



Santa Clara, CA
March 2-4, 2010



SMX West 2010 Exhibitor & Sponsor Opportunities

Search Marketing Expo - SMX West will be held March 2-4, 2010 at the Santa Clara Convention Center in Santa Clara, CA.

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The programming for SMX West 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.

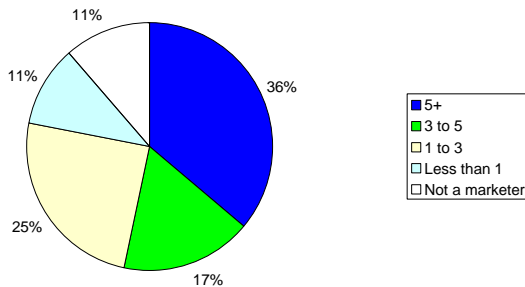
Audience development efforts will continue to expand. In addition to Search Engine Land and Sphinn.com, we'll continue to forge strategic partnerships with influential internet marketing partners and associations. For the 2009 show, more than 20 organizations contributed to the SMX West audience including the San Jose Mercury News, BtoB Magazine, SEMPO and Search Marketing Standard.

Comprehensive programming and audience development efforts highlighting the availability of content for all skill levels yields a diverse audience; 35% of attendees said they'd been involved in internet marketing for more than five years, 16% three to five years, and 29% less than three years.

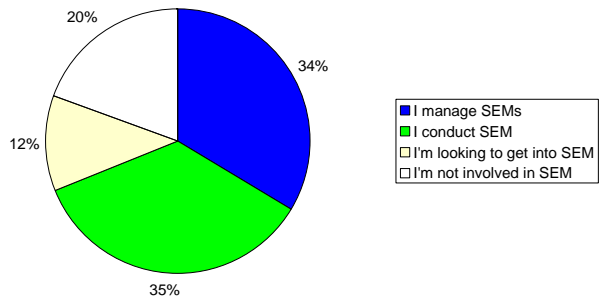
The audience was comprised of individual with purchase authority and responsibility. They were involved in purchasing several categories of internet marketing tools and solutions, including PPC advertising, natural SEO, web analytics and bid management solutions.

Here are some key SMX West 2009 audience characteristics:

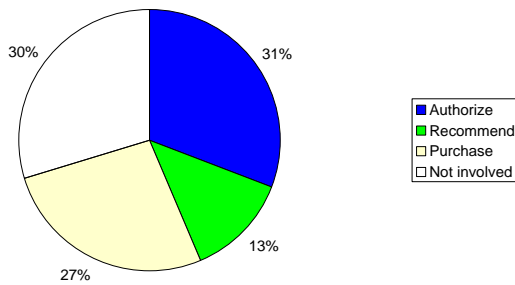
SMX West Attracted A Diverse Audience That Included Marketers of All Experience Levels



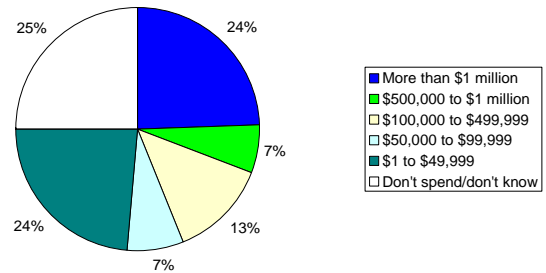
7 in 10 Were SEMs or Manage SEMs



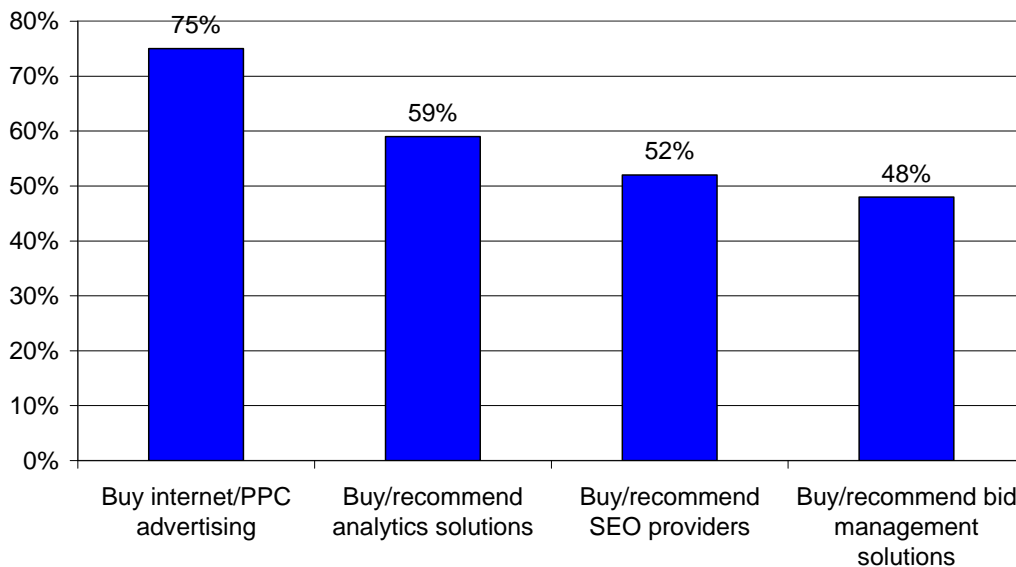
70% Were Purchase Decision Makers



75% Buy PPC/Internet Advertising - Nearly 1 in 4 Spend More than \$1 Million Annually



Attendees Involved In Buying 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 a standard than our customers.

The opportunities to engage SMX attendees we offer include:

- 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.
- 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 West 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 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 Guide (distributed to All Access & Networking pass 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 bases.
- 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.
- Pre-show postal mailing to attendees who have agreed to receive postal mail for SMX West 2010, SMX West 2009 and SMX West 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

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

to receive communications from SMX West sponsors and exhibitors.

- A 30% discount on the purchase of additional SMX West promotional media or sponsorship items.
- Exclusive slide with company logo in the SMX West conference slide deck.
- Company logo displayed in SMX West audience development efforts including on the front page and other highly trafficked pages of the SMX West 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.
- 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.
- 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 Guide (distributed to All Access & Networking 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 West 2010, SMX West 2009 and SMX West 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 West sponsors and exhibitors.
- A 20% discount on the purchase of additional SMX West promotional media or sponsorship items.
- Shared slide with company logo in the SMX West conference slide deck.
- Company logo displayed in SMX West audience development efforts including on the front page and other highly trafficked pages of the SMX West 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.
- 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.
- 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 West 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 West promotional media or sponsorship items.
- 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 West 2010, SMX West 2009 and SMX West 2008. Must be conducted through a bonded mail house and promote your participation in SMX. Subject to show management approval.
- Company logo displayed in SMX West online/e-mail audience development efforts including on the front page and other highly trafficked pages of the SMX West web site and e-mail promotions. Inclusion based on meeting production schedules.
- 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.
- 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 West 2010, SMX West 2009 and SMX West 2008. Must be conducted through mail house and promote your participation in SMX. Subject to show management approval.
- One All Access conference pass.
- 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 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 Guide Full Page Advertisement

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

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 the 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.

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 West 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!

Reach *everyone* who pre-registers for SMX West 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 West! Give us a call and let's get to work on it!

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