Search Marketing Expo (SMX) is where you meet serious search marketers.

SMX attendees are responsible for the SEO and SEM success of their brands or their clients’ brands. They are responsible for building brand recognition, engagement and revenue. Failure is not an option. They attend SMX to learn the most current techniques, tools and services that keep them ahead of the competition in rankings, clicks, and conversions.

Additionally, SMX West features an ecommerce “content concentration” that gives search marketers, who are increasingly focused on optimizing shopping and social commerce campaigns, the strategies and tactics they need to increase conversions and sales.

Here’s who you will meet:

81% are Marketers

78% Authorize, approve and recommend search solutions.

39% Spend more than $1.2 Million annually on advertising for their company or clients

51% are currently in-market to purchase solutions

48% Planning to buy SEO solutions

55% Sell via ecommerce

56% at companies with annual revenue of $25MM+

Plan to Buy:

- SEO Software: 48%
- Analytics: 41%
- Content Marketing Solutions: 33%
- Attribution & Performance: 27%
- Paid Media Management: 24%
- Marketing Automation: 23%
- Agency Services: 18%
- Paid Media: 17%
- Social Media Advertising: 10%
- Display Advertising, including Retargeting: 10%
- Mobile Advertising: 9%
- Local Online Advertising: 6%
- SEO Software: 48%
- Analytics: 41%
- Content Marketing Solutions: 33%
- Attribution & Performance: 27%
- Paid Media Management: 24%
- Marketing Automation: 23%
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- Display Advertising, including Retargeting: 10%
- Mobile Advertising: 9%
- Local Online Advertising: 6%

61% Buy Paid Media, Monthly Spend for Company or Client

- $1MM+: 34%
- $500K - $1MM: 14%
- $100K - $500K: 10%
- $50K - $100K: 10%
- Up to $50K: 15%
- Don’t Know: 17%
Digital commerce marketing: the promotion of products using channels including paid search/PPC, social media advertising, display advertising, display retargeting, organic search, and retail marketplaces like Amazon, Walmart and beyond.

With the entire $3.2 trillion dollar retail industry undergoing the turbulence of digital transformation, digital commerce marketing affords brand sellers and agencies the opportunity to accelerate their growth and outflank the competition.

The Third Door Media (TDM) family of online programs and in-person events offer access, education and community to this rapidly growing group of digital marketers.

- informing and training digital commerce marketing professionals at brands and agencies
- connecting brand and agency professionals to the platforms and solutions that facilitate digital commerce marketing.

Third Door Media delivers extensive digital commerce marketing coverage on Search Engine Land and Marketing Land

- **Social Platforms** - such as FaceBook, Pinterest, Instagram, Twitter, LinkedIn, TikTok, Snapchat, Reddit
- **Marketplaces** - such as Amazon, Google Shopping, Walmart, Wayside
- **Search Engines** - Google, Microsoft Advertising, YouTube

- **January 2020**: Marketing Land’s Periodic Table of Digital Commerce Advertising infographic

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**TDM Audience**

- **84% Buy paid media**

**Digital commerce marketing/advertising**

- Video: 30%
- Social media: 63%
- Native advertising: 31%
- Paid search: 63%
- Display/retargeting: 62%
- Mobile/tablet: 39%
- Retail marketplace: 19%

**285K** Projected readers executing digital commerce advertising campaigns

**48%** of SMX attendees who spend more than $600,000 annually on paid media

**65%** of SMX attendees companies sell online

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**Agencies and DCM solution providers will benefit from the rise of DCM advertising**

- **27.5%** Outsource to an agency/consultant
- **24.2%** In-house Amazon marketer/team
- **21.9%** In-house paid search marketer/team

- **22%** of TDM readers use tools to manage their DCM/Amazon campaigns.

- **44%** plan to automate their ad campaigns in the next year

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**January 2020**: Marketing Land’s Periodic Table of Digital Commerce Advertising infographic
Digital commerce companies already count on SMX:
Brands that attended in 2019

1-800-flowers.com  BH Photo  Bath & Body Works  Beiersdorf
Bloomingdales  brother  Dior  Disney
Dolls Kill  Eargo  eBay  Elegante Home Accents
Ellaparadis  Emerson  Essity  Hobby Lobby
The Home Depot  KEEN  Land’s End  Lbrands
Lowe’s  Margery Boutique  Penn Tool Co  Photosavings
Posh Party Supplies  Health + Hygiene + Home  Samsung  SupplyHouse.com
Victoria’s Secret  The Vitamin Shoppe  Vivint  Windsor

All paths lead to the SMX West agenda...

Here are some of the DCM topics that will attract digital commerce marketers to SMX West. Each was developed by the experts at Search Engine Land and the SMX programming team and featuring the most prominent experts in the field.

- New Google Shopping...shopping actions
- A9 Algorithm - what you need to know
- How online retailers can get in on Prime Day buzz
- Amazon: Compete with or join
- Driving profitable sales with Amazon search ads
- SEO for commerce category, product detail pages
- Tackling rising CPAs on Facebook/Instagram
- Social commerce beyond Facebook/Instagram: Focus on Pinterest, LinkedIn, Snapchat & more
- Walmart’s biggest moves in marketplace
- Killer Strategies for online/offline targeting
- Avoid stupid retargeting
- SEO for changing inventory
- Multi-channel attribution/reporting for digital commerce
- Future forward tactics for digital commerce (experimental ad and site creatives, lens tech - take pic in store to get more info, voice)
- Technical SEO for Digital Commerce Clinic
- Amazon SEO Clinic

It all happens in San Jose...

Don’t miss out on this exclusive opportunity to engage with the digital commerce marketing community that will gather in San Jose this February.
**TITLE SPONSOR | Keynote**

$27,500

Your company is a headliner at SMX West as a Title Sponsor. This integrated package is designed to deliver qualified leads, project thought leadership with a prime speaking opportunity, and provide the highest level of visibility online, onsite and in cross channel promotions.

Your Keynote is a 30-minute presentation open to all conference attendees. You will receive contact information from those who attend.

Keynotes will be promoted in the online agenda and printed conference guide. Title Sponsors are acknowledged on the backdrop of the main keynote stage for the duration of the event and on all pages of the event website.

We’ll also facilitate connections by emailing registered attendees who indicate they are in-market for your solution asking if they’d like to set up a meeting.

As the lead sponsor at SMX West, your brand will receive maximum exposure via the website and onsite, and will showcase your company as a leader in search marketing.

**Deliverable Highlights:**
- Your keynote presentation, with title & description featured in agenda
- Scan data for all keynote attendees
- 10’ x 20’ Exhibit space and lead scanners
- 15-minute presentation in the Expo Hall Theater
- Full page ad in the conference guide
- 6 VIP conference registrations for your prospects or customers
- 4 All Access conference registrations for your staff
- Pre-show: opt-in list with email, postal list via bonded mail house

**PRESENTING SPONSOR**

$15,000 | Ten available

The stage is yours at SMX as a Presenting Sponsor! This sponsorship delivers qualified leads, branding and thought leadership.

The centerpiece of this sponsorship is your 40-minute presentation to attendees. Presentations are promoted in the conference program online, in the conference app and the printed guide. You receive scan data of all who attend. Average number of attendees is 50, room set for 80.

Your sponsorship includes a 10’ x 10’ exhibit space and lead scanner, two All Access conference passes, as well as three VIP All Access passes to invite high value prospects and customers as your guest.

**Deliverable Highlights:**
- 40 min. presentation, with title & description featured in agenda
- Scan data for all presentation attendees
- 10’ x 10’ Exhibit space and lead scanner
- 3 VIP conference registrations for your prospects or customers
- 2 All Access conference registrations for your staff
- Pre-show: opt-in list with email, postal list via bonded mail house
**Activation Dinner** $20,000

Host a private dinner for prospects attending the conference. We arrange the dinner, venue, invite qualified attendees and guarantee prospects to participate. Up to 20 attendees and a minimum of 15 will RSVP and attend the dinner. If you would like more guests to attend (including current prospects, customers, etc.) you pay an additional $750 per person. Up to 4 members of your staff can attend at no additional charge.

**Track Sponsor** $10,000

Demonstrate your company’s thought leadership by sponsoring one of the SMX Content Tracks- SEO or SEM. On site, your company will have prominent branding included on signage at the entryway to the Track room, as well as inside the room with GOBO lighting prominently displaying your company logo, a slide in the conference deck, and a 1X literature drop on each seat in the room.

**Networking Reception** Exclusive | $10,000

The SMX Networking Reception takes place at the end of the first day and is open to all conference attendees to mingle, network and share their experiences. The sponsorship includes extensive branding (bar signs, drink tickets, napkins, signs) and is highlighted on the event agenda on the event website, in the event program guide and onsite signage.

### EXHIBITOR PACKAGES

<table>
<thead>
<tr>
<th></th>
<th>10' x 10'</th>
<th>10' x 20'</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exhibit space</strong></td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td><strong>Badge Scanner</strong></td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>All Access Registration</strong></td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Logo &amp; Listing on Event Website</strong></td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Company &amp; Booth # in Printed Guide</strong></td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Postal Mailing to Attendees</strong></td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Pricing: Booth Space</strong></td>
<td>$7,000</td>
<td>$14,000</td>
</tr>
<tr>
<td><strong>Pricing: Turnkey</strong></td>
<td>$12,500</td>
<td>$24,500</td>
</tr>
</tbody>
</table>

*Postal mailing via bonded mail house
**Make exhibiting easy. Turnkey booth packages include graphics, furnishings, monitor, electrical, internet. Plug in your laptop and start selling!
### Lanyards  **Exclusive | $7,500**
This high-visibility sponsorship puts your company logo around the neck of all conference attendees. Acknowledgement of this sponsorship is also included on the Exhibitor/Sponsor page of the conference website and in the Conference Guide and/or conference mobile app. Sponsor is responsible for cost, production and shipping of the lanyard with TDM approval. Exclusive.

### Badge Inserts  **Exclusive | $7,500**
Display your company logo and company name above the attendees’ name and company with this high-visibility sponsorship. Acknowledgement of this sponsorship is included on the conference website exhibitor/ sponsor page as well as onsite.

### Conference Pocket Guide  **Exclusive | $7,500**
Sponsor the handy printed conference guide provided to attendees upon arrival and throughout the event! The pocket guide includes information such as the Agenda and Networking opportunities. Your creative will appear on the back cover of the guide.

### Theater Presentation  **$4,500**
A 15-minute presentation in the SMX Theater is your opportunity to conduct an educational session on the Expo Hall floor. Enhance your ROI by extending lead generation activities beyond your booth. SMX scan attendee badges for follow up after the conference; you invite attendees back to your booth for on-site discussions. Availability limited.
Reach Digital Marketers 365 Days a Year

- 1.4 million unique visitors per month
- 78,000+ newsletter subscribers
- 100,000+ content downloads

**Job Level**

<table>
<thead>
<tr>
<th>Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manager</td>
<td>25%</td>
</tr>
<tr>
<td>Director</td>
<td>20%</td>
</tr>
<tr>
<td>VP</td>
<td>7%</td>
</tr>
<tr>
<td>C-Suite</td>
<td>17%</td>
</tr>
</tbody>
</table>

46% worked in companies with more than 500 employees

**ASK ABOUT OUR MARKETING SERVICES PROGRAMS**

- Advertising
- Content Syndication
- Research Reports
- Native Advertising
- Webinars
- Events

**BUILD BRAND, THOUGHT LEADERSHIP AND LEADS**

- 1.4 million unique visitors per month
- 78,000+ newsletter subscribers
- 100,000+ content downloads

**Manager**

- 25%

**Director**

- 20%

**VP**

- 7%

**C-Suite**

- 17%

**10,000+**

- 17%

**1-20**

- 14%

**21-100**

- 20%

**101-500**

- 20%

**501-1,000**

- 17%

**5,001-10,000**

- 8%

**1,001-5,000**

- 13%

**1-20**

- 14%

**21-100**

- 20%

**101-500**

- 20%

**501-1,000**

- 17%

**5,001-10,000**

- 8%
Sponsorship Inquiries, please contact:

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SMX Calendar of Events

SMX East | New York City  
November 13-14, 2019

SMX Paris  
November 18-19, 2019

SMX West | San Jose, CA  
February 19-20, 2020

SMX Munich  
March 18-19, 2020

SMX London  
May 19-20, 2020

SMX Advanced | Seattle, WA  
June 9-10, 2020

Testimonials

We sponsored SMX before Bing Ads even existed, so for many, many years. We love coming to this conference.

Frankly, it’s the conference that brings the right individuals in the areas of search and digital marketing together all in one place. It means that we don’t have to be scattered all over the country, we can just come to SMX and it’s brilliant.

Frances Donegan-Ryan - Microsoft Advertising

We’ve been going to SMX Advanced for about three years now. It is our crowd, our industry, so when everyone comes up to us, they know immediately who we are (which I love to hear) and they want to learn more; they’re eager. We want to help them with that “day-to-day”, because being a marketer is hard.

Krista Tidman - SEMRush

People here are really interested in learning the nuts and bolts of how things work and operate and how they can utilize them in their everyday job. This is the type of show where we can actually have those type of conversations and go a little bit deeper with people.

Leslie Langan - LiveRamp

SMX Advanced is a fantastic opportunity to connect with great brands and customers and users who are really taking search to the next level.

Baruch Toledano - Conductor