

# September 2008 Conference Sponsorship Opportunities



Small Business Marketing  
*Unleashed* 9/22-23 Columbus, OH

# What Makes Unleashed so Different?

We've all been to the typical conferences. Big rooms, big egos, big prices, big brain-hurt. We've created Unleashed to be something different. It's about letting go of the "typical conference" atmosphere and creating a dynamic, engaging environment where speakers and attendees come together for powerful brainstorming, relationship building and learning.

It's about giving small businesses the chance to absorb the type of information that can literally change their business and their lives. It's about creating and delivering content specifically to meet their needs. It's about Unleashing the power of online marketing.

## The Who, What, Where and When Stuff

Hosted by Search Engine Guide and Small Business Brief and chaired by Jennifer Laycock, The *Small Business Marketing Unleashed* conference will take place on September 22nd-23rd, 2008 at the Quest Conference Center in Columbus, Ohio.

Ten of the most respected names in the online marketing industry will come together to teach attendees about topics like search engine marketing, viral marketing, blog marketing, web analytics and community building.

Amber Watson-Tardiff  
Legal Marketing Director  
Mininno Law Office

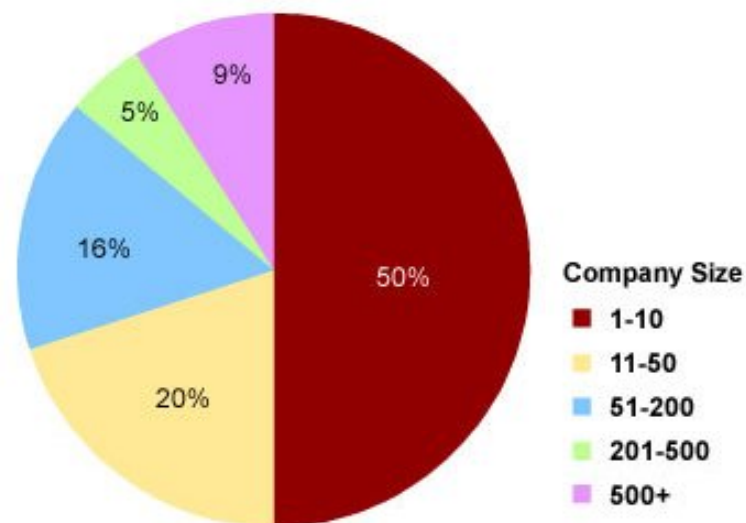
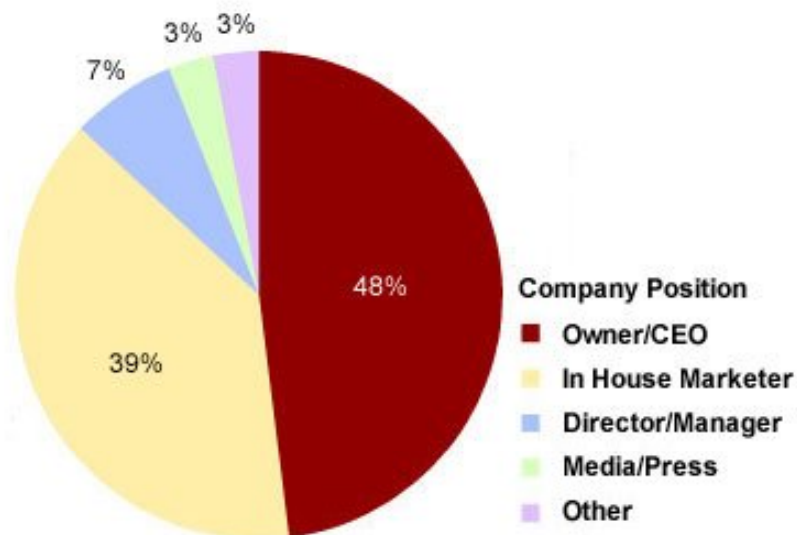


*"Based on the other conferences I've been to, I expected to sit in a room for two days, jot down some notes and head home. Instead, I left with a marketing plan, creative and cheap ideas to get ahead in a highly competitive legal market, a ton of new friends and a sense of empowerment as a small business owner."*



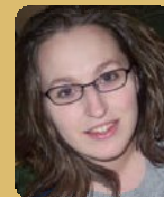
# Conference Attendee Overview

## 2008 Spring Unleashed Attendees



The first ever *Small Business Marketing Unleashed* conference took place in the spring of 2008 in Houston, Texas. Attendees flew in from all over the United States, Canada and Australia. The show featured a healthy mix of marketers and small business owners and was heavily populated with decision makers.

Jennifer Laycock  
Conference Chair  
Small Business Marketing Unleashed



*“The great thing about doing a show for small business is the percentage of ‘decision makers’ in the audience. Our attendees may be from small companies, but they control the purse strings and they’re willing to invest in their company’s future.”*



Small Business Marketing  
*Unleashed*

# Sponsorship Options Overview

<b>Premier Sponsor</b> (1 available)	\$15,000
<b>Show Sponsor</b> (1 sold, 1 available)	\$10,000
<b>Pre-Show Charity Networking Event Sponsor</b> (1 available)	\$6,000
<b>Networking Dinner Sponsor</b> (SOLD OUT)	\$6,000
<b>Conference Luncheon Sponsor</b> (2 available)	\$3,500
<b>Conference Bag Sponsor</b> (1 available)	\$3,000
<b>Flash Drive Sponsor</b> (SOLD OUT)	\$3,000
<b>Conference Lanyard Sponsor</b> (1 available)	\$2,500
<b>Conference Workbook Sponsor</b> (SOLD OUT)	\$1,500
<b>Bag Insert Sponsor</b> (10 available)	\$500

## Payment Information

Reserve your sponsorship now by contacting Rachel Phillips at [rachel@searchengineguide.com](mailto:rachel@searchengineguide.com) or 330-354-3696.

**Will Scott**  
President/Owner  
Search Influence



*“Because of the people there's no place I'd rather be a sponsor. Please know that you can count on me as a show sponsor, a site advertiser, a booster and a friend of Search Engine Guide to help you make the next one an improvement over even the huge success of your inaugural event.”*



# Premier Sponsor - \$15,000

*Limited to one sponsor, includes the following:*

- Above the fold logo exposure across the entire Small Business Answers network for six months. (Logo runs for 50% of page views)
- One feature sponsorship of Search Engine Guide and Small Business Brief Weekly Newsletters (24K recipients)
- One week sponsorship of Search Engine Guide and Small Business Brief RSS feed (11k subscribers)
- Logo and link on event website
- Logo and link in Search Engine Guide and Small Business Brief Weekly Newsletters for six months.
- Banner displayed during all conference sessions
- Up to three (3) approved promotional handouts in conference packet
- Full color, full page ad in conference workbook
- Exclusive email blast to attendees after conference
- Two full admissions to conference (each valued at \$850)

Anita Campbell  
Owner  
Small Business Trends



*"I fully anticipate that Small Business Marketing Unleashed will become the premier small-business online marketing event in the United States. We've needed someone to step up and take the lead in putting on such a conference. I can't wait for the next one."*



# Show Sponsor - \$10,000

*Limited to two sponsors, (One sold) includes the following:*

- Above the fold logo exposure across the entire Small Business Answers network for six months. (Logo runs along side other “Show Sponsor.” The dual branded image will get 50% of page views)
- One feature sponsorship of Search Engine Guide and Small Business Brief Weekly Newsletters (24K recipients)
- One week sponsorship of Search Engine Guide and Small Business Brief RSS feed (11k subscribers)
- Logo and link on event website
- Logo and link in Search Engine Guide and Small Business Brief Weekly Newsletters for six months.
- Banner displayed during all conference sessions (Single banner to feature both show sponsors)
- Up to three (3) approved promotional handouts in conference packet
- Full color, full page ad in conference workbook
- Exclusive email blast to attendees after conference
- Two full admissions to conference (each valued at \$850)



Stoney deGeyter

Speaker

Small Business Marketing Unleashed

*“It was important to the Unleashed crew that the speakers not be set aside in a speakers room, out of reach of the attendees. They wanted to make sure all speakers were accessible whenever sessions were on break. Speaker or attendee, we were all there really to learn from each other, build relationships and make friends.”*



# Pre-Show Charity Networking Event Sponsor - \$6,000

*Limited to one sponsor, includes the following:*

- Equal billing with conference in all pre-show press for charity event
- Mention in opening of one Search Engine Guide and Small Business Brief Weekly Newsletter (24K recipients)
- Logo and link on event website
- Logo and link in Search Engine Guide and Small Business Brief Weekly Newsletters for six months.
- Four color signage with logo displayed during charity networking dinner event
- Optional 15 minute presentation to charity networking event attendees
- Up to three (3) approved promotional handouts in conference packet
- Full color half page ad in conference workbook
- Exclusive email blast to networking event attendees after conference
- One full admission to conference (\$850 value)



**Jackie Baker**  
Internet Marketing Analyst  
Site Logic Marketing

*"The crew behind Small Business Marketing Unleashed were brilliant in starting off the conference with a speed networking and charity event. By 'forcing' all of us to talk to each other, any speaker/attendee cliques that could have potentially formed were broken up from the start."*



# Networking Dinner Sponsor - \$6,000

*SOLD OUT, includes the following:*

- Mention in opening of one Search Engine Guide and Small Business Brief Weekly Newsletter (24K recipients)
- Logo and link on event website
- Logo and link in Search Engine Guide and Small Business Brief Weekly Newsletters for six months.
- Four color signage with logo displayed during networking dinner event
- Optional 15 minute presentation to dinner attendees during event
- Up to three (3) approved promotional handouts in conference packet
- Full color half page ad in conference workbook
- Exclusive email blast to attendees after conference
- One full admission to conference (\$850 value)

Sam Snowden  
Founder/President  
Recovered Balls International



*"I left the conference on Tuesday and flew home. On Wednesday afternoon I had an email going with one of the presenters about blogging guidelines to follow. On Thursday I had a clear path to follow from an expert. Does it get any better than this?"*



# Conference Luncheon Sponsor - \$3,500

*Limited to two sponsors, includes the following:*

- Sponsorship of one day of hot luncheon
- Four color signage with logo displayed during luncheon
- Logo and link on event web site
- Logo and link in Search Engine Guide and Small Business Brief Weekly Newsletters for six months.
- Logo on conference schedule
- Inclusion of one approved promotional handout in conference packet
- Half page black and white ad in conference workbook
- Exclusive email blast to attendees after conference
- One half price conference admission (\$425 value)

**Matt McGee**

Speaker

Small Business Marketing Unleashed



*“The big conferences are like dump truck education — you pull up and they just pour as much stuff into your brain as possible, hoping some of it sticks. SBMU took a different approach, and it paid off. The small business owners who were there just spent the best \$1,000 of their business lives.”*



# Conference Bags Sponsor - \$3,000

*Limited to one sponsor, includes the following:*

- Sponsorship of conference bags  
(bags and printing included in sponsorship fee – sponsor supplies 2 color logo)
- Name and logo on conference bags
- Logo and link on event web site
- Logo and link in Search Engine Guide and Small Business Brief Weekly Newsletters for six months.
- Inclusion of one additional approved promotional handout in conference packet
- Quarter page black and white ad in conference workbook
- One half price conference admission (\$425 value)



David Wallace  
President  
SearchRank

*"...this was probably one of the best conference I have ever been to. The feedback that I received from those who attended was that it was first class and that they had learned a wealth of practical information that they were looking forward to implementing into their businesses."*



# Flash Drive Sponsor - \$3,000

*SOLD OUT, includes the following:*

- Sponsorship of conference flash drives  
(drives and printing included in sponsorship fee – sponsor supplies 3 color logo)
- Name and/or logo on conference flash drives
- Logo and link on event web site
- Logo and link in Search Engine Guide and Small Business Brief Weekly Newsletters for six months.
- Inclusion of one additional approved promotional handout in conference packet
- Quarter page black and white ad in conference workbook
- One half price conference admission (\$425 value)

Jennifer Laycock

Conference Chair

Small Business Marketing Unleashed



*"We built this show based on half a dozen years of feedback from our readers and from small business owners I spoke with at larger shows. Every last thing, down to the smallest detail was designed to address the needs of the small business owner."*



# Conference Lanyard Sponsor - \$2,500

*Limited to one sponsor, includes the following:*

- Logo sponsorship of conference name tag lanyards  
(Lanyards and printing included in sponsor fee - sponsor provides 2 color logo)
- Name and/or logo on conference lanyards
- Logo and link on event web site
- Logo and link in Search Engine Guide and Small Business Brief Weekly Newsletters for six months.
- Inclusion of one approved promotional item in conference bags
- Quarter page black and white ad included in conference workbook
- One half price conference admission (\$425 value)

Christine Novosielski

Web 2.0 Specialist  
Web Tech Tools



*"I loved the conference. It was one of the best conferences for information and networking I have attended. I felt it really gave me a good foundation for learning more about SEM and an opportunity to build on that knowledge in future conferences. Keeping the conference small and friendly was really beneficial. "*



# Conference Workbook Sponsor - \$1,500

*SOLD OUT, includes the following:*

- Full color ad on either the first page or back cover of the conference workbook (First come, first serve. Sponsor provides full color artwork to specs.)
- Logo and link on event web site
- Logo and link in Search Engine Guide and Small Business Brief Weekly Newsletters for six months.
- Inclusion of one approved promotional item in conference bags
- One half price conference admission (\$425 value)

Wayne Small  
MCT, MCSE+I, MCSE 2000  
SBSFaq.com



*“Session content – well this kicked [butt] – I learned lots from each session, and normally I find my mind drifting in a session...at this event – that DID NOT HAPPEN. I’ve taken pages of notes from each presenter and plan to review them in a weeks time once I get back on top of my workload. Your dream team of presenters did not let you down at all.”*



# Conference Bag Insert Sponsor - \$500

*Limited to ten sponsors, includes the following*

- Company Name and link on event web site
- Inclusion of one approved promotional item in conference bags

Scott Allen  
President  
Hybrid 6 Studios



*“Very few conferences actually help you apply what you learned...In the workshops on Day 2, not only could you ask questions specific to your business, but the speakers would take time to help you develop strategies for your business to improve its internet marketing efforts.”*

