



Seattle, WA  
June 8-9, 2010



## SMX Advanced Exhibitor & Sponsor Opportunities

Reach the most influential audience in search marketing by exhibiting and sponsoring Search Marketing Expo – SMX Advanced, June 8-9, 2010 in Seattle, WA.

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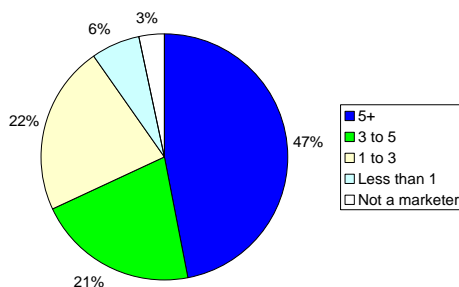
Since its introduction in 2007, SMX Advanced has been greeted with overwhelming enthusiasm by the search marketing community. The conference and expo sold out in each of the first two years. As of May 19<sup>th</sup> 2009, over 1000 search marketers were expected to participate.

SMX Advanced attracted an audience of sophisticated search marketers from across the country and around the world. Of those individuals, 22% came from Washington and 20% from California. Delegates hailed from 35 states and 21 countries outside of the United States.

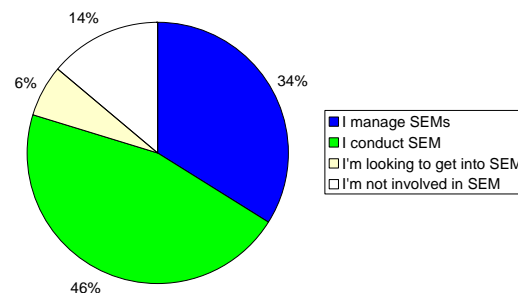
The focus of the SMX Advanced program – educating experienced search marketers – yields a veteran audience; nearly 50% of past delegates said they'd been involved in search marketing for more than five years. The audience was comprised of individuals with purchase authority and responsibility. They were involved in purchasing several categories of internet marketing tools and solutions, including PPC advertising, natural SEO, web analytics and bid management solutions. Of those that indicated they were marketers, 40% were in-house marketers and 60% worked at either a full service or search marketing agency.

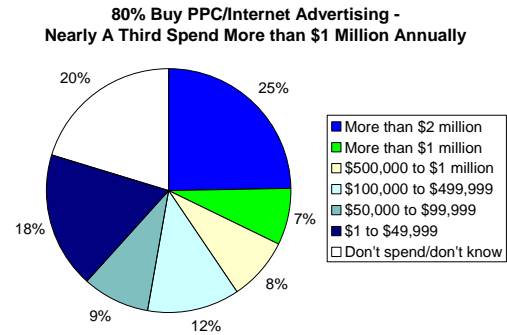
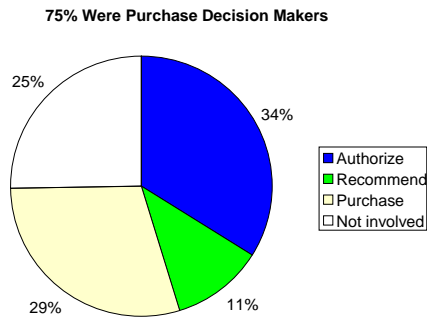
Here are some key SMX Advanced audience characteristics:

SMX Advanced Attracted An Experienced Audience

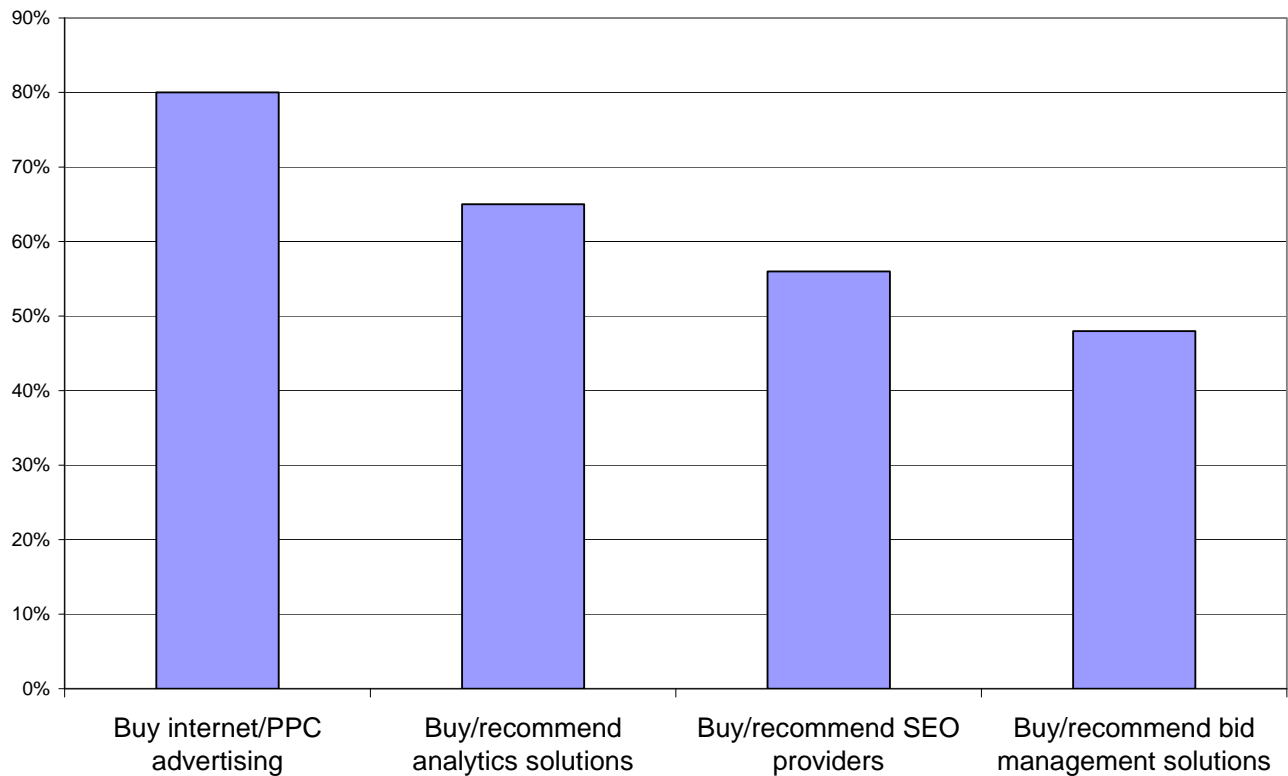


8 in 10 Were SEMs or Manage SEMs





**SMX Advanced Attendees Buy Essential Products and Services**



**The SMX Marketplace Advantage**

Search Marketing Expo - SMX is for internet marketers – the people who revolutionized advertising by making it measurable and accountable. As producer, we expect to be held to no less of a standard than other media, so we’ve innovated and continue to innovate throughout our conference experience.

For exhibitors and sponsors, that means additional opportunities to engage with attendees. We offer:

- Sponsored Sessions with our highest level of sponsorships. These integrated programs combine extensive audience development activities (online, e-mail, direct mail, PR) with a session embedded in the conference program. This combination of features enables your company to build awareness that prepares the SMX audience to receive your message, delivers that message directly to SMX attendees, and measures the results by capturing the names of attendees for follow up;
- Universal Lead Capture. Lead generation is a critical component of the value of exhibiting at SMX Events. All exhibiting companies will get a lead retrieval device – free – as part of their sponsorship/expo package.
- SMX Cash Back program. Attracting qualified attendees is in everyone's interest. Our unique incentive program rewards exhibitors and sponsors by crediting 25% of every ticket they sell toward future purchases.

Here are the sponsorship/exhibit options for SMX Advanced 2010:

### Premier Sponsor

The Premier Sponsor package combines a high-exposure trade show floor presence with bountiful media support and prospect outreach opportunities. You receive:

- Space for a 20x20 booth in a prime Expo Hall location.
- Sponsored session for 60 minutes including staging and audio visual equipment that is open to all attendees (All Access and Expo pass holders). The presentation will be embedded in the conference agenda to assure maximum exposure.
- One 4-color, full-page cover position ad in the SMX Conference Directory (distributed to All Access attendees) and Expo Guide (distributed to Expo attendees). Ads will be the inside front cover, inside back cover and back cover and can be reserved on a first-come, first served basis.
- Four meter boards placed in prominent locations.
- Pre-show e-mailing to attendees highlighting your participation in SMX. This message is shared with other Premier sponsors.
- Pre-show postal mailing to attendees who have agreed to receive postal mail for SMX Advanced 2010, SMX Advanced 2009 and SMX Advanced 2008. Must be conducted through a bonded mail house and promote your participation in SMX. Subject to show management approval.
- Post-show postal mail list of attendees who have agreed to receive communications from SMX Advanced sponsors and exhibitors.
- A 30% discount on the purchase of additional SMX Advanced promotional media or sponsorship items.

### What SMX Exhibitors & Sponsors Say...

"The SMX team is made up of consummate event management professionals who deliver an excellent product of significant value. Key to this is their unparalleled understanding of the search marketing industry and their commitment to help their exhibitors succeed in innovative creative ways."

**Bill Muller - CMO, iProspect**

"We've been extremely pleased with our participation in SMX events. We've found that SMX events bring together some of the most sophisticated search marketing professionals and provide a great venue for us to further develop our professional relationship with the leading search marketers, web marketers, and advertisers."

**Jon Kelly - President, SureHits**

"I have been involved with conferences from the very beginning. SMX has quickly emerged as a leading must-attend event, and one that we have identified as a critical to our emerging industry. This is where the decision makers go for advanced content and timely information."

**Bruce Clay - President, Bruce Clay, Inc.**

"SMX events attract our target audience of larger search advertisers and agencies - that's why we exhibit at the shows."

**Christopher Lien - Co-Founder and CEO, Marin Software**

- Exclusive slide with company logo in the SMX Advanced conference slide deck.
- Company logo displayed in SMX Advanced audience development efforts including on the front page and other highly trafficked pages of the SMX Advanced web site, postal mail and e-mail. Inclusion based on meeting production schedules.
- Ten All Access conference passes for staff or invited guests.
- Unlimited complimentary Expo passes.
- A 20% discount on the purchase of All Access conference passes. Discount is calculated off the prevailing rate at the time of purchase.
- Company description published in the Conference Guide and Expo Guide.
- Right of first refusal to sponsor a networking reception. Awarded on a first-come, first served basis to Premier and Platinum sponsors.
- Lead capture device and lead reporting.

Premier Sponsor investment is \$50,000.

### **Platinum Sponsorship**

Platinum Sponsors receive:

- Space for a 20x20 booth in a prime Expo Hall location.
- One 4-color, full-page ad in the SMX Conference Directory (distributed to All Access Pass attendees) and Expo Guide (distributed to Expo attendees).
- Two free standing meter boards placed in prominent locations.
- Pre-show e-mailing to attendees highlighting your participation in SMX. This message is shared with other Platinum sponsors.
- Pre-show postal mailing to attendees who have agreed to receive postal mail for SMX Advanced 2010, SMX Advanced 2009 and SMX Advanced 2008. Must be conducted through a bonded mail house and promote your participation in SMX. Subject to show management approval.
- Post-show postal mailing list of attendees who have agreed to receive communications from SMX Advanced sponsors and exhibitors.
- A 20% discount on the purchase of additional promotional media or sponsorship items.
- Shared slide with company logo in the SMX Advanced conference slide deck.
- Company logo displayed in SMX Advanced audience development efforts including on the front page and other highly trafficked pages of the SMX Advanced web site, postal mail and e-mail. Inclusion based on meeting production schedules.
- Five All Access conference passes for staff or invited guests.
- Unlimited complimentary Expo passes.
- A 20% discount on the purchase of All Access conference passes. Discount is calculated off the prevailing rate at the time of purchase.
- Company description published in the Conference Guide and Expo Guide.
- Right of first refusal to sponsor a networking reception. Awarded on a first-come, first served basis to Premier and Platinum sponsors.
- Lead capture device and lead reporting.

Platinum Sponsor investment is \$35,000.

## Gold Sponsorship

Gold Sponsors receive:

- Space for a 10x20 booth in the Expo Hall.
- Two All Access passes for staff or invited guests.
- Unlimited complimentary Expo passes.
- Shared slide with other Gold sponsors acknowledging company participation in the SMX Advanced conference slide deck.
- A four color, ½ page ad in the SMX Conference Guide.
- Pre-show postal mailing to attendees who have agreed to receive postal mail for SMX Advanced 2010, SMX Advanced 2009 and SMX Advanced 2008. Must be conducted through a bonded mail house and promote your participation in SMX. Subject to show management approval.
- Post-show postal mail list of attendees who have agreed to receive communications from SMX sponsors and exhibitors.
- A 10% discount on the purchase of additional SMX Advanced promotional media or sponsorship items.
- Company logo displayed in SMX Advanced online/e-mail audience development efforts including on the front page and other highly trafficked pages of the SMX Advanced web site and e-mail promotions. Inclusion based on meeting production schedules.
- A 15% discount on the purchase of All Access conference passes. Discount is calculated off the prevailing rate at the time of purchase.
- Company description published in the SMX Conference Guide.
- Lead capture device and lead reporting.

Gold Sponsor investment is \$25,000.

## Exhibitor Packages

The Exhibitor Package includes:

- Floor space for a 10x10 or 10x20 exhibit booth.
- Pre-show postal mailing to attendees who have agreed to receive postal mail for SMX Advanced 2010, SMX Advanced 2009 and SMX Advanced 2008. Must be conducted through a bonded mail house and promote your participation in SMX. Subject to show management approval.
- One All Access conference pass.
- A 10% discount on the purchase of All Access conference passes. Discount is calculated off the prevailing rate at the time of purchase.
- Unlimited complimentary Expo passes.
- Company description published in the Conference Guide.
- Listing on the Exhibitors & Sponsors page of the SMX conference web site.
- Lead capture device and lead reporting.

Exhibitor Package investment: 10x10 is \$6,000 and 10x20 is \$11,000.

**Lanyard Sponsorship – Exclusive!**

This high-visibility sponsorship puts your company logo on the lanyard. Sponsor is responsible for production of and cost of the lanyard with SMX approval. Investment is \$6,500.

**Badge Insert – Exclusive!**

Each conference attendee will receive a badge holder insert displaying your logo with this high-visibility sponsorship. Sponsor is responsible for production and cost of the insert. Investment is \$6,500.

**Conference Guide Full Page Advertisement**

Place your full page ad in the Official SMX Advanced Conference Guide. Investment is \$3,000 per page.

**Conference Bag Sponsorship – Exclusive!**

The conference bag will be presented to every All Access Pass attendees when they are checking in at the event. SMX is responsible for the production and cost of the bag. Investment is \$15,000.

**Attendee Bag Sponsorship – Exclusive!**

The attendee bag will be presented to all Expo attendees when they are checking in. SMX is responsible for the production and the cost of the bag. Investment is \$2,000.

**Free Standing Meter Board Advertising**

Boost the awareness of your company at the event and drive additional traffic to your booth by advertising your company on free standing billboards. The billboards stand x feet tall and one meter wide and can be placed strategically throughout registration. Investment is \$2,000.

**Conference Notepad Sponsorship – Exclusive!**

Provide all registered SMX attendees with a branded notepad that will be distributed in the attendee bags. Sponsor is responsible for the production of and cost of the notepad. Investment is \$3,500.

**Pen Sponsorship – Exclusive!**

Your branded pens will be distributed in the Conference attendee bag. The sponsor is responsible for the production of and the cost of producing pens. Investment is \$3,500.

**Wi-Fi Sponsorship – Exclusive**

SMX will feature free Wi-Fi access for attendees. This sponsorship will provide:

- Customized messaging on the SMX Advanced conference “sign-on” page or interstitial.

- Inclusion in the Conference Guide that instructs attendees to review the sponsor's profile to retrieve login information.
- Listing on the Exhibitors & Sponsors page of the SMX conference web site.
- Company description published in the Conference Guide.
- Acknowledgement in the SMX conference slide deck.

Investment is \$10,000.

### **Registration Sponsor – Exclusive!**

**New!**

Reach *everyone* who pre-registers for SMX Advanced by becoming the exclusive registration sponsor. You're banner is displayed on many pages of the registration process. Investment is \$4,000.

Specs: 150x40 GIF banner, no animation or looping. File size maximum is 8K. Please provide click through URL.

### **Publication Distribution Sponsorship**

Distribute your publication to SMX attendees. Investment is \$6,500.

### **Conference Bag Insert**

Reach all SMX attendees by distributing your promotional item in the Conference bags. Sorry, no pens or notepads since those sponsorships are sold separately. Investment is \$3,500.

### **Have another idea? Contact us!**

We'll enthusiastically work with you to accomplish your objectives at SMX Advanced! Give us a call and let's get to work on it!

#### **Contacts:**

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