



Seattle, WA
June 5-6, 2012

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Search Marketing Expo - SMX Advanced 2012 Exhibitor & Sponsor Opportunities

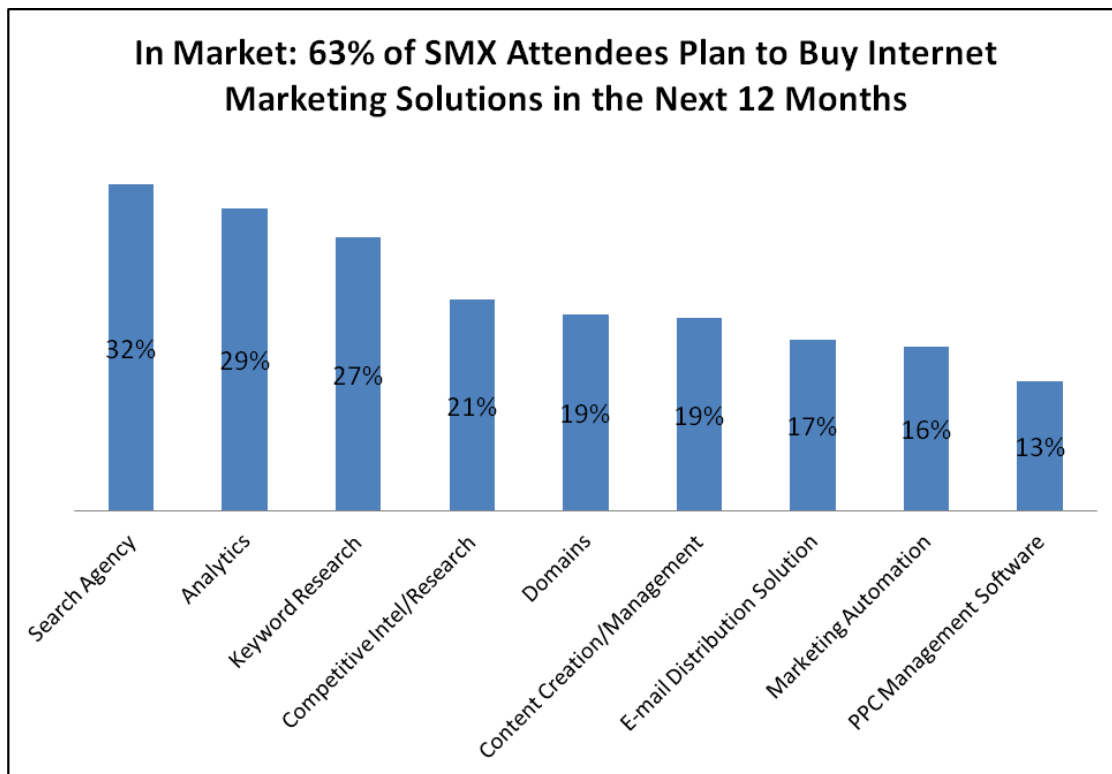
Reach the most influential audience in search marketing by exhibiting and sponsoring Search Marketing Expo – SMX Advanced Seattle, June 5-6, 2012 in Seattle, WA.

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 year it's been held. In 2011, over 1400 internet marketers participated in SMX Advanced Seattle.

The focus of the SMX Advanced program – educating experienced search marketers – yields a veteran audience; well over 50% of past delegates said they'd been involved in search marketing for more than five years. The audience is comprised of both individuals who work at SEM or full-service agencies (35%) and in-house marketers (35%)

Here are some additional key characteristics of the SMX Advanced audience:

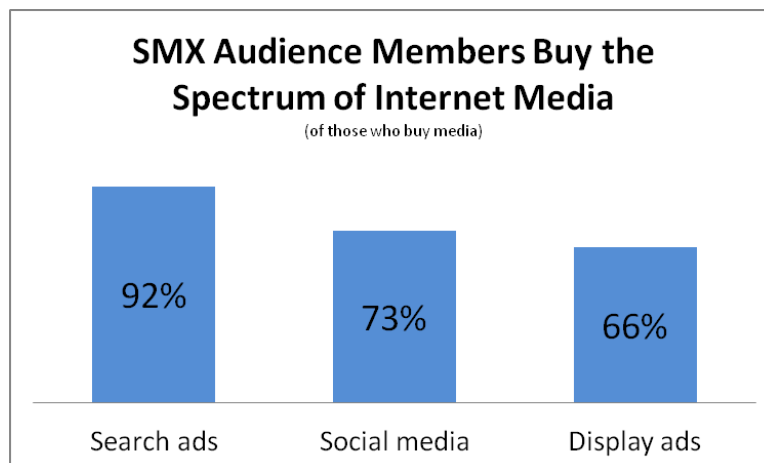
- Nearly 80% are purchase decision makers
- 82% buy PPC/internet advertising; 1 in 3 spends more than \$1 million annually
- 63% are in-market prospects, planning to buy a wide variety of marketing software/services



The SMX Marketplace Difference

Facilitating engagement with our audience and ensuring your success is our top priority at SMX. We offer these beyond-the-booth programs and opportunities:

- **Plus Sessions** are integrated programs that combine extensive audience development activities (online, e-mail, PR) with a vendor-produced session embedded in the conference program. These features enable your company to build awareness that prepares the SMX audience to receive your message, delivers that message to attendees at the conference, and measures the results by capturing the names of attendees for follow up.
- **Matchmaking@SMX** puts the demand-generation power of the conference to work for you from the day you commit to SMX until the conference ends. Based upon purchase intent information we collect during the registration process, we connect you with registrants who have confirmed that they are interested in an introduction to your company. From there it's up to you how to follow up with the lead – set up a pre-conference call, schedule an on-site meeting at SMX – maybe even an in-person sales call before the conference. The program is double-opt in, measurable, and free to all SMX exhibitors/sponsors.
- **Solution Spotlights** allow you to reach your target audience by introducing a conference session on a topic matching your product or service. Deliver a 2-minute pre-session elevator pitch and invite attendees back to your booth 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**, an exclusive loyalty program that rewards your company for selling conference tickets. You earn 15% of the value of all tickets sold toward exhibiting at a future SMX conference. The more tickets you sell, the more Cash Back you earn! Cash Back credits are good for exhibit/sponsor items only and must be redeemed within 18 months from when they are earned. Company employee registrations do not earn Cash Back credit.
- **Just Launched! SMX Social Media Outreach.** Get your brand and your message in front of over 20,000 followers and fans of Search Marketing Expo before, during and after the conference. The SMX Social Media Outreach program distributes multiple messages on your behalf to SMX's Twitter, Facebook and Google+ communities, maximizing your reach to the SMX audience on-site and virtually.



Exhibitor/Sponsor Packages At-a-Glance

| | Exhibitor | | Gold Sponsor | | Premier Sponsor | |
|----------------------------|--------------|----------------|--------------|-----------------|-------------------|-----------------|
| | Notes | Rate | Notes | Rate | Notes | Rate |
| Booth space | 10x10 | \$6,000 | 10x20 | \$12,000 | 20x20 | \$24,000 |
| Plus session | no | -- | no | -- | yes | \$15,000 |
| All Access passes | 1 | \$1,595 | 3 | \$4,785 | 10 | \$15,950 |
| Meter boards | no | -- | 1 | \$1,250 | 4 | \$5,000 |
| Backback insert | no | -- | 1 | \$3,000 | 2 | \$6,000 |
| Conference Guide ad | no | -- | 1 | \$3,000 | Cover | \$4,000 |
| SMX Theater preso | no | -- | 1 | \$2,000 | 2 | \$4,000 |
| Solution Spotlight | no | -- | 1 | \$2,000 | 2 | \$4,000 |
| Lead capture/reporting | yes | \$500 | yes | \$500 | yes | \$500 |
| Postal mailing/opt-in list | yes | \$1,000 | 2 | \$2,000 | 2 | \$2,000 |
| Matchmaking | yes | value add | yes | value add | yes | value add |
| Slide in deck | shared | value add | shared | value add | exclusive | value add |
| Branding on website | Exhibitor pg | value add | All sidebars | value add | Top sidebar (all) | value add |
| Description in guide | yes | value add | yes | value add | yes | value add |
| Cash Back eligible | yes | value add | yes | value add | yes | value add |
| Social media outreach | 7 messages | value add | 14 messages | value add | 20+ messages | value add |
| Total value | | \$9,095 | | \$30,535 | | \$80,450 |
| <i>Discount</i> | | <i>\$3,095</i> | | <i>\$10,535</i> | | <i>\$40,500</i> |
| Your investment | | \$6,000 | | \$20,000 | | \$40,000 |

a la Carte Opportunities

| | Rate | | Rate |
|--|------------------------------------|---|------------------------------------|
| Plus Session | \$15,000 | Expo Hall Isle Signs | \$5,000 |
| Backpack Sponsorship - Exclusive | \$15,000 | Registration Sponsor - Exclusive | \$5,000 |
| Expo Hall Networking Reception – Exclusive | \$15,000 | Track Sponsor | \$5,000 |
| Lunch Sponsor - Exclusive | \$10,000 | Conference Communications - Exclusive | \$3,500 |
| After Dark Networking Party – Exclusive | \$10,000 to \$15,000 | Notepad Sponsor – Exclusive | \$3,500 |
| Wi-Fi Sponsorship - Exclusive | \$7,500 | Pen Sponsor – Exclusive | \$3,500 |
| Publication Distribution | \$6,500 | Solution Spotlight | \$2,000 exhibitors, \$4,000 others |
| Badge Inserts - Exclusive | \$6,500 | Full Page Ads, Conference & Expo Guides | \$3,000 |
| Meet & Greet Reception | \$5,000 exhibitors \$10,000 others | Conference Backpack & Expo Bag Insert | \$3,000 |
| SMX Connect Sponsor – Exclusive | \$5,000 | Billboard Banner | \$2,500 |
| Pocket Guide – Exclusive | \$5,000 | Meter Board | \$1,250 |
| Lanyards - Exclusive | \$5,000 | Postal Mailing to Opt-in List | \$1,000 |

What SMX Exhibitors & Sponsors say...

"For us the challenge is finding the right qualified people to talk to. That's why we love SMX so much, the audience here is the sophisticated, the large scale search marketers."

Matt Lawson, Vice President of Marketing, Marin Software

"Each event that we've attended has really improved in the leads and the quality of leads that we're getting – hence we are coming back. I work with the entire Third Door Media team to really drive our business, drive leads into our business so that we can find new clients to service in search marketing."

Paul Borselli, Director of Marketing, Covario

"We spend a significant amount of our marketing budget with Third Door. We have a monthly call where the entire team is there, and everyone goes through their portion, which they understand thoroughly and they'll answer any questions on the spot. They are very transparent. When there are issues they let us know immediately. I love working with these guys."

Marc Poirier, CMO & Co-Founder, Acquisio

"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.

Have another idea? Contact us!

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

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| Sponsorship | Price | Details |
|--|----------|---|
| Plus Session | \$15,000 | Conduct your own workshop at SMX! Plus Sessions are integrated programs that combine extensive audience development activities (online, e-mail, PR) with a description 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 to SMX attendees at the conference, and measures the results by capturing the names of attendees for follow up. |
| Backpack Sponsorship - Exclusive | \$15,000 | The conference backpack is presented to All Access pass holders and speakers, who use this high-quality backpack on-site and for months and years to come. We pay for and produce the backpack. |
| SMX Expo Hall Networking Reception - Exclusive | \$15,000 | The SMX Expo Hall Reception is open to all SMX pass holders and is held on the Expo Hall Floor at the end of the first day of the event. This exclusive sponsorship includes: promotion on the SMX site including acknowledgement as the sponsor on the In-person Networking, Agenda and Exhibitor/Sponsor pages, in pre-show communications, on-site signage, listing in SMX Conference/Expo Guides and conference slide deck. Your logo also appears on drink tickets. |
| Lunch Sponsorship - Exclusive | \$10,000 | SMX offers sit-down, hot lunches to All Access pass holders and speakers. This exclusive sponsorship includes: 10'x4' hanging banners in the lunch area, dessert table signage, acknowledgement on the SMX site including Conference Agenda and Exhibitor/Sponsor pages, in pre-show e-mail communications, on-site signage, listing in SMX Conference Guide and in conference slide deck. Rate is for all days of the conference. |

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| SMX After Dark Networking Party – Exclusive | \$10,000 to \$15,000 | <p>SMX After Dark is the social networking highlight of SMX conferences. The party is open to All Access passholders, speakers and exhibitors (Expo+ optional) and provides a night of fun and networking. We take care of all the details. Specifics of on-site promotion based on the facility chosen. Sponsorship includes a listing on the In-Person Networking, Agenda and Exhibitor/Sponsor pages, in pre-show communications, on-site signage, listing in SMX Conference/Expo Guides and conference slide deck. Your logo also appears on drink tickets.</p> |
| Wi-Fi Sponsorship - Exclusive | | <p>SMX provides free Wi-Fi access for attendees. This sponsorship includes customized messaging on the SMX Wi-Fi network “sign-on” page or interstitial, inclusion in the Conference Guide that instructs attendees how to get on the network, as well as a listing on the Exhibitor/Sponsor page of the SMX conference web site, inclusion in the SMX slide deck and listing in SMX Conference/Expo Guides.</p> |
| Publication Distribution Sponsorship | \$7,500 | <p>Distribute your publication to SMX attendees.</p> |
| Badge Insert - Exclusive | \$6,500 | <p>Each conference attendee will receive a badge holder insert displaying your logo with this high-visibility sponsorship. Acknowledgement of this sponsorship is also included on the Exhibitor/Sponsor page of the SMX website, and in the Conference/Expo Guides. Sponsor is responsible for production and cost of the insert.</p> |
| SMX Connect - Exclusive | \$6,500 | <p>SMX Connect is the social networking site for SMX conference attendees. They make public posts and send private messages, and schedule meetings, lunches and create program itineraries. This exclusive sponsorship puts your brand in front of users with banners on SMX Connect pages and in email invitations to join SMX Connect. Sponsorship also includes promotion on the Online Networking and Sponsor/Exhibitor pages of the SMX site and in pre-show e-mail communications, on-site signage, listing in the SMX Conference/Expo Guides, and in conference slide deck. Includes a minimum 35,000 banner impressions in SMX Connect.</p> |

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| SMX Meet & Greet Reception | \$5,000 | The SMX Meet & Greet Reception takes place the night before the conference begins and is open to All Access pass holders and speakers. Sponsorship includes: promotion on the SMX site including acknowledgement as the sponsor on the In-person Networking, Agenda and Exhibitor/Sponsor pages, in pre-show e-mail communications, on-site signage, listing in conference slide deck, list of opt-in attendees including email address of Meet & Greet participants, a tabletop at the Meet & Greet and your logo printed on the drink tickets. Non-exclusive sponsorship limited to 5 companies. |
| Pocket Guide - Exclusive | \$5,000 for exhibitors; \$10,000 for others | The SMX Pocket Guide is a handy reference featuring the conference agenda, SMX Theater schedule (East & West only) and exhibitor list. It is distributed to attendees when they pick up their conference badge. This exclusive sponsorship includes an ad on the back page of the guide, promotion on Sponsor/Exhibitor page of the SMX site and listing in SMX Conference/Expo Guides. |
| Lanyard Sponsorship - Exclusive | \$5,000 | This high-visibility sponsorship puts your company logo on the lanyard used to hang SMX attendee's badges from their necks. Acknowledgement of this sponsorship is also included on the Exhibitor/Sponsor page of the SMX website, and in the Conference/Expo Guides. Sponsor is responsible for production of and cost of the lanyard with SMX approval. |
| Expo Hall Isle Signs | \$5,000 | Display your brand prominently throughout the Expo Hall with this sponsorship. These signs are hung over each row and are used by attendees to locate booth locations. |
| Registration Sponsor - Exclusive | \$5,000 | Reach everyone who registers online for SMX by becoming the exclusive registration sponsor. Your logo/messaging is displayed on all pages of registration. Acknowledgement of this sponsorship is also included on the Exhibitor/Sponsor page of the SMX website, and in the Conference/Expo Guides. |

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| Track Sponsor - Availability Limited | \$5,000 | <p>Increase your visibility with topic-specific segments of the audience with an SMX Track Sponsorship. Zero in on people interested in SEO, paid search, social media, local/mobile and more. Sponsorship includes room signage and literature distribution. You get additional exposure on the Agenda and Exhibitor/Sponsor pages of the site, in pre-show e-mail communications, inclusion in session room slide deck and listings in SMX Conference/Expo Guides.</p> |
| Conference Communication Sponsorship - Exclusive | \$5,000 | <p>Deliver your message to SMX attendees right before they attend the conference. As the Conference Communication Sponsor, we'll include your text ad (80 character headline, 60 word description with hyperlinks) in all attendee communications prior to the conference. Communications include an e-mail to All Access attendees, and several e-mails to Expo+ attendees. Ask us for a sample.</p> |
| Notepad Sponsorship - Exclusive | \$3,500 | <p>Provide all registered SMX attendees with a branded notepad that will be distributed in the attendee bags. Acknowledgement of this sponsorship is also included on the Exhibitor/Sponsor page of the SMX website, and in the Conference/Expo Guides. Sponsor is responsible for the production of and cost of the notepad.</p> |
| Pen Sponsorship - Exclusive | \$3,500 | <p>Your branded pens will be distributed in the Conference attendee bag. Acknowledgement of this sponsorship is also included on the Exhibitor/Sponsor page of the SMX website, and in the Conference/Expo Guides. The sponsor is responsible for the production of and the cost of producing pens.</p> |
| Solution Spotlight | \$2,000 for exhibitors; \$4,000 for others | <p>Reach your target audience by introducing a session on a topic matching your product or service. Deliver a 2-minute pre-session elevator pitch and invite them back to your booth for follow up. Messages must be relevant to the session topic and approved by SMX.</p> |
| Full Page Advertisements in Conference & Expo Guides | \$3000 (inside) \$5,000 (cover) | <p>Place your full page ad in both the official SMX Conference and Expo Guides.</p> |

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| Conference Backpack & Expo Bag Insert | \$3,000 | Reach all SMX attendees by distributing your promotional item in the Conference backpacks. Sorry, no pens or notepads since those sponsorships are sold separately. |
| "Billboard" Banner | \$2,500 | Get your brand in front of all SMX attendees with a 8'x6' "billboard" banner in a well-trafficked area. Rate includes hanging fee. We'll produce your banner for an additional charge. |
| Meter Boards | \$1,250 | Place you branding and special offer messaging in high traffic locations throughout the conference and Expo Hall. |
| Postal Mailings | \$1,000 | Invite pre-registered SMX attendees to visit your booth with a pre-show mailing. Mailings must promote your presence at SMX and must be conducted through a bonded mail house. |