



**Coming to Denver  
October 1 & 2, 2007!**



## **SMX Local & Mobile Exhibitor & Sponsor Opportunities**

Search Marketing Expo – SMX Local & Mobile will attract search engine marketers who are eager to learn about this exciting and powerful new opportunity to connect with buyers.

Exhibitor contact: Sean Moriarty  
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or call (203) 664-1350

Attendees will participate in sessions on paid and organic search, including strategies for maximizing the opportunities presented location-aware mobile devices. Renowned search marketing authorities **Chris Sherman** and **Greg Sterling** will headline the list of expert speakers.

Marketing for SMX Local & Mobile will take place predominantly on SearchEngineLand.com, which boasts a 150,000-strong audience of purchase decision makers (85% are involved in buying SEM-related products and services) who spend more than \$1.5 billion annually on search and interactive marketing services. Partnerships with prominent trade associations and media will supplement the SearchEngineLand.com promotion.

Don't miss the opportunity to reach this engaged audience as they learn, investigate and network!

### **Premier Sponsors**

Premier sponsors will receive the following:

- Space for a 10x20 exhibit booth.
- Display ads (125x125) on the SMX Local & Mobile Home page, Network page, and Sponsor/Exhibit page.
- Three full conference passes for staff or invited guests.
- Complimentary Exhibit Hall passes.
- A 10% discount on the purchase of full SMX conference passes. Discount is calculated off the prevailing rate at the time of purchase.
- Direct mail list of attendees who have agreed to receive communications from SMX Local & Mobile sponsors and exhibitors.
- A full-page ad in the SMX Conference Proceedings.
- Company description published in the Conference Proceedings.
- Acknowledgement in the SMX conference slide deck.

Premier Sponsor investment is \$15,000.

## Exhibitor Package

This exhibitor package includes:

- Space for a 10x10 exhibit booth.
- One complimentary full conference pass.
- Complimentary Exhibit Hall Only registrations.
- Company description published in the Conference Proceedings.
- Listing on the Exhibitors & Sponsors page of the SMX conference web site.
- Acknowledgement in the SMX conference slide deck.



Exhibitor Package investment is \$5,000.

## Conference Proceedings Back Cover Sponsorship

Place your full page ad on the back cover of the Official SMX Conference Proceedings. Investment is \$3,500.

## Conference Proceedings Full Page Advertisement

Place your full page ad in the Official SMX Conference Proceedings. Investment is \$2,000 per page.

## Lanyard Sponsorship

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 and cost of the lanyard with SMX approval. Investment is \$4,000.



## Conference Bag Sponsorship

The conference bag will be presented to all attendees when they are checking in at the event. The sponsor is responsible for the production of and cost of the bag. Investment is \$5,000.

## Conference Notepad Sponsorship

Provide all registered SMX attendees with a branded notepad that will be distributed in the attendee bags. Sponsor is responsible for production and cost of the notepad. Investment is \$2,500.

**Pen Sponsorship**

Your branded pens will be distributed in the Conference attendee bag. The sponsor is responsible for the production of and the cost of producing the pens. Investment is \$4,000.

**Publication Distribution Sponsorship**

Distribute your publication to SMX attendees. Investment is \$2,500.

**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 \$2,000.

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

Don't see what you want here? Contact us today and we'll work with you to create a high-impact custom solution that achieves your marketing goals!

**Contact:**

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