

3 Events, 1 Focus

Your Success

The SMX Marketplace 2009



February 10-12

Santa Clara Convention Center
Santa Clara, CA



June 2-3

Bell Harbor Int'l Conference Center
Seattle, WA



October 5-7

Jacob K. Javits Convention Center
New York, NY

Top reasons you can rely on the SMX Marketplace to grow your business...

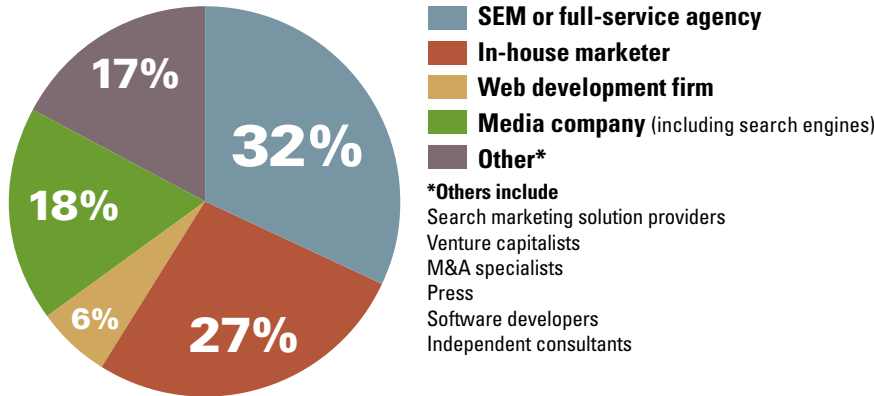
- 3 of 4 SMX attendees are purchase decision makers who buy paid search, SEO, analytics and bid management products and services for their companies and clients.
- SMX events are programmed by leading authorities in search marketing. Their thought leadership ensures the audience is engaged and receptive.
- Innovative sponsor and exhibitor opportunities drive leads, build your brand and maximize your ROI.
- SMX events are produced by a team of seasoned professionals with more than 100 years of experience creating custom marketing solutions. Their focus is your success.
- Documenting results is critical. Lead retrieval and delivery technology is included with every Exhibitor package.
- SMX venues facilitate conducting business: one level, close to conference sessions and easily accessible for Expo attendees.



www.searchmarketingexpo.com

The SMX Ecosystem

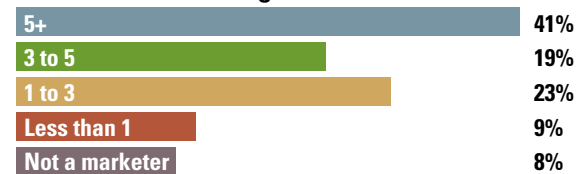
SMX events attract purchase decision making search marketing professionals from agencies and companies. They also deliver business development opportunities by aggregating the community of suppliers to the industry. Here's who comes to SMX events...



How are you involved in interactive/search engine marketing?



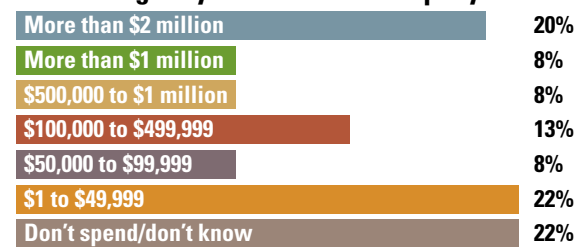
How many years have you been in interactive marketing?



What is your involvement in purchasing internet and search marketing solutions?



How much do you spend annually on advertising for your clients or company?



Superior programming = qualified audience



Danny Sullivan
Editor in Chief,
Search Engine Land



Chris Sherman
Executive Editor,
Search Engine Land

The **Search Marketing Expo** programming team of **Danny Sullivan** and **Chris Sherman** created the first and best attended educational conference series for search marketing professionals. In their roles as Editor-In-Chief and Executive Editor of the leading news blog Search Engine Land.com, more than 275,000 marketers each month rely on Sullivan and Sherman to decipher the meaning of developments in the rapidly changing search marketing field.



Buy internet/PPC advertising



Buy/recommend SEO providers



Buy/recommend bid management solutions



Buy/recommend analytics solutions





The 2009 SMX Marketplace: Your Key to Customer Acquisition and Brand Awareness

Maximize your company's exposure to this coveted audience



SMX events offer an extensive selection of sponsorship and exhibit opportunities that will achieve your marketing objectives...and fit your budget. Generate leads, foster consideration and build brand awareness when you participate in the SMX Marketplace.

| Exhibitor | Gold | Platinum | Premier |
|---|-----------------------------|---------------------------|---------------------------|
| Sponsored session | | | √ |
| Large on-site banner | | | √ |
| Show Guide ad | | full page | full page, cover position |
| Freestanding meterboards | | 2 | 4 |
| Pre-show e-mail (shared) | | √ | √ |
| Post-show postal list (1) | √ | √ | √ |
| Promotional media/ sponsorship discount | 10% | 20% | 30% |
| Conference slide deck | shared slide, company names | shared slide, logo | exclusive slide, logo |
| Conference Proceedings ad | 1/2 page | full page | full page, cover position |
| Pre-show access to postal list (2) | √ | √ | √ |
| Audience development inclusion | site listing | site, e-mail, postal logo | site, e-mail, postal logo |
| All Access Pass discounts | 10% | 15% | 20% |
| All Access Passes included | 1 | 2 | 10 |
| SMX Theater presentation (3) | 1 | 1 | 1 |
| Company description - Proceedings and Show Guide | √ | √ | √ |
| Lead retrieval | √ | √ | √ |
| Expo passes | unlimited | unlimited | unlimited |
| Booth space | 10x10 or 10x20 | 10x20 | 20x30 |

(1) Individuals who have agreed to receive postal mail.
 (2) Individuals who have agreed to receive postal mail 2009 and 2008 event. Via mail house.
 (3) Based on availability at time of booking. Not included at SMX Advanced.

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|--|---|---|---|
| Want to customize? Call us and we'll work with you to develop just the right program to achieve your goals. | SMX Sales Team (203) 664-1350 | | |
| | Sean Moriarty Partner/VP Sales sean@thirddoormedia.com | Marc D'Agostini Sales Director marc@thirddoormedia.com | Mary Warley Sales Director mary@thirddoormedia.com |



Turbo charge your customer acquisition efforts by participating as an exhibitor/sponsor of Search Marketing Expo – SMX events in 2009.

Experience the dynamic marketplace that delivers highly qualified leads and effectively positions your brand as a market leader. Join the growing list of satisfied SMX sponsors, exhibitors and partners past and present...



What satisfied 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 and 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

SMX provides SEOmoz with direct access to the best and brightest minds in SEO – in-house, agency and independent – around the world. SMX draws the finest speakers and attendees, making it the most cost effective method to reach our target market. Our results have been very, very impressive!

Gillian Muessig, President, SEOmoz

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

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 critical to our emerging industry. This is where the decision makers go for advanced content and timely information.

*Bruce Clay
President
Bruce Clay, Inc.*

