

SPONSORSHIP OPPORTUNITIES

MediaPost's

Search

INSIDER

SUMMIT

The Search Insider Summit is a three-day event that brings together the brightest minds in search marketing to share leading-edge information and experiences in a think-tank environment, while exploring new technology, strategies and tactics for effective use of search as a marketing vehicle.

For the Summit we bring in 50 of the top marketing and agency executives responsible for search marketing strategies and budgets for their companies to network, debate and collaborate about marketing using search solutions.

Attendance for the Summits are capped to ensure the conversations, learnings and overall experiences are intimate, productive and highly useful.

- **Generate high-quality leads among brand marketers & agencies**
- **Present new products to senior level brand marketers & agencies**
- **Increase your visibility and standing in the industry**
- **Build on existing client relationships**
- **Profit from your investment in the Search Insider Summit!**

December 7-10, 2011

RESERVE YOUR SPONSORSHIP NOW!

www.mediapost.com/searchinsidersummit

FOR MORE INFORMATION CONTACT JON WHITFIELD AT 212.204.2025 OR JON@MEDIAPOST.COM



“The Search Insider Summit was a fantastic mix of valuable industry thought-leading content, networking and relaxation. By far, the best atmosphere for an industry event.”

Dan Fleetwood
Director, Search
SAP Global

OVERVIEW

As a sponsor at the intimate Search Insider Summit you'll connect with dozens of leading brand marketers and ad agency execs who are using or looking to use search marketing as a key part of their marketing strategy. These individuals control hundreds of millions of dollars of search marketing budgets. There are multiple high impact sponsorships to choose from that will make a huge impression on our attendees — brand marketers and agencies that are using search marketing as a key part of their marketing strategy.

Your company will have exposure leading up to and during the three-day summit. The format is the perfect opportunity to get your company and senior level management in front of these decision makers from top brands over three full days of learning and fun activities. A sponsorship at the summit will result in new business partnerships!

Take your company to new levels of success through a highly-visible sponsorship. But act now, as sponsorships sell out in advance.

SPONSORSHIPS

TOP BILLING

- Premier Sponsor (Dominant brand impact for three days)
- Title Sponsor (High brand impact for three days)

PRESENTING SPONSORS

- Only five Workshops available (Present privately to VIP Marketers or all conference attendees)

FOOD AND ACTIVITIES

- Snowmobiling
- Snowshoeing
- Ski Outings
- Hiking
- Horseback Riding
- Networking Parties and Dinners

PREMIUM BRANDING OPPORTUNITIES

- Conference Lanyards
- Water Bottles
- Conference WiFi
- Twitter Feed sponsor
- VIP Gift Drops to Hotel Rooms
- In-session Collateral or Premium Distributions

BRAND MARKETER VIP ATTENDEES FROM PAST INSIDER SUMMITS INCLUDE:

American Express
Barnes and Noble
Brown Shoe Co.
CitiGroup
Columbia Sportswear Company
Consumers Union
DailyCandy
Dell
Direct General Auto
Insurance

Disney
Euro RSCG
Fandango
FedEx
Hautelook
Ibex Outdoor Clothing
InterContinental Hotels Group
International Speedway Corp.
Komen for the Cure
LifeScript

LL Bean
Mandalay Bay Resort &
Casino
Microsoft
Mindshare
MTV National Geographic
National Hockey League
NBC Sports
OgilvyOne Worldwide
OMD

Overstock.com
Orbitz Worldwide
Playboy
Razorfish
Sprint
Under Armour
United Airlines
Universal Music Group
Universal McCann
Qwest

“There is an almost familial feel about the Search Insider Summit. The incredibly high bar in terms of attendee quality both from the vendor and the brand side and the intimacy of a small group in some fabulous locations seems to elevate the conversation while allowing it at the same time to percolate far more completely. I would recommend this over any other conference in the space for its ability to create very fundamental value for the attendees.”

Vikram Somaya
Managing Director,
Business Development
and Channel Sales
BlueKai



DECEMBER 7-10, 2011
ST. REGIS DEER VALLEY
PARK CITY, UTAH



RESORT OVERVIEW

Discover an Alpine paradise at St. Regis Deer Valley in Park City, Utah. The very definition of refined mountain living, this luxe resort blends indoor pampering with outdoor relaxation and adventure.

Unwind in absolute luxury with ski-in, ski-out access to Deer Valley's impeccably groomed slopes, a private ski beach, split-level infinity swimming pool and adjacent hot tubs. Remède Spa offers total indulgence and a superb Athletic Club.



St. Regis Deer Valley
2300 Deer Valley Drive East
Park City, Utah 84060
Tel: 435- 940-5700
www.stregisdeervalley.com



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“It was a pleasure meeting with experienced marketers and practitioners who daily deal with the significant complexity of search in large scale operations. Top notch presentations made me think and gave me much to explore.”

Craig Berdie
Search Marketing Manager
3M

SPONSORSHIP OPPORTUNITIES

PREMIER SPONSOR (one available)

As the lead sponsor of the Search Insider Summit your company will receive the top level sponsorship package that allows your company to stand out above the rest in the minds of our brand marketer VIP attendees. The Premier Sponsorship maximizes your visibility and investment.

BENEFITS INCLUDE

BRAND PLACEMENTS

- Welcoming role for company executive in General Session
- Summit Dinner Sponsorship (see page 7 for full Dinner deliverables)
- Top Company Logo displayed on event website
- Top Company Logo in pre-event promotional materials sent out leading up to show
- Top Company Logo in printed show guide distributed to all attendees at event
- Top Company Logo on all “Thanks to our Sponsors” signage placed at heavily trafficked areas
- Top Company Logo prominently displayed behind the main stage in the General Session room
- In General Session distribution
- P4CB on back cover of printed show agenda

NETWORKING

- 4 (4) full-conference passes for company employees (\$10,000 value)
- VIP nominations for brand side clients or prospects
- Discounted passes for staff, clients, and prospects
- Post-show attendee list for sales and marketing

SPONSORSHIP FEE

- \$40,000 net



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“A perfect mix of education, conversation, networking and fun. The size of show, combined with the high quality of attendees, resulted in a great experience that delivered valuable business contacts and meaningful takeaways.”

Derek Fulford

Search Marketing Manager
The Weather Channel
Interactive

TITLE SPONSOR (two available)

As the Title Sponsor of the Search Insider Summit your company will receive high impact and high visibility throughout the event.

BENEFITS INCLUDE

BRAND PLACEMENTS

- Summit Cocktail Party Sponsorship *(see page 9 for deliverables)*
- Second Company Logo displayed on event website
- Second Company Logo in pre-event promotional materials sent out leading up to show
- Second Company Logo in printed show guide distributed to all attendees at event
- Second Company Logo on all “Thanks to our Sponsors” signage placed at heavily trafficked areas
- Second Company Logo prominently displayed behind the main stage in the General Session room
- In General Session distribution

NETWORKING

- 2 (2) full-conference passes for company employees *(\$5,000 value)*
- VIP nominations for brand side clients or prospects
- Post-show attendee list for sales and marketing

SPONSORSHIP FEE

- \$25,000 net



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“This was not my first Search Insider Summit and this one exceeded all my expectations. The St. Regis Deer Valley was ideal. The MediaPost Team always delivers on bringing the search industry’s pioneers, professionals, brands, and visionaries.”

Grayson Mennetti
Regional Sales Director
LookSmart



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VIP PRESENTATION + PRESENTING SPONSOR

Present a custom workshop over breakfast or lunch to the Summit brand marketer & agency VIPs (or entire Summit audience if desired). Your session is not scheduled against any show content and is held inside the General Session room. Attendance by VIPs is mandatory.

Along with your presentation you are also listed as a Presenting Sponsor which places your company above all other sponsors (except premier and title) in all places sponsors are listed.

There are only five presenting spots available, so each position has an incredible share of voice. A case study, research or sales presentation are all effective methods to impact the highly influential Summit attendees.

PACKAGE INCLUDES:

- On-site signage with company logo promoting presentation
- 2x email invitations sent to VIPs prior to Summit promoting presentation
- Presentation listed on agenda and presentations page on event website
- Post-show attendee list for sales and marketing efforts
- Includes 2 (2) full conference passes *(\$5,000 value)*
- VIP nominations for brand side clients or prospects
- Company Logo displayed on event website above all standard sponsors
- Company Logo above all standard sponsors in pre-event promotional materials sent out leading up to show
- Company Logo above all standard sponsors in printed show guide distributed to all attendees at event
- Company Logo above all standard sponsors on all “Thanks to our Sponsors” signage placed at heavily trafficked areas
- Company Logo above all standard sponsors prominently displayed behind the main stage in the General Session room
- Discounted passes for staff, clients, and prospects
- Post-show attendee list for sales and marketing

AVAILABLE PRESENTATIONS:

- Day 1 Breakfast Presentation
- Day 1 Lunch Presentation
- Day 2 Breakfast Presentation
- Day 2 Lunch Presentation
- Day 3 Breakfast Presentation

■ Sponsorship Fee: \$19,500

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“I’ve never been to any event where the exchange of business cards felt so immediately personal and deep, like we both knew that next week we’d certainly continue the conversation toward the real possibility of friendship and working together ... sooner rather than later. Believe me, I’m adding the Search Insider Summit to the annual must-attend list.”

Marty Weintraub
President
aimClear



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VIP WELCOME RECEPTION

This sponsorship offers your company an impressive opportunity to be the kickoff event of the Summit and meet and greet the VIP attendees with a cocktail reception overlooking the resort's beautiful surroundings.

- Reception signage with company logo
- Welcoming role for company executive at reception
- Party listing on website and in official show book
- 2x email invitations to all conference attendees
- Includes 2 (2) full conference passes (\$5,000 value)
- Company Logo displayed on event website
- Company Logo in pre-event promotional materials sent out leading up to the show
- Company Logo in printed show guide distributed to all attendees at event
- Company Logo on all "Thanks to our Sponsors" signage placed at heavily trafficked areas
- Company Logo prominently displayed behind the main stage in the General Session room
- Discounted passes for staff, clients, and prospects
- Post-show attendee list for sales and marketing
- Sponsorship Fee: \$15,000

SUMMIT DINNER (two available)

Host a fine dining experience that will impress the Summit VIPs and hand select marketers to sit with your team at reserved tables. The Summit Dinner sponsorship delivers the following benefits to your company:

- Welcoming role for company executive
- Reserved Tables for your executives and hand picked VIPs
- Dinner signage with company logo
- Event listing on schedule on website and in official show book
- Includes 2 (2) full conference passes (\$5,000 value)
- Company Logo displayed on event website
- Company Logo in pre-event promotional materials sent out leading up to show
- Company Logo in printed show guide distributed to all attendees at event
- Company Logo on all "Thanks to our Sponsors" signage placed at heavily trafficked areas
- Company Logo prominently displayed behind the main stage in the General Session room
- Discounted Passes for staff, clients, and prospects
- Post-show attendee list for sales and marketing
- Sponsorship Fee: \$20,000

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“The combination of a small number of great attendees, excellent content, afternoon activities, and evening social events makes the Search Insider Summit the best search conference at which to make genuine, valuable connections.”

Lucinda Holt
CEO
ClickEquations



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PRINT & DIGITAL SHOW DAILY SPONSORSHIP

Serve as the exclusive sponsor of both Print and Digital forms of our “At the Shows” newsletter distributed each day of the Summit to all attendees at the event and in the digital eNewsletter version sent to 60,000 MediaPost subscribers. The newsletter contains breaking news and findings emerging each day at the Summit as well as related news from within the industry. This is the perfect cross-platform sponsorship where your company will own all content produced by MediaPost’s editors and reporters with exclusive brand treatment on the pieces three different days.

- Full page/Four color ad on back page of printed Show Daily distributed to all attendees on all chairs in the General Session
- Company Logo included on front page of piece with “Show Daily brought to you by” logo slug.
- 728x90 Leaderboard and 300x250 ad unit takeover on digital “At the Shows eNewsletter” sent to 60,000 MediaPost subscribers
- Exclusive ownership of both pieces
- 1 (1) full-conference pass for company staff, client or prospect (\$2,500 value)
- Company Logo on signage behind main stage in General Session room
- Company Logo on Summit website
- Company Logo on marketing & advertising materials sent out prior to event
- Company Logo included on cover of printed show program distributed to all attendees at the event
- Post-show attendee list for sales and marketing efforts
- Sponsorship Fee: \$12,500

SPONSORSHIPS UNDER \$10,000

ALL SPONSORSHIPS BETWEEN \$7,500 AND \$10,000 INCLUDE:

- Company Logo displayed on event website
- Company Logo in pre-event promotional materials sent out leading up to show
- Company Logo in printed show guide distributed to all attendees at event
- Company Logo on all “Thanks to our Sponsors” signage placed at heavily trafficked areas
- Company Logo prominently displayed behind the main stage in the General Session room
- 1 (1) Full Conference pass for staff (\$2,500 value)
- Discounted passes for staff, clients, and prospects
- Post-show attendee list for sales and marketing

OFFICIAL SUMMIT BAG SPONSORSHIP

Create a moving billboard — feature your company’s logo on the official show bags. Show bags are distributed at conference registration. Includes company insert in show bag.

- Sponsorship Fee: \$9,500 net

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“I’ve been to many conferences over the years but really appreciated the size and scale of this conference. When you don’t have to deliver a message to the masses it makes it much easier to dive in and have a real discourse about what’s important with other industry experts.”

Jeff Day
VP Search Marketing
Barnes & Noble



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LANYARDS SPONSORSHIP

One of the highest profile options available, the lanyards are worn at all day and night activities. This high visibility branding opportunity will feature your company logo and message around the necks of all conference attendees for the three days.

■ Sponsorship Fee: \$9,500 net

COCKTAIL PARTIES (two available)

Sponsor an integral part of the Summit experience, cocktails!

- Dedicated signage with your logo prominently displayed at Cocktail Party
- Napkins with your logo used at Cocktail Party
- Cocktail Parties are held at picturesque locations on the resort
- Welcoming role for your company's representative
- Sponsorship Fee: \$9,500

CONFERENCE WIFI SPONSORSHIP

The Search Insider Summit event will feature conference-wide WiFi for all attendees over the three days. Enjoy high-profile branding exposure.

- Branded WiFi cards with your Company Logo distributed at registration and at all seats in the General Session room
- In General Session distribution
- Conference-wide WiFi coverage
- Dedicated signage promoting your sponsorship
- If offered by WiFi provider, branded connection page and redirect to webpage of sponsor's choice
- Sponsorship Fee: \$7,500

SUMMIT ACTIVITIES

Get into the networking mode by hosting a Summit activity. The activities are the place where you can have fun, relax and create stronger relationships with the Summit VIPs. Select from the following recreational pleasures that take advantage of the glorious setting:

- Snowmobiling
- Snowshoeing
- Ski Outing
- Sponsorship Fee: \$7,500 net

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“The Search Insider Summit is unlike any other event I’ve ever attended. The venue, the programming, the speakers, the attendees, the networking opportunities — everything about this event is at a different level.”

Lance Loveday
CEO
Closed Loop Marketing



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TWITTER FEED SPONSOR

Interact with attendees via the hottest new social networking tool. Have your logo ride exclusive alongside all commentary taking place before, during and after the event. Your logo will be featured alongside a dedicated screen displaying all Tweets taking place over the three days of the Summit in the General Session room. Enjoy being branded as the official Twitter sponsor with signage and branded Twitter cards with your company logo placed on all seats in the General Session room and distributed to all attendees at registration to guarantee maximum exposure. A terrific way to reinforce your brand alongside the most utilized communication tool at industry events & conferences.

■ Sponsorship Fee: \$7,500 net

PAD AND PEN SPONSORSHIP

Provide all conference attendees the ability to take notes throughout all three days with an exclusive, company-branded pad & pen combo. Placed on all chairs in the General Session room and at the registration table leading into the event, there's no better way to get your brand into the hands of all top-level conference attendees.

■ Sponsorship Fee: \$7,500 net *(Does not include pad and pen production costs)*

BOTTLED WATER SPONSORSHIP

Be the official Water Sponsor of the Search Insider Summit. Bottled water with your company's logo will be placed at water stations in and around the General Session. Water will also be placed on stage for speakers to sip from while all eyes are trained on them.

■ Sponsorship Fee: \$7,500 net *(Does not include water bottle, shipping or label costs)*

WATER STATIONS SPONSORSHIP

The Branded Water Station solution delivers all day visibility for our sponsors. At each table there will be branded tent cards promoting your green sponsorship as well as 100% biodegradable cups for attendees to sip from. There will also be a water station in the back of the room with signage promoting your sponsorship that truly displays your dedication to being a good global citizen and leader in the online search marketing community.

- EXCLUSIVE Water Station and biodegradable cup sponsor
- Tent cards with logo promoting your green sponsorship placed at each table
- 100% biodegradable cups with your Company Logo placed on every table
- In the General Session room a water station area with branded signage + tent cards + biodegradable cups + information on why water stations are a more earth friendly option than water bottles to highlight the importance of your commitment

■ Sponsorship Fee: \$7,500 net

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“I would trade 100 SES, Ad-Techs, or other “trade shows” to be at one Search Insider Summit. The relationships built, and the thought provoking conversations which you are a part of are invaluable. It’s awesome to see that the Summit recognized and focused on how search really was more than the “click” or SERP. Looking forward to the next one!”

Bryant Garvin
Program Manager, Paid Search
Choice Hotels International



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CONFERENCE ELECTRICITY SPONSOR

There's nothing worse than attending a conference and NOT having the ability to stay "juiced up" as you stay connected on your laptop, cell phone, iPad or PDA. Be the exclusive provider of electrical outlets placed under tables at the Summit so attendees can stay charged for the three days at the event without having to escape to the hallways to "charge up." Power outlet strips and wall outlets in the General Session room will grace your company logo associating your brand with this useful, much-appreciated service. There's no better way to gain the favor of Summit attendees than keeping their devices fully charged so they're armed and ready for all hours each day.

■ Sponsorship Fee: \$7,500 net

REFRESHMENT SPONSOR

Exclusive sponsorship of refreshment and snack area throughout entire Summit. Dedicated signage prominently displayed next to all refreshment stations.

■ Sponsorship Fee: \$7,500 net

VIP WELCOME SPONSORSHIP (5 slots available)

Deliver premium items, company literature, location specific branded gifts (i.e. fleeces, towels, windbreakers) etc. to the hotel rooms of all VIP attendees or all conference attendees.

■ Sponsorship Fee: \$7,500 net

TABLE TOP DISPLAY

If product education and a vehicle to display and demo your products and services to the Search Summit attendees is part of your marketing objectives, the table-top option is the perfect solution. This area is located just outside the General Session room where all content sessions take place. All food & refreshments are served here with the area serving as the central congregating point for all Summit attendees. For the three-days your tabletop will receive the maximum exposure to all Summit-goers: top marketers, agency executives and search marketing practitioners. Space is very limited — first come first served.

■ Sponsorship Fee: \$5,500 net

IN GENERAL SESSION DISTRIBUTION

Distribute your promotional items to all attendees with a chair-drop in the General Session. Sales Kits, Press Releases, USB drives with pre loaded company demos and information or other premiums are all appropriate tactics.

■ Sponsorship Fee: \$5,500 net

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“One of the best search conferences around. Search Insider Summit puts you with the best minds in the Search industry in some of the most beautiful locations in the world. The combination delivers an exceptional experience for networking and the free-flowing exchange of ideas.”

Marshall Clark
Vice President, Group
Director
Reprise Media



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VIP CLIENT + SPONSOR PROGRAM

Take full advantage of this gathering of the top minds in search marketing through our VIP Client + Sponsor Program. We cover the cost of your client's food, lodging, activities and conference pass for all three days — YOU entertain, get to know, educate and strengthen the relationship of top clients through numerous networking and outdoor functions planned over the course of the three-day event. The exclusive beauty of the resort setting combined with the quality content they'll enjoy, make for an unforgettable three days. This package is capped off by your inclusion as an 'official' show sponsor with brand treatment on Summit signage, event website and pre-show promotional materials leading up to the Summit. (Client must be brand side).

- 1 (1) full-conference Summit pass to extend to a client or prospect (Search Insider Summit conference to cover all food, lodging, activities and conference pass for three days of event)
- 1/2 price passes for sponsor's staff (@ \$1,495/ea)
- Company Logo on Search Insider Summit website and marketing materials
- Company Logo on on-site signage behind main stage in General Session for three days of event
- Company Logo in printed show program distributed at event
- Post-show attendee list for sales and marketing efforts
- VIP Package: \$7,500 net

- 2 (2) full-conference Summit passes to extend to top clients or prospects (Search Insider Summit conference to cover all food, lodging, activities and conference pass for three days of event)
- 1/2 price passes for sponsor's staff (@ \$1,495/ea)
- Company Logo on Search Insider Summit website and marketing materials
- Company Logo on on-site signage behind main stage in General Session for three days of event
- Company Logo in printed show program distributed at event
- Post-show attendee list for sales and marketing efforts
- VIP Package: \$10,000 net

- 3 (3) full-conference Summit passes to extend to top clients or prospects (Search Insider Summit conference to cover food, lodging, activities and conference pass for three days of event)
- 1/2 price passes for sponsor's staff (@ \$1,495/ea)
- Post-show attendee list for sales and marketing efforts
- Company Logo on Search Insider Summit website and marketing materials
- Company Logo on on-site signage behind main stage in General Session for three days of event
- Company Logo in printed show program distributed at event
- VIP Package: \$13,500 net

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