



SMX[®]
EAST
NYC

New York City
October 24 - 26, 2017
Expo Hall: October 24 – 25

Search Marketing Expo SMX East 2017 Exhibitor & Sponsor Opportunities

Search Marketing Expo - SMX East 2017 will be held October 24-26 at the Jacob K. Javits Convention Center, New York City's premier exhibition facility. Javits Convention Center yields a superior experience compared to hotel-located events since exhibits are in the same hall as the conference sessions. The Expo Hall will be open Tuesday, October 24 and Wednesday, October 25.

The SMX East 2017 program will feature sessions on search engine optimization (SEO), search advertising and social media marketing for internet marketers of all skill levels. The program will also include sessions on local search, mobile search, voice search and more.

Here are some key SMX East audience characteristics:

- 73% of the SMX audience are marketers; 34% work for agencies; 39% are corporate marketers
- 81% are purchase decision makers
- 77% buy PPC/internet advertising; 34% spend more than \$1 million annually
- 66% are in market prospects, planning to buy a wide variety of marketing technologies and services, and internet media

In-Market: 66% of SMX East Attendees Plan to Buy These Solutions

Analytics	37%
SEO Software	37%
PPC Management Software	25%
Content Creation/Management	20%
Social Media Management Software	19%
Marketing Automation Software	23%
Competitive Intelligence/Research	21%
E-mail Distribution Solution	23%
Agency Services	21%
Social media Infrastructure Software	11%
Tag Management	13%

Some Of Our Many
SMX Attendees

amazon

at&t

BuzzFeed

CISCO

Coca-Cola

ebay

IAVAS

Kelley Blue Book
THE TRUSTED RESOURCE.

Mercedes-Benz

Microsoft

NETFLIX

NORDSTROM

SAP

UNITED

USAA

THE WALL STREET JOURNAL

Walgreens

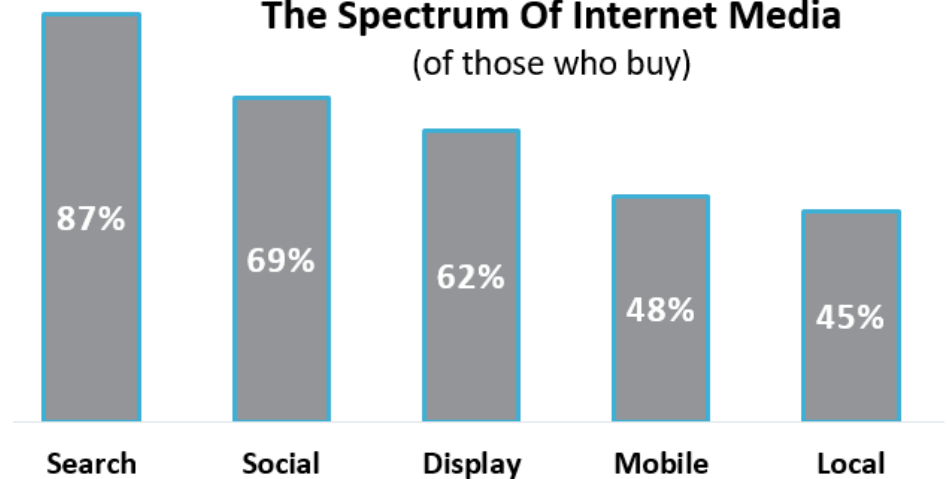
Third Door Media * 279 Newtown Turnpike * Redding, CT 06896 * Phone: (203) 664-1350

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:

- **SMX Theater Presentations** give exhibitors the opportunity to conduct educational sessions on the Expo Hall floor. Enhance your ROI by extending lead generation activities beyond your booth. We scan attendee badges for follow up after the conference; you invite attendees back to your booth for on-site discussions.
- **Sponsored 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 over 100,000 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.

**SMX East Attendees Buy
The Spectrum Of Internet Media**
(of those who buy)



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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
Sponsored Session	no	--	no	--	yes	\$17,500
All Access Passes	1	\$1,595	3	\$4,785	10	\$15,950
Meter Boards	no	--	1	\$1,800	4	\$6,000
Conference Bag Insert	no	--	1	\$3,500	2	\$7,000
Conference Guide Ad	no	--	1	\$3,500	Cover	\$4,500
SMX Theater Presentation	no	--	1	\$2,500	1	\$2,500
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	Expo page	value add	Home page	value add	Home page	value add
Description in Guide	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		\$35,285		\$72,850
<i>Discount</i>		<i>\$3,445</i>		<i>\$12,285</i>		<i>\$26,850</i>
Your Investment at SMX		\$7,000		\$23,000		\$46,000

A la Carte Opportunities

	Rate		Rate
Sponsored Session	\$17,500	Expo Hall Aisle Signs	\$6,000
Activation Dinner	Starts at \$20,000	Registration Sponsor - Exclusive	\$6,000
Conference Bag Sponsor Exclusive	\$8,500	Bus Sponsor – Exclusive	\$6,000
Expo Hall & Networking Sponsorship - Exclusive	\$8,500	Pocket Guide - Exclusive	\$6,000
Lanyards - Exclusive	\$8,500	Conference Communications	\$4,000
Lunch Sponsor - Exclusive	\$8,500	Pen Sponsor	\$4,000
Track Sponsor	\$8,000	Notepad Sponsor	\$4,000
Power Station Sponsor	call	Full Page Ad Conference Guide	\$3,500
Badge Inserts - Exclusive	\$8,500	Billboard Banner	\$3,000
Publication Distribution	\$7,500	Refreshment Sponsor	\$2,900
Workshop Sponsor	Call	Conference Bag Insert	\$3,500
SMX Meet & Greet Reception	\$6,000	Meter Board	\$1,800

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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!

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