



San Jose, CA
March 8-10, 2011



SMX West 2011 Exhibitor & Sponsor Opportunities

SMX West will be held March 8-10, 2011 at the San Jose Convention Center in San Jose, CA.

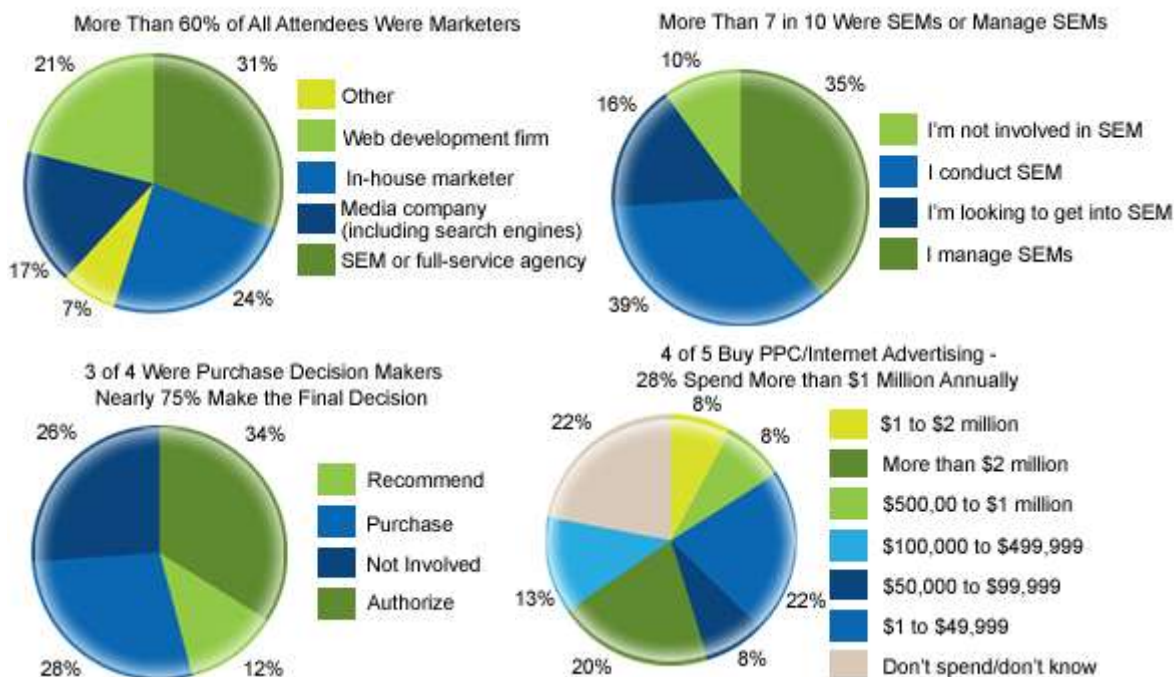
Exhibitor contact: Sean Moriarty
<mailto:sean@thirddoormedia.com>
or call (203) 536-4004

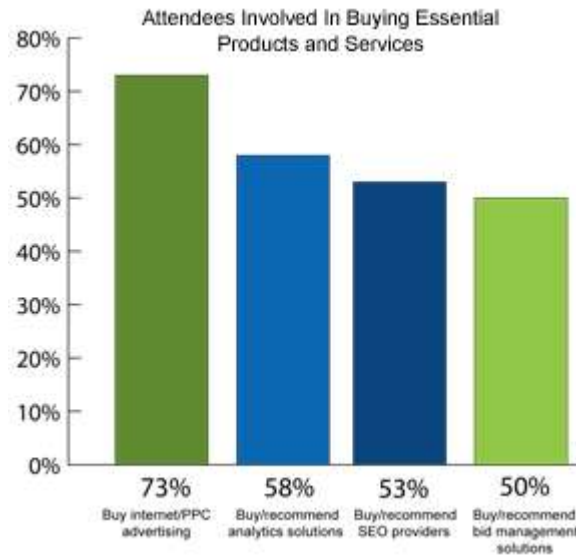
The SMX West 2011 program will feature sessions on search engine optimization (SEO) and paid search advertising for search marketers of all skill levels. The program will also include sessions and tracks on vertical search topics, including local search and mobile search, developer-friendly site design, in-house SEM, as well as closely allied internet marketing fields such as social media marketing.

Comprehensive programming and audience development efforts highlighting the availability of content for all skill levels yields a diverse audience: 39% of attendees said they'd been involved in internet marketing for more than five years, 18% three to five years, and 32% less than three years.

The SMX West 2010 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 search management solutions.

Here are some key SMX West audience characteristics:





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:

- **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. We scan attendee badges for follow up after the conference; you invite attendees back to your booth for on-site discussions.
- **Sponsored Workshops** are integrated programs that combine extensive audience development activities (online, e-mail, PR) with a 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 program** will put the demand-generation power of the conference to work for you from the day you commit to SMX West 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.

In addition, we save you money with **SMX Cash Back**, an exclusive loyalty program that rewards your company for selling conference tickets. You earn 25% 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.

Here are details of sponsorship/exhibit opportunities for SMX West 2011:

Premier Sponsorship	Value
20x20 Booth Space	\$24,000
Sponsored Workshop	\$20,000
10 All Access Conference Passes	\$14,950
Four Meter Boards	\$5,000
Conference Backpack Insert	\$3,000
SMX Theater Presentation	\$3,000
Full Page (Cover) Color Ad in Conference Guide	\$3,000
Solution Spotlight Prior to Selected Session	\$2,000
Pre-show or Post-show Postal Mailing to Opt-in List	\$1,000
Matchmaking@SMX	Value add
Exclusive Slide in the SMX Slide Deck	Value add
Branding in SMX Audience Development Efforts, Site and e-mail	Value add
Company Description in the Conference Guide	Value add
Participation in SMX "Cash Back"	Value add
Lead Capture Device and Lead Reporting	Value add
Total Value	\$75,950
Premier Sponsor Discount	\$25,950
Your Investment	\$50,000
 Platinum Sponsorship	 Value
20x20 Booth Space	\$24,000
6 All Access Conference Passes	\$8,970
Conference Backpack Insert	\$3,000
Solution Spotlight Prior to Selected Session	\$2,000
Full Page Color Ad in Conference Guide	\$3,000
Two Meter Boards	\$2,500
Pre-show or Post-show Postal Mailing to Opt-in List	\$1,000
Matchmaking@SMX	Value add
Shared "Platinum Sponsor" Slide in the Conference Deck	Value add
Branding in SMX Audience Development Efforts, Site and e-mail	Value add
Company Description in the Conference Guide	Value add
Participation in SMX "Cash Back"	Value add
Lead Capture Device and Lead Reporting	Value add
Total Value	\$44,470
Platinum Sponsor Discount	\$9,470

Your Investment	\$35,000
Gold Sponsorship	Value
10x20 Booth Space	\$12,000
3 All Access Conference Passes	\$4,485
Conference Backpack Insert	\$3,000
Full Page Color Ad in Conference Guide	\$3,000
Solution Spotlight Prior to Selected Session	\$2,000
3 Networking Passes	\$1,347
Meter Board	\$1,250
Pre-show or Post-show Postal Mailing to Opt-in List	\$1,000
Matchmaking@SMX	Value add
Shared "Gold Sponsor" Slide in the Conference Deck	Value add
Branding in SMX Audience Development Efforts, Site and e-mail	Value add
Company description in the Conference Guide	Value add
Participation in SMX "Cash Back"	Value add
Lead Capture Device and Lead Reporting	Value add
Total Value	\$28,082
Gold Sponsor Discount	\$8,082
Your Investment	\$20,000

Exhibitor Package	Value
10x10 Booth Space	\$6,000
1 All Access Conference Pass	\$1,495
Pre-show or Post-show Postal Mailing to Opt-in List	\$1,000
Matchmaking@SMX	Value add
Company Description in the Conference Guide	Value add
Participation in SMX "Cash Back"	Value add
Lead Capture Device and Lead Reporting	Value add
Total Value	\$8,495
Exhibitor Discount	\$2,495
Your Investment	\$6,000

A la Carte Opportunity Descriptions:

Sponsored Workshop

Conduct your own workshop at SMX! Sponsored Workshops are integrated programs that combine extensive audience development activities (online, e-mail, PR) with a workshop 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. Investment is \$20,000.

Conference Backpack Sponsorship – Exclusive!

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

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 \$7,500.

Publication Distribution Sponsorship

Distribute your publication to SMX attendees. 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.

Lanyard Sponsorship – Exclusive!

This high-visibility sponsorship puts your company logo on the lanyard used to hang SMX attendee’s badges from their necks.

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

Sponsor is responsible for production of and cost of the lanyard with SMX approval. Investment is \$5,000.

Expo Hall Isle Signs

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. Investment is \$5,000.

Online 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.

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.

Conference Guide Full Page Advertisement

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

Conference Backpack Insert

Reach all SMX attendees by distributing your promotional item in the Conference backpacks. Sorry, no pens or notepads since those sponsorships are sold separately. Investment is \$3,000.

Solution Spotlight

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. Investment is \$2,000.

Meter Boards

Place you branding and special offer messaging in high traffic locations throughout the conference and Expo Hall. Investment is \$1,250.

Postal Mailings

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. Investment is \$1,000.

a la Carte Opportunities	Investment
Sponsored Workshop	\$20,000
Attendee Backpack Sponsorship	\$15,000
WiFi Sponsor	\$7,500
Publication Distribution	\$6,500
Badge Inserts	\$6,500
Lanyards	\$5,000
Expo Hall Isle Signs	\$5,000
Registration Sponsor	\$4,000
Conference Notepad	\$3,500
Conference Pen Sponsor	\$3,500
SMX Theater Presentation	\$3,000
Conference Guide Full Page Ad	\$3,000
Conference Backpack Insert	\$3,000
Solution Spotlight	\$2,000
Meter Board	\$1,250
Pre- show Postal Mailing to Opt-in List*	\$1,000
Networking Pass	\$449

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!

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