



S M X[®]
ADVANCED
SEATTLE

Seattle, WA
June 13-14, 2017

Search Marketing Expo - SMX Advanced 2017 Exhibitor & Sponsor Opportunities

Reach the most influential audience in search marketing by exhibiting and sponsoring Search Marketing Expo – SMX Advanced, June 13-14, 2017 in Seattle, WA.

Since its introduction in 2007, SMX Advanced has been greeted with overwhelming enthusiasm by the search marketing community. The conference annually sells out, typically well over a month before the event takes place.

Here is what we know about the 2016 attendees and exhibitors:

- 47% of attendees work as in-house marketers, 29% work at SEM or full service-agencies
- 82% of attendees are purchase decision makers
- 75% of attendees buy PPC/internet advertising; 56% spend more than \$1 million annually
- 49% of attendees are in-market prospects, planning to buy a wide variety of marketing software/services

**In-Market: 49% of SMX Advanced Attendees Plan to Buy
These and Other Solutions This Year**

Analytics	49%
SEO Software	44%
Content Marketing	35%
Attribution & Performance	27%
Testing & Optimization	26%
Marketing Automation Software	23%
Paid Media Management	20%
Agency Services	20%
Call Analytics	17%
Social Media Management Software	16%
Video Marketing Platform	15%
CRM	15%

Some Of Our Many
SMX Attendees



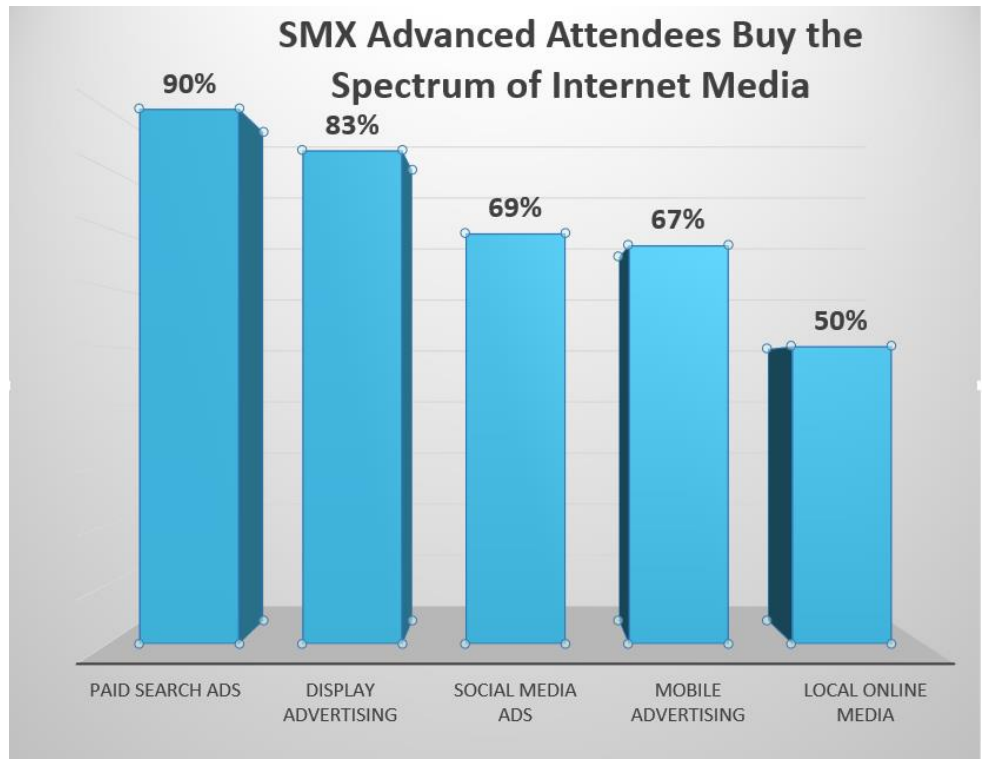
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The SMX Marketplace Difference

Facilitating engagement with our audience and ensuring your success is our top priority at SMX. We offer these beyond-the-booth programs and opportunities:

- **Plus Sessions** are integrated programs that combine extensive audience development activities (online, e-mail, PR) with a vendor-produced session embedded in the conference program. These features enable your company to build awareness that prepares the SMX audience to receive your message, delivers that message to attendees at the conference, and measures the results by capturing the names of attendees for follow up.
- **Solution Spotlights** allow you to reach your target audience by introducing a conference session on a topic matching your product or service. Deliver a 2-minute pre-session elevator pitch and invite attendees back to your booth for follow up.
- **Universal Lead Capture.** Lead generation is a critical component of the value of exhibiting at SMX events. All exhibiting companies will get a lead retrieval device – free – as part of their sponsorship/expo package.

- **SMX Social Media Outreach.** Get your brand and your message in front of 95,000+ followers and fans of Search Marketing Expo before, during and after the conference. The SMX Social Media Outreach program distributes multiple messages on your behalf to SMX’s Twitter, Facebook and Google+ communities, maximizing your reach to the SMX audience on-site and virtually.



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Exhibitor/Sponsor Packages At-a-Glance

	Exhibitor		Gold Sponsor		Premier Sponsor	
	Notes	Rate	Notes	Rate	Notes	Rate
Booth space	10x10	\$7,000	10x20	\$14,000	10x20	\$14,000
Plus session	no	--	no	--	yes	\$17,000
All Access passes	1	\$1,595	3	\$4,785	10	\$15,950
Meter boards	no	--	1	\$1,800	4	\$6,000
Backpack insert	no	--	1	\$1,800	2	\$3,500
Conference Guide ad	no	--	1	\$3,500	Cover	\$4,500
Solution Spotlight	no	--	1	\$2,300	1	\$2,300
Attendee postal mailing	1	\$1,250	2	\$2,300	2	\$2,500
Lead capture/reporting	yes	\$600	yes	\$600	yes	\$600
Slide in deck	shared	value add	shared	value add	exclusive	value add
Branding on website	exhibitor page	value add	all sidebars	value add	top sidebar (all)	value add
Description in guide Or digital equivalent	yes	value add	yes	value add	yes	value add
Social media outreach	yes	value add	yes	value add	yes	value add
Total value		\$10,445		\$33,585		\$70,850
<i>Discount</i>		<i>\$3,445</i>		<i>\$10,585</i>		<i>\$24,850</i>
Your investment		\$7,000		\$23,000		\$46,000

a la Carte Opportunities

	Rate		Rate
Plus Session	\$17,000	Expo Hall Aisle Signs	\$6,000
Backpack sponsorship - Exclusive	\$8,500	Registration sponsor - Exclusive	\$6,000
Expo Hall Sponsorship - Exclusive	\$8,500	Track sponsor	\$8,000
Lunch Sponsor – Exclusive	\$8,500	Conference Communications	\$4,000
After Dark Networking Party	Call	Notepad sponsor	\$4,000
Wi-Fi Sponsorship – Exclusive	\$8,500	Pen sponsor	\$4,000
Publication Distribution	\$7,500	Meter Board	\$1800 each 2 for \$3000
Badge Insert – Exclusive	\$8,500	Solution Spotlight – Exhibitors Only	\$2,500
Pocket Guide – Exclusive	\$6,000	Conference Backpack Insert	\$3,500
SMX Meet & Greet Reception	\$6,000 exhibitors \$7,500 others	Full Page Ad, Conference Guide Or digital equivalent	\$3,500
Lanyards – Exclusive	\$8,500	Billboard banner	\$3,000

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Have another idea? Contact us!

We'll enthusiastically work with you to accomplish your objectives!

Give us a call and let's get to work on it!

Contacts:

Sean Moriarty

Founder & VP of Sales

(203) 536-4004

sean@thirddoormedia.com

Sarah Power

Director of Business Development

(516) 581-3348

sarah@thirddoormedia.com

Mary Warley

Sales Director

(508) 660-1404

mary@thirddoormedia.com

Elizabeth Huston

Director of Business Development

(646)-255-4572

ehuston@thirddoormedia.com

Carolyn Goldfarb

Sales Director

(917) 834-6172

cgoldfarb@thirddoormedia.com

Darlene Townsend

Director of Business Development

(650) 465-2723

dtownsend@thirddoormedia.com

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