

marketingsherpa marketingexperiments

optimization summit 2012

MEASURE.
TEST.
CONVERT.

June 11-14 • Denver

SPONSOR AND EXHIBITOR OPPORTUNITIES

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Summit Overview

MarketingSherpa and MarketingExperiments are pleased to announce our second Optimization Summit taking place this June in Denver. For more than a decade, MarketingSherpa has been providing top-tier marketing tactics and best practices based on exclusive data and proven results. MarketingSherpa and MarketingExperiments are again partnering to build upon this research, and present testing, conversion and optimization analytics to the marketer.

The Optimization Summit is unlike others in the industry, and will feature:

- A pre-Summit workshop
- A post-Summit workshop
- Two full days of client-side case studies and how-to presentations
- One-to-one Coaching Clinics with industry experts
- Countless networking opportunities

Remember, marketing and sales pitches are not permitted on stage. The podium is reserved exclusively for marketers to share advanced tests and results with their peers.

Summit Hours

Monday, June 11, 2012

9:00am-4:00pm Pre-Summit Workshop
10:00am-4:00pm Sponsor Floor Set-up

Tuesday, June 12, 2012

7:00-8:15am Networking Breakfast and Registration
8:15-10:00am Sessions
10:00-10:30am Networking Break on Expo Floor
10:30am-12:15pm Sessions
12:15-1:30pm Networking Lunch on Expo Floor
1:30-3:00pm Sessions
3:00-3:30pm Networking Break on Expo Floor
3:30-5:30pm Sessions
5:30-7:30pm Networking Reception on Expo Floor

Wednesday, June 13, 2012

8:00-9:00am Networking Breakfast
9:00-11:00am Sessions
11:00-11:30am Networking Break on Expo Floor
11:30am-12:45pm Sessions
12:45-2:00pm Networking Lunch on Expo Floor
2:00-4:00pm Sessions

*Sponsors may begin breakdown at 3:00pm

Thursday, June 14, 2012

8:00am-5:00pm Post-Summit workshop

Quick Facts

Dates

June 11-14, 2012;
sponsor dates are June 11-13, 2012

Location

Denver Marriott Tech Center
4900 S. Syracuse Street
Denver, CO 80237

2011 Attendee List **SOLD OUT**

Acceller	DS Solidworks Corp.	Longevity Development	SiteLogic
Active Network	Elastic Path Software	LSF Interactive	Social Strategy1
ActivEngage, Inc.	Entertainment Publishing	Macmillan	Society for Human Resource Management (SHRM)
ACTIVISION	Epsilon	Mainline Info Systems	Sokolove Law
Amadesa	Experian Consumer Direct	Manta.com	SouthStar Energy Services
America's Test Kitchen	Experian Interactive Media	Marketwire	StayWell Consumer Health Publishing
American Precious Metals Exchange	Eye-Fi	Minnesota Life	Stealth Creative
American Target Advertising, Inc.	Ferguson	Monetate	Strafford
ArcherPoint LLC	Firebrand	National Fire Protection Association (NFPA)	Sun Realty
Asurion	firstSTREET	Neo Insight	Swipely
AVG Technologies	Footage Firm	Neverfail	Tableau Software
Aviation Interviews	Football Fanatics	North Carolina State University	T-Chek Ssystems Inc.
Barneys New York	FT.com / Financial Times	Nubridges	The American Precious Metals Exchange
Bastian Material Handling	Garrett Wade	Online Authority	The eMail Company
Big Giant Conversions	Gemini Group	Oversee.net	The Helen Wells Agency
BigMarketing	Giganews	PGI	The Mecham Company
Bizzuka, Inc.	Google	Pinpoint MD	The Motley Fool
BNA	Gospel for Asia	Progressive Insurance	The Strategic Group
Bosch Thermotechnology	Grand Incentives	Prominent Placement	Time Life
Brave River Solutions	Grantham University	RatePoint	TimeTrade
Brock Blake	HubSpot	Reach	Toll Brothers
Carbonite Inc.	I Get It / Tata Technologies	Research in Motion	Top Floor Technologies LLC
Catalyst	Idera	RidgeWorth Investments	Transversion
CBN	iNet Business Strategies	Ritchie Bros. Auctioneers	TravelZoo
Center Park Communications	InfoTrust, LLC	River Pools & Spas	Trend Micro
Cisco-Eagle	ING	Rosetta	Ultimate Lifespan LLC
Clio Communications	Ipswitch File Transfer	RTC Relationship Marketing	U-Pack Moving/MoveBuilder
Comcast Business Services	Isilon Systems	SafeSiteCertified.org	US Downloads Inc
Constant Contact	Jackson Healthcare	Sage Business Solutions	Valco Melton
Consumer Source Inc.	Johnson & Wales University	Santander/RoadLoans.com	Verizon
Cook's Direct, Inc.	Kaiser Permanente	SAP	Verizon Wireless
Cox Search, Inc.	KMA	Scottrade Inc	VersionOne
CrazyforBargains.com	Knology, Inc	SE Jones LLC	W.A. Krapf
Creative Marketing Programs	Knowlagent	Sealeze, A Unit of Jason Incorporated	Way Technologies
CRM Metrix	Leadership IQ	Search Mojo	Wells Fargo
Dassault Systemes SolidWorks Corporation	LegalZoom.com	SEI	White Rock, Inc.
Day2	Lesman Instrument Company	seo4anyone Inc.	Windstream Communications
Designory	LexisNexis	Shoebuy.com	Woodstream Corp
Digital Engagement Group	Liquidity Services, Inc.		

2011 Sponsors



Premier Sponsorship

Limited to one sponsor
Price \$35,000

Limited
to 1
Sponsor!

Your brand will shine with this exclusive opportunity!

Keynote Speaker and Book Giveaway

MarketingSherpa will select a keynote speaker from general speaker submissions received. The speaker will have a one-hour general session slot on Tuesday, June 12, 2012, from 4:00-5:00pm. Upon conclusion, a 10-minute Q&A with the speaker and the attendees will be held from 5:00-5:30pm. The book signing will happen during the networking reception held immediately after session.

- Your company will be mentioned as the sponsor of the keynote address in the summit communication.
- A representative from your organization may introduce the keynote speaker and help structure the Q&A. Reminder: Your representative may not sell from the stage.
- Each attendee will receive a copy of the keynote speaker's book and may have it signed by the author during the Networking Reception held Tuesday, June 12, 2012, 5:30-7:30pm on the expo floor.

Networking Cocktail Reception

Your company will be the sole sponsor of the reception held on the expo floor after sessions on Tuesday, June 12, 2012, 5:30-7:30pm. Reception includes:

- Keynote speaker book signing
- Beverage napkins with logo
- Bar signs with logo
- Two drinks per attendee (including wine and soft drinks); cash bar thereafter
- Passed hors d'oeuvres
- Multiple mentions and thanks from moderators at the conclusion of sessions before the reception and at the start of Day 2 sessions

Additional Benefits

- One complimentary 10'x10' booth space, valued at \$6,495, including six-foot table, two chairs, wireless Internet connection and waste receptacle (electrical services must be ordered through the hotel)
- Four (4) full Summit passes, including access to all meals, breaks, receptions and sessions
- Your company logo on screens in the session room at the start of each day
- Countless mentions from the podium
- Full-page ad on the back cover of the attendee guidebook (8.5" w x 11" h finished ad, 1/8" bleed, 1/4" margin on sides)
- Post-Summit, we'll share the attendee list with you – complete with postal mailing addresses and phone numbers – so you can easily follow up (Note: We do not share email addresses)
- Your logo on the Optimization Summit site as a premier sponsor

NEW! Social Networking Sponsor

Limited to one company

Price: \$30,000

Limited
to 1
Company!

One major reason marketers attend our events is for all the networking opportunities we provide. Take advantage of those opportunities and let your brand shine!

Sole Sponsor of the Two Networking Breakfasts

- Signs with your logo will be placed on all buffet tables*
- Table tents with your logo placed at each table during meals*
- Thank you from the podium

Sole Sponsor of the Two Networking Lunches

- Signs with your logo placed on all buffet tables*
- Table tents with your logo placed at each table during meals*
- Thank you from the podium



Social Media Touches

- Exclusively-sponsored live Twitter feed, displayed on large monitors strategically placed on show floor*
- Email sent to attendees mentioning Sponsorship and/or tools
- Content-focused posts made to various social platforms that follow rules for specific platforms
- Attendees can network, discuss hot-button issues, etc. on these sites and your company will be named throughout the promotion of the virtual community
- Special discount ticket price offered to buyers made possible by your sponsorship

Additional Benefits

- One complimentary 10'x10' booth space, valued at \$6,495, including six-foot table, two chairs, wireless Internet connection and waste receptacle (electrical services must be ordered through the hotel)
- An inside front cover, full-page, color ad in attendee guidebook (8.5" w x 11" h finished ad, 1/8" bleed, 1/4" margin on sides)
- Three (3) full Summit passes, including access to all meals, breaks, receptions and sessions
- Countless mentions from the podium
- Your logo on screens in the session room during all meals
- Post-Summit, we'll share the attendee list with you – complete with postal mailing addresses and phone numbers – so you can easily follow up (Note: We do not share email addresses)

*MarketingSherpa will provide signs and displays.

One-to-One Coaching Clinic

~~Limited to 6 sponsors~~ Only 5 left!
Price \$6,000



Send specialists to meet with attendees about their optimization strategies. This is a great opportunity to meet prospects one-to-one! Clinics are reserved for qualified, expert advisors.

You may offer one-to-one coaching on multiple topics including:

1. Metrics and analytics setup
2. Metrics and analytics interpretation
3. Test Setup
4. Test Validity
5. Value Proposition
6. Conversion optimization

Benefits

- Six-foot table, chairs, waste receptacle and wireless Internet. Table will have seating for two coaches and two attendees
- Headshot, bio and clinic brief included in the official Summit Guidebook (subject to MECLABS approval)
- One base-level Summit ticket, valued at \$1,695
- Access to Genbook online scheduler, where attendees can log in and book appointments directly with your company/expert (Note: A laptop will be set up at the Summit as well so attendees may book on-site)
- Wireless Internet connection

Pre-Summit/Onsite Promotion

- Listing on Summit website (includes company description and bio for experts)
- Two email blasts to paid attendees prior to Summit (to include promotion of scheduling)
- On-site signage
- Post-Summit, we'll share the attendee list with you – complete with postal mailing addresses and phone numbers – so you can easily follow up (Note: We do not share email addresses)
- Quarter-page ad in Summit Guidebook (8.5" w x 3" h finished ad, 1/8" bleed, 3/4" margin on sides)

"ClickMail has found tremendous value in the MarketingSherpa One-to-One Coaching Clinics over the past two years. MarketingSherpa does a great job of promoting the clinics and, as a result, we end up having meaningful conversations with great prospects."

Marco Marini
CEO
ClickMail Marketing, Inc.

Table Top Exhibitor Opportunities

~~Limited to 13;~~ Only 11 left! Table tops available first come, first served
Price \$6,495



Benefits

- Six-foot table, two chairs, waste receptacle and wireless Internet. Electrical orders must be placed through the hotel and are subject to additional fees.
- Your logo on the expo floor map in the Summit Guidebook.
- Two (2) expo-only passes (includes access to all meals, breaks and receptions); and one full Summit pass (includes access to all meals, breaks, receptions and sessions).
- Post-Summit, we'll share the attendee list with you – complete with postal mailing addresses and phone numbers – so you can easily follow up (Note: We do not share email addresses)

Select your table top on the expo floor map (see page 8)

Branding Options

Educational Marketing Drop

Price: \$3,500

~~Limited to two sponsors;~~ Only 1 left!

- MarketingSherpa will distribute copies of an educational marketing piece at each attendee's desk on one morning of the Summit. (Note: MarketingSherpa must approve piece prior to distribution.) Your company will provide all copies of the marketing piece and are responsible for delivering to Summit.
- Summit moderator will present the marketing piece while on stage and thank your company for providing it.
- Post-Summit, we'll share the attendee list with you – complete with postal mailing addresses and phone numbers – so you can easily follow up (Note: We do not share email addresses)

Registration Items

USB Coffee Warmer \$4,000

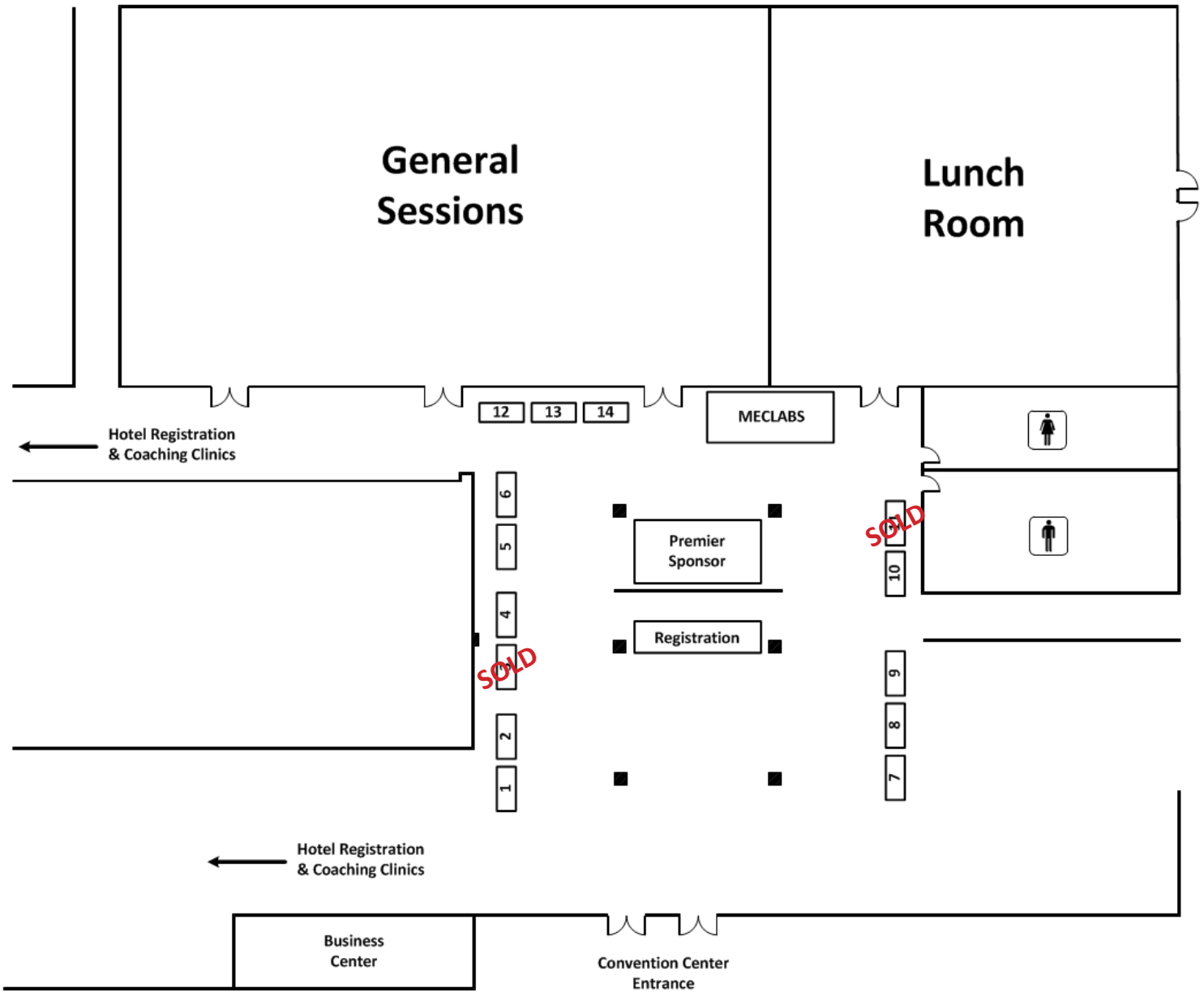
Tote Bags \$3,000

~~Notepads \$2,500~~ **SOLD!**

~~Lanyards \$2,000~~ **SOLD!**

~~Pens \$1,500~~ **SOLD!**

Expo Floor Map



Select your table top

Reservation Form

Select Sponsorship Package Below

- Premier Sponsor**
\$55,000 (limited to one sponsor)
- One-to-One Coaching Clinic**
\$6,000 (Only 5 left!)
- Social Networking Sponsor**
\$30,000 (limited to one sponsor)
- Table Top Exhibitor**
\$6,495 (Only 11 left!)
Table Top selection: _____

Summit Guidebook Advertisements

- Inside full page - 4 color**
\$1,395 (8.5" w x 11" h finished ad, 1/8" bleed, 3/4" margins on sides)
- Inside 1/2 page - 4 color**
\$995 (8.5" w x 4.75" h finished ad, 1/8" bleed, 3/4" margins on sides)
- Inside 1/4 Page - 4 color**
\$695 (8.5" w x 3" h finished ad, 1/8" bleed, 3/4" margins on sides)

Branding Options

- Educational Marketing Drop**
\$3,500 (Only 1 left!)
- USB Coffee Warmers**
\$4,000 (limited to one sponsor)
- Lanyards**
\$2,100 (limited to one sponsor)
- Re-Usable Tote Bags**
\$3,000 (limited to one sponsor)
- Pens**
\$1,500 (limited to one sponsor)
- Notepad**
\$2,000 (limited to one sponsor)

Conditions

By signing this agreement, both parties agree to the terms listed on the preceding pages. This document serves as a legally binding agreement and will supersede any contract previously agreed upon. Should either party cancel agreement, 100% of the funds are non-refundable and non-transferable unless the event is cancelled by MECLABS.

Payment Information

Your Optimization Summit 2012 will not be confirmed until this contract is signed AND a deposit is received.

- 50% of total sponsorship value is due upon receipt
- Remaining 50% of sponsorship is due no later than Friday, May 11, 2012.

I have read this contract and agree to abide by the information held within this document.

Accepted by:

Authorized Signature: _____

Date: _____

MarketingSherpa Signature: _____

Date: _____

Payment: VISA MasterCard AMEX INVOICE

Company Name: _____

Name on Card: _____

Card Number: _____

CVC Code: _____ Card Expiration Date: _____

Amount to be charged: \$ _____

Authorized Signature: _____

Billing Address (if different) _____

Email to Dave Green: Dave.Green@MECLABS.com



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