exhibitor Booths
+ Custom Experiential Activations
+ Special Events
+ Dinners & Parties
+ Specialty Lounges
+ Pop Ups
+ Coworking Space

+ WiFi Landing Page
+ Livestreaming
+ Food & Beverage
+ Mobile App
+ Opening/Closing Party
+ Photobooths
+ Lanyards
+ Sponsored Lounges
Social Media Week is the highlight of my business calendar. Quality of speakers is always high, the venue this year was great, and the additional thought that went into making sure each session was genuinely thought provoking made a welcome break from the usual events. A must for anyone in the industry.

Will Hayward, Vice President, Europe
BuzzFeed
CONTACT

Toby Daniels
EXECUTIVE DIRECTOR
toby@crowdcentric.net

Brian Leddy
MANAGING DIRECTOR
brian@crowdcentric.net

Michael Papadeas
VP SPONSORSHIP
michael@crowdcentric.net

Tyler Becker
DIRECTOR OF CONTENT
tyler@crowdcentric.net