



Coming to London
15 & 16 November, 2007!
Hilton London Metropole Hotel



SMX London 2007 **Exhibitor & Sponsor Opportunities**

Reach the most influential audience in search marketing at this inaugural event. Sponsorships for Search Marketing Expo (SMX) London 2007 are now available. Join us November 15 & 16 at the Hilton London Metropole Hotel and Conference Centre in central London. Network over the buffet lunch at one of London's state-of-the-art convention facilities!

Search Marketing Expo is programmed by renowned search marketing expert **Chris Sherman**, who has analyzed and influenced developments in search marketing for more than a decade. He continues that work daily as Executive Editor of SearchEngineLand, the leading news and analysis blog for search marketing professionals, and as a creative force behind SMX. He is also the author of several books on search marketing and technologies, including "Google Power: Unleash the Full Power of Google" published by McGraw-Hill.



Chris will be joined by SearchEngineLand Editor-In-Chief **Danny Sullivan** for the inaugural London event! Danny has been covering search for over a decade and organizing search marketing events for nearly as long. Danny and Chris are part of the founding team of Third Door Media, producer of SMX, Searchengineland.com and other products in the search marketing space.

SMX Premiere Sponsors

Premiere sponsors will receive the following:

- Space for an 3x3 metre exhibit stand. Other stand-related charges are additional.
- Display ad (125x125) on the SMX London home page and Exhibitors & Sponsors page.
- Five full SMX passes for staff or invited guests.
- Ten complimentary Exhibit Hall Only passes.
- A 20% discount on the purchase of full SMX conference passes for invited guests. Discount applies to passes purchased by Sponsor and is off the prevailing rate at the time of purchase.
- Direct mail list of attendees who have agreed to receive communications from SMX sponsors.
- A full-page ad in the SMX Conference Proceedings.
- Company description published in the Conference Proceedings.

- Acknowledgment in the SMX conference slide deck.

Premiere Sponsor investment is \$16,250 / £8,000.

Exhibitor Package

This exhibitor package includes:

- Space for a 3x3 metre exhibit stand.
Other stand-related charges are additional.
- One (1) complimentary full conference registration.
- Five complimentary Exhibit Hall Only registrations.
- Company description published in the Conference Proceedings.
- Listing on the Exhibitors & Sponsors page of the SMX conference web site.
- Acknowledgment in the SMX conference slide deck.

Exhibitor Package investment is \$6,100 / £3,000.

Reception Sponsorship

Sponsor the cocktails on the evening of the first day at the SMX Reception. Opportunity to erect signage and greet attendees as they arrive.

Investment is \$10,200 / £5,000.

Conference Proceedings Back Cover Sponsorship

Place your full page ad on the back cover of the Official SMX Conference Proceedings.

Investment is \$3,560 / £1,750.

Conference Proceedings Inside Front Cover Sponsorship

Place your full page ad on the back cover of the Official SMX Conference Proceedings.

Investment is \$3,050 / £1,500.

Conference Proceedings Full Page Advertisement

Place your full page ad in the Official SMX Conference Proceedings. Investment is \$2,450 / £1,200 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. The sponsor is responsible for the production of and the cost of producing the lanyard. Investment is \$5,100 / £2,500.

Conference Bag Sponsorship

The conference bag will be presented to all attendees when they are checking in at the event. SMX will produce the bag. Investment is \$5,600 / £2,750.

Conference Notepad Sponsorship

Provide all registered SMX attendees with a branded notepad that will be distributed in the attendee bags. The sponsor is responsible for the production of and the cost of producing the notepads, which are subject to SMX approval. Investment is \$4,100 / £2,000.

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. SMX will approve of the pen type. Investment is \$4,100 / £2,000.

Publication Distribution Sponsorship

Distribute your publication to SMX attendees. Investment is \$3,050 / £1,500.

Conference Bag Insert

Reach all SMX attendees by distribution of your promotional item in the Conference bags. Sorry, no pens or notepads since those sponsorships are sold separately. Investment is \$3,050 / £1,500.

Refreshment Break Sponsorship - Limit is two sponsors

Sponsor recognized at each refreshment station. Branded napkins, cups and/or glasses to be supplied by sponsor. Investment is \$5,100 / £2,500 per day.

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

Contact:

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SMX London is produced by Rising Media, whose founder Matthew Finlay has worked with Danny and Chris on search events since 2000. Rising Media also produces Emetrics Summit, the leading global event on website optimization and analytics.



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