

**April 2008
Conference Sponsorship
Opportunities**



Small Business Marketing
Unleashed 4/21-22 Houston

Conference Overview

The *Small Business Marketing **Unleashed*** conference will take place on April 21st-22nd, 2008 at the Northwest Forest Conference Center in Houston, Texas. Hosted by Search Engine Guide and Small Business Brief and chaired by Jennifer Laycock, the conference aims to bring a new style of online marketing conference to the small business audience.

This two day seminar will feature ten of the most respected names in the online marketing industry. They will provide conference attendees with education and insight into topics like search engine marketing, viral marketing, blog marketing, web analytics and conversions and community building.

What Makes it Unique?

Featuring an intimate setting for no more than 200 attendees, the *Small Business Marketing **Unleashed*** conference will include a full day of general information sessions and a second day of intensive classroom instruction. Each classroom will be capped at 50 students and will walk attendees through the actual process of creating a “take-home” marketing plan for their web site.

Rather than leaving with a lengthy to-do list, attendees will return home having already started to organize their online marketing campaigns.



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Sponsorship Options Overview

Show Sponsor (1 available – SOLD OUT)	\$10,000
Pre-Show Charity Networking Event Sponsor (1 available)	\$6,000
Networking Dinner Sponsor (1 available – SOLD OUT)	\$5,000
Conference Luncheon Sponsor (2 available – SOLD OUT)	\$3,000
Conference Bag Sponsor (1 available – SOLD OUT)	\$2,500
Flash Drive Sponsor (1 available – SOLD OUT)	\$2,000
Conference Breakfast Sponsor (2 available – SOLD OUT)	\$1,500
Conference Workbook Sponsor (1 available, 1 sold)	\$1,500
Conference Lanyard Sponsor (1 available – SOLD OUT)	\$1,500

Payment Information

Sponsorship payments accepted via PayPal, credit card and check. To reserve a sponsorship option or for more information contact Jennifer Laycock at jennifer@searchengineguide.com or 740-953-0274.



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Show Sponsor - \$10,000

1 Available (SOLD OUT), includes the following:

- 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
- Banner displayed during all conference sessions
- Up to three (3) approved promotional handouts in conference packet
- Full color logo and half page of company information in conference workbook
- Exclusive email blast to attendees after conference
- Two full admissions to conference (\$850 value)



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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)
- One week sponsorship of Search Engine Guide and Small Business Brief RSS feed (11k subscribers)
- Logo and link on event website
- 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 logo and half page of company information in conference workbook
- Exclusive email blast to networking event attendees after conference
- One full admission to conference (\$850 value)



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Themed Networking Dinner Sponsor - \$5,000

SOLD OUT, includes the following:

- Mention in opening of one Search Engine Guide and Small Business Brief Weekly Newsletter (24K recipients)
- One week sponsorship of Search Engine Guide and Small Business Brief RSS feed (11k subscribers)
- Logo and link on event website
- 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 logo and half page of company information in conference workbook
- Exclusive email blast to attendees after conference
- One full admission to conference (\$850 value)



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Conference Luncheon Sponsor - \$3,000

SOLD OUT, 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 on conference schedule
- Inclusion of one approved promotional handout in conference packet
- Half page of company information in conference workbook
- Exclusive email blast to attendees after conference
- One half price conference admission (\$425 value)



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Conference Bags Sponsor - \$2,500

Limited to one sponsor, SOLD OUT:

- 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
- Inclusion of one additional approved promotional handout in conference packet
- Quarter page company information in conference workbook



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Flash Drive Sponsor - \$2,000

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
- Inclusion of one additional approved promotional handout in conference packet
- Quarter page company information in conference workbook



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Conference Breakfast Sponsor - \$1,500

Limited to two sponsors. (SOLD OUT)

- Sponsorship of upgraded continental breakfast on one day of the conference
- Four color signage with logo displayed during conference breakfast
- Logo and link on event web site
- Company name on conference schedule
- Inclusion of one approved promotional item in conference bags
- Quarter page company information in conference workbook



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Conference Lanyard Sponsor - \$1,500

Limited to one sponsor, SOLD OUT:

- Logo sponsorship of conference name tag lanyards
(Lanyards and printing included in sponsor fee - sponsor provides 2 color logo)
- Logo and link on event web site
- Inclusion of one approved promotional item in conference bags
- Quarter page company information included in conference workbook



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Conference Workbook Sponsor - \$1,500

Limited to two sponsors, one still available. 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
- Inclusion of one approved promotional item in conference bags
- Quarter page company information in conference workbook



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