



MARKETING PARTNERSHIPS 2019





CONTENTS

- **Marketing Partnerships Overview**
- **Corporate Partner Program**
- **Speaking Engagements**
- **Executive Leadership Dinners**
- **LUMA Events**
 - Digital Media Summit partnership
 - Digital Marketing Summit partnership
 - Cannes Blanc partnership
- **Summit Partnership Program**
- **Partner Benefits & Pricing**



MARKETING PARTNERSHIPS OVERVIEW

LUMA is the leading investment bank focused on digital media and marketing.

We provide strategic advice, proven M&A expertise, and extensive industry thought leadership.

LUMA's knowledge is deep. With laser-focused content viewed in more than 200 countries across the globe, and our acclaimed Digital Media & Marketing Summits defining digital, we bring people together to make conversations and connections that matter.

LUMA offers brand alignment opportunities with the biggest names in media and marketing. We put you front and center with established strategic technology buyers, investors, and foremost growth companies within the digital ecosystem.

SEPTEMBER 2018 CISION Secondary Public Offering Underwriter \$192,000,000	SEPTEMBER 2018 MAX acquired by APPLOVIN Undisclosed	NOVEMBER 2017 APPLOVIN investment by 东方弘泰 Orient Hontai Capital \$1,400,000,000	MAY 2017 MOAT acquired by ORACLE Undisclosed	APRIL 2017 TURN acquired by AMOBEE A Division of Singtel \$310,000,000
MARCH 2017 Snap Inc. Initial Public Offering Underwriter \$3,400,000,000	FEBRUARY 2017 adelphic acquired by TimeInc. Undisclosed	JANUARY 2017 INVIDI acquired by AT&T dish WPP Undisclosed	NOVEMBER 2016 HookLogic acquired by criteoL. \$250,000,000	DECEMBER 2011 Admeld acquired by Google \$400,000,000

More than \$11 billion in Strategic Exits for Select Differentiated Companies



EXPERIENCE LUMA

Peerless industry knowledge, **objective** credibility, and **trusted** strategic relationships are LUMA's core tenets.



"LUMA is half bank, half content and strategy company. I don't see a lot of banks that develop their own strategic viewpoints on the industry and what should consolidate. In that way, LUMA likes to associate itself to companies on the basis of how they fit into the strategic ecosystem. They see the transactions and value being created."

—JONATHAN OPDYKE
CSO, Criteo



"LUMA has built a premium brand in the MarTech and M&A space. They are uniquely positioned and bring structure to how some categories in the market play out."

—PHIL FERNANDEZ
Former CEO, Marketo



"I trust the LUMA guys because they're honest, have high integrity, and they're really looking out for the best interest in the long-term strategy of the company. I think they've been a really great partner."

—KIM PERELL
CEO, Amobee



"LUMA has a different connectivity with the key players in this industry, so it occupies a unique space. The level of access LUMA has to key thought and industry leaders — let's call them disruptive leaders in the industry — is somewhat difficult to replicate."

—RICHARD SARNOFF
Chairman, Media, Entertainment & Education
KKR



CORPORATE PARTNER PROGRAM

Companies turn to LUMA for our thought leadership and expertise. We help them to understand the industry dynamics and educate their employees and customers, which is why we created Corporate Partners, an annual partnership to deliver cultivated insights on your company.

LUMA's Corporate Partners Program provides personalized strategic guidance on pivotal industry trends, market consolidations, and navigation on how your brand can thrive in the ecosystem. Retrofit your brand with our third-party thought leadership insights.

Fully customizable benefits include a combination of the following: speaking engagements from LUMA Thought Leaders, Strategic Advisory Teach-ins, Corporate Off-Sites, Content Alignment, CEO Executive Leadership Dinners and Corporate Partner recognition at LUMA events.

C O R P O R A T E P A R T N E R S

AMOBEE

EPSILON®

CONVERSANT 

facebook

Google

 **LiveRamp**
an axiom company

 **Microsoft**

neustar

ORACLE
Data Cloud

OmnicomMediaGroup



Quad/Graphics

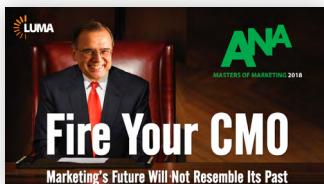
verizon 
media group



SPEAKING ENGAGEMENTS

Conference Keynotes / Corporate Teach-ins / Client Summits

LUMA's thought leaders are outspoken industry digital evangelists. In a complex, fragmented, and dynamic world, they make the complicated simple. LUMA provides guidance at more than 120 strategy sessions per year. Our experts are available for speaking engagements at your brand's internal or external events.



S P E A K I N G E N G A G E M E N T H I G H L I G H T S





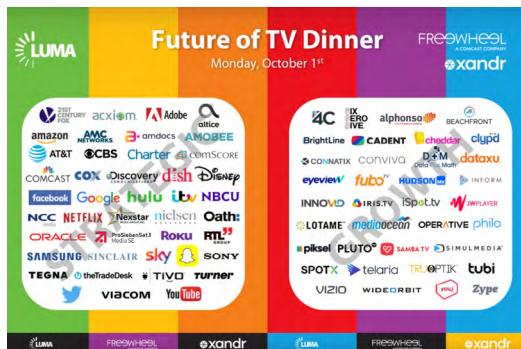
EXECUTIVE LEADERSHIP DINNERS

LUMA-Hosted Dinners

LUMA designs and hosts curated dinners/cocktail parties for CEOs and executive leaders in the digital ecosystem, such as Future of TV, MadTech, Measurement, CMO Roundtable, and our ThinkUp Rooftop Cocktail Party. We know how to bring people together to make conversations and connections that matter.

Client-Hosted Dinners

Co-brand your next client dinner with LUMA; leverage the most influential name in digital to bring in your elite audience. Expand your network. Connect. Grow your business.



EXECUTIVE DINNER PARTNERS

大成 DENTONS

EPSILON

CONVERSANT

Fenwick
FENWICK & WEST LLP

FREEWHEEL
A COMCAST COMPANY

Google

neustar

Revel
PARTNERS

TCV

xandr



DIGITAL MEDIA SUMMIT PARTNERSHIP

LUMA's Digital Media Summit (DMS East) is a curated, invite-only event for more than 500 CEOs and top executive leaders in digital *media*. DMS features keynotes, firesides, and interactive breakouts where everyone is a speaker. Nowhere else are you going to experience quality one-on-one opportunities with the largest acquirers, the most promising tech companies and leading investors. Held each May in New York City, DMS is when and where digital media comes together to decide what's important.



PREVIOUS DISCUSSION TOPICS:

Advanced TV
Data Management
Publisher Monetization
People-Based Marketing
Streaming Video
Blockchain



VIP Reception

May 13, 2019 | 6:00 p.m. – 9:00 p.m.

Location: New York City

LUMA's 11th Annual Digital Media Summit

May 14, 2019 | 8:00 a.m. – 7:00 p.m.

Convene

730 Third Avenue, 17th Floor, New York, NY 10016

www.dmseast.com



DIGITAL MARKETING SUMMIT PARTNERSHIP

LUMA's annual Digital Marketing Summit (DMS West) is a curated, invite-only event for more than 300 CEOs and top executive leaders in digital *marketing*. It is designed to be the ultimate networking experience with amazing main stage content and interactive breakout sessions to discuss major trends within the ecosystem. Held each November in Silicon Valley, DMS West is your one-stop-shop summit to meet all the CEOs in the space, all the investors, and all the strategics.



PREVIOUS DISCUSSION TOPICS:

Everyone is CDP
Convergent TV
B2B Marketing
Direct-to-Consumer
Measurement
Mobile



VIP Reception

November 6, 2019 | 6:00 p.m. – 9:00 p.m.

Location: Palo Alto

LUMA's 5th Annual Digital Marketing Summit

November 7, 2019 | 8:00 a.m. – 7:00 p.m.

The Rosewood Hotel

2825 Sand Hill Road, Menlo Park, CA 94025

www.dmswest.com



CANNES BLANC PARTNERSHIP

Cannes Lions is the world's leading advertising festival that celebrates the best in creative. Our Cannes Blanc *White Party* is an exclusive, invitation-only rooftop soiree in an idyllic setting on the Côte d'Azur where LUMA brings together an aggregation of executive leaders to sip rosé and have meaningful, game-changing conversations.



Cannes Blanc *White Party*

June 17, 2019 | 7:00 p.m. – 9:00 p.m.

Le Rooftop

67 Boulevard de la Croisette, Cannes, 06400, France

www.cannesblanc.com



PRIOR EVENT PARTNERS

PLATINUM



GOLD



SILVER



Dotted line denotes an acquired company.



SUMMIT PARTNER PROGRAM

The Ultimate Partnership Experience

Brand and align with LUMA across three renowned industry events.

LUMA Thought Leader to provide cultivated insights on targeted trends for an executive strategy session or teach-in.



SUMMIT PARTNERS





Partner Benefits & Pricing	Corporate Partner* \$250,000	Summit Partner \$150,000	DMS Platinum \$35,000	DMS Gold \$30,000	DMS Silver \$20,000	Cannes Blanc \$30,000	Keynote / Teach-in \$50,000	Dinner Partner \$30,000
Connections with the Right Target Audience	✓	✓	✓	✓	✓	✓	✓	✓
Prominent Brand Alignment with LUMA, by tier, in all event marketing platforms including website(s) where applicable, invitations, and on-site signage	✓	✓	✓	✓	✓	✓	✓	✓
Marquee Brand positioning across three key LUMA events: DMS East, Cannes Blanc and DMS West	✓	✓						
Exclusive Invitations per DMS Summits [†]	4	3	4	3	2			
Exclusive Invitations per DMS VIP Receptions [†]	4	3	4	3	2			
On-site Concierge connecting you to executive leader participants	✓	✓						
Designated partner area for you to host and schedule one-on-one meetings at DMS East and DMS West		✓	✓	✓	✓			
Exclusive Invitations to Cannes Blanc White Party	2	3				3		
Sponsor of Cannes Blanc White Party Cocktail Reception						✓		
Senior Level Client Invitations						10		
Designated display setup for branded giveaways						✓		
Signature Cocktail						✓		✓
Recognition as Corporate Partner on LUMA website	✓							
LUMA Thought Leader to provide cultivated insights on targeted trends for executive strategy sessions	2 [‡]	1						
LUMA Thought Leader to provide targeted keynote for corporate off-site	2 [‡]						1	
Strategic Advisory Teach-In / Customized Content Strategy	2							
Early access to suggest topics, preview content, research and insights prior to publication: LUMA White Papers & Digital Briefs	✓							
Senior Level Invitations to LUMA CEO/CMO exclusive dinners and private networking	✓							✓
Co-branded dinner with LUMA to leverage our brand with yours								✓

*Applicable to Strategic Buyers only.

[†]Platinum, Gold and Silver DMS partnerships are per DMS Summit pricing.

[‡]Subject to LUMA Thought Leader availability.

DMS is not pay-to-play which means partnership does not guarantee a speaking role. However, there are instances where partners also happen to be speakers but this is purely an editorial decision. With our interactive format, everyone's a speaker!

If an executive from your firm is already participating as an attendee and/or speaker, their registration(s) will count toward the available participant allotment of your partnership. For instance, a Silver partnership includes admittance for the company CEO plus one additional attendee.



PARTNER WITH LUMA

LUMA's targeted partnerships will help you align your firm's marketing and strategy goals. Thrive with LUMA for the very best access and the very best insights to grow your business.



"The confluence of all the trends and talking through them together with LUMA is really important. The senior-level networking is definitely paramount."

—STEFANIE JAY

VP & GM, Walmart Media Group



"We sponsor DMS because there are very few opportunities to influence and get our brand in front of the leaders of the industry."

—PETE KIM

CEO, MightyHive



"DMS is the best conference, bar none."

—SCOTT HOWE

CEO, LiveRamp



"LUMA always offers fantastic networking opportunities. It's great to put your finger on the pulse of what's out there, what's new, and what's next."

—MICHELLE HULST

GVP, Strategic Partnerships & Marketing
Oracle Data Cloud

"Having a conference like DMS is essential for the industry. Just to maximize your time as an executive of either a bigger company, a startup or an investor, to put people in the room that are actual decision makers, you don't get many opportunities to do that."

—CAROLYN EVERSON

VP, Global Marketing Solutions, Facebook



FOR FURTHER INFORMATION

Gayle Meyers, Chief Growth Officer

Gayle@lumapartners.com



Investment Banking. Evolved.

New York | Palo Alto

lumapartners.com