



New York City
October 5-7, 2009



SMX East 2009 Exhibitor & Sponsor Opportunities

Search Marketing Expo - SMX East will be held October 5-7 at the Jacob K. Javits Convention Center in Manhattan, New York City's premier exhibition facility.

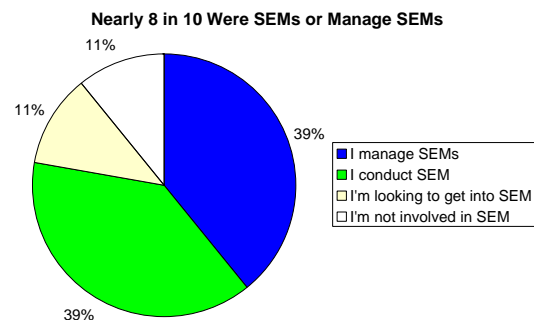
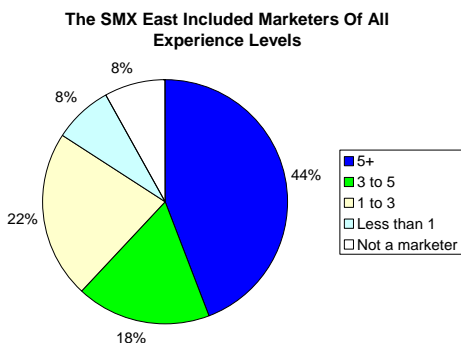
Exhibitor contact: Sean Moriarty
<mailto:sean@thirddoormedia.com>
or call (203) 536-4004

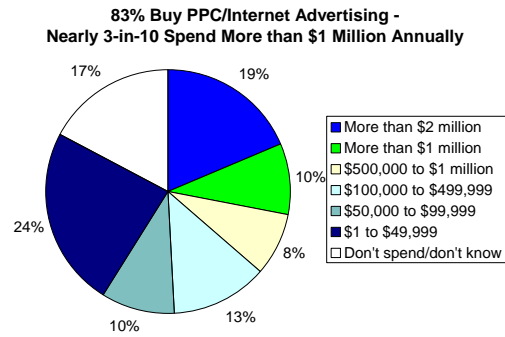
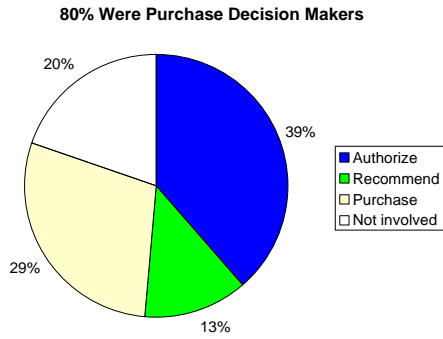
The programming for SMX East 2010 will be even more expansive than previous years. In addition to sessions geared to all search marketer skill levels, the conference program will include programming on vertical search topics, including local search and mobile search, as well as closely allied internet marketing fields such as social media marketing.

For exhibiting and sponsoring companies, participating in SMX East in the Jacob K. Javits Convention Center will yield a superior and more consistent experience compared to hotel-located events. **Exhibits will be located in the same hall as the conference sessions.** SMX East will occupy a single level, which means that conference attendees will be more engaged with the Expo and have easier access to it.

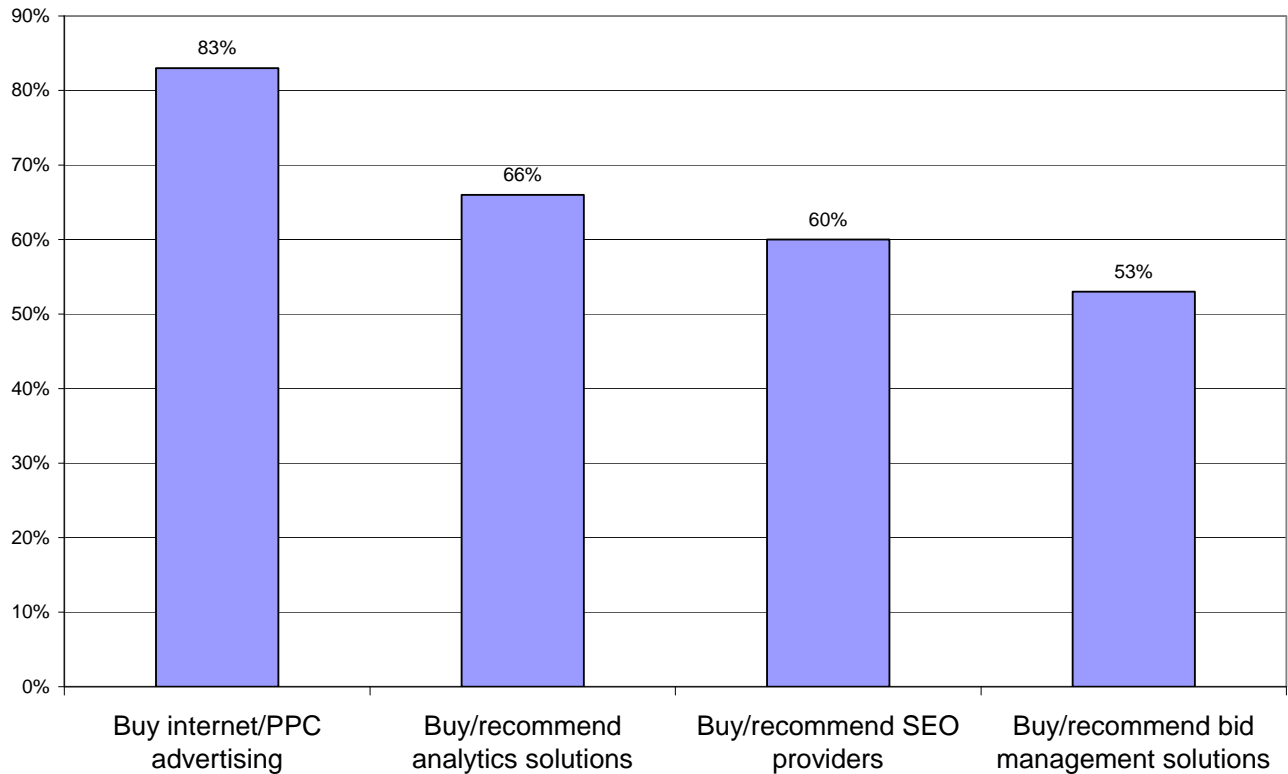
The 2009 SMX East event is expected to generate most of its audience from the East Coast. Nearly 50% of attendees registered for the 2008 event (as of September 14) were from New York, New Jersey and Connecticut combined.

Here are some key SMX East audience characteristics (data as compiled from delegate surveys completed by September 14, 2008):





SMX East Attendees Buy Essential Products and Services



The SMX Marketplace Advantage

Search Marketing Expo - SMX is a conference for internet marketers – the people who revolutionized advertising by making it measurable and accountable. As conference 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 SMX 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;
- SMX Theater Presentations give exhibitors the opportunity to conduct educational sessions on the Expo Hall floor. Enhance your ROI by extending lead generation activities beyond your booth when you scan the badges of your SMX Theater presentation attendees and invite them back to your booth for immediate 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.

Here are the sponsorship/exhibit options for SMX East 2009:

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 20x30 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, Networking and Expo Only pass holders). The presentation will be embedded in the conference agenda to assure maximum exposure.
- SMX Theater presentation slot. Available on a first-come, first-served basis.
- One 4-color, full-page cover position ad in the SMX Conference Proceedings (distributed to All Access & Networking pass attendees) and Show 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 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 Premier sponsors.

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

- Pre-show postal mailing to attendees who have agreed to receive postal mail for SMX East 2009 and SMX East 2008. Must be conducted by mail house and promote your participation at our event.
- Post-show postal mail list of attendees who have agreed to receive communications from SMX East sponsors and exhibitors.
- A 30% discount on the purchase of SMX East promotional media or sponsorship items.
- Exclusive slide with company logo in the SMX East conference slide deck.
- Company logo displayed in SMX East audience development efforts including on the front page and other highly trafficked pages of the SMX East 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 Proceedings and Show 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.
- Two presentation slots in the SMX Theater. Available on a first-come, first-served basis.
- One 4-color, full-page ad in the SMX Conference Proceedings (distributed to All Access & Networking pass attendees) and Show 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 East 2009 and SMX East 2008. Must be conducted through mail house and promote your participation at our event.
- Post-show postal mailing list of attendees who have agreed to receive communications from SMX East sponsors and exhibitors.
- A 20% discount on the purchase of SMX East promotional media or sponsorship items.
- Shared slide with company logo in the SMX East conference slide deck.
- Company logo displayed in SMX East audience development efforts including on the front page and other highly trafficked pages of the SMX East 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 Proceedings and Show 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.
- A presentation slot in the SMX Theater. Available on a first-come, first-served basis.
- 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 East conference slide deck.
- 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 East promotional media or sponsorship items.
- A four color, ½ page ad in the SMX Conference Proceedings.
- Pre-show postal mailing to attendees who have agreed to receive postal mail for SMX East 2009 and SMX East 2008. Must be conducted through mail house and promote your participation at our event.
- Company logo displayed in SMX East online/e-mail audience development efforts including on the front page and other highly trafficked pages of the SMX East 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 Proceedings.
- 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.
- A presentation slot in the SMX Theater. Available on a first-come, first-served basis to all exhibiting companies. Inventory is limited.
- Pre-show postal mailing to attendees who have agreed to receive postal mail for SMX East 2009 and SMX East 2008. Must be conducted through mail house and promote your participation at our event.
- A 10% discount on the purchase of All Access conference passes. Discount is calculated off the prevailing rate at the time of purchase.
- One All Access conference pass. Unlimited complimentary Expo passes.
- Company description published in the Conference Proceedings.
- 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 used to hang SMX attendee's badges from their necks. 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 Proceedings Full Page Advertisement

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

Conference Bag Sponsorship – Exclusive!

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

Attendee Bag Sponsorship – Exclusive!

The attendee bag will be presented to all Expo Only attendees when they are checking in. SMX is responsible for production of and the cost of the bag. Investment is \$10,000.

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 East conference “sign-on” page or interstitial.
- Inclusion in the Conference Proceedings 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 Proceedings.
- Acknowledgement in the SMX conference slide deck.

Investment is \$10,000.

Laptop Power Sponsor – Exclusive

New!

Get noticed with this exclusive sponsorship that provides electricity in each of the main session rooms for delegates' laptops. This sponsorship offers:

- Tent cards featuring your logo on the tables of electricity-enabled seats in the session rooms.
- Exposure with a dedicated slide announcing your company as to electricity provider in the conference slide deck.
- Your company description in the Conference Proceedings.

Investment is \$15,000.

Registration Sponsor – Exclusive!

New!

Reach *everyone* who pre-registers for SMX East by becoming the exclusive registration sponsor. You're banner is displayed on the initial page 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.

All sponsorships, exhibit and banner opportunities are available on a first-come, first-served basis.

Have another idea? Contact us!

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

Contacts:

Sean Moriarty
Founder & VP of Sales
(203) 536-4004
sean@thirddoormedia.com

Marc D'Agostini
Sales Director
(919) 521-5565
marc@thirddoormedia.com

For clients with company
names beginning with A-L

Mary Warley
Sales Director
(508) 660-1404
mary@thirddoormedia.com

For clients with company
names beginning with M-Z