O B S E S S E D  W I T H  S E O &  S E M

JUNE 9-10, 2020
SEATTLE, WA

EXHIBITOR & SPONSORSHIP OPPORTUNITIES

SMXAdvanced.com
SMX Advanced is the only conference designed exclusively for experienced search marketers. Attendees are SEOs and SEMs, come from brands and agencies, and are responsible for purchasing solutions, services and media for their companies and clients.

<table>
<thead>
<tr>
<th>Plan to Buy:</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analytics</td>
<td>19%</td>
</tr>
<tr>
<td>Call Analytics</td>
<td>20%</td>
</tr>
<tr>
<td>Personalization</td>
<td>21%</td>
</tr>
<tr>
<td>SEO Software</td>
<td>45%</td>
</tr>
<tr>
<td>Content Marketing Solutions</td>
<td>26%</td>
</tr>
<tr>
<td>Agency Services</td>
<td>23%</td>
</tr>
<tr>
<td>Attribution &amp; Performance</td>
<td>28%</td>
</tr>
<tr>
<td>Paid Media Management</td>
<td>28%</td>
</tr>
<tr>
<td>Social Media Management</td>
<td>20%</td>
</tr>
<tr>
<td>Marketing Automation</td>
<td>17%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Media Purchased:</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paid Search Advertising</td>
<td>69%</td>
</tr>
<tr>
<td>Social Media Advertising</td>
<td>51%</td>
</tr>
<tr>
<td>Display Advertising, including Retargeting</td>
<td>58%</td>
</tr>
<tr>
<td>Local Online Advertising</td>
<td>38%</td>
</tr>
<tr>
<td>Mobile Advertising</td>
<td>39%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brand Marketers</th>
<th>Agencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>52%</td>
<td>31%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Monthly Paid Media Spend for Company or Client</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1MM+</td>
</tr>
<tr>
<td>$500M - $1MM</td>
</tr>
<tr>
<td>$100M - $500M</td>
</tr>
<tr>
<td>$50M - $100M</td>
</tr>
<tr>
<td>Up to $50M</td>
</tr>
<tr>
<td>Don’t Know</td>
</tr>
</tbody>
</table>

82% Decision makers
72% Buy paid media
47% Spend more than $1.2 Million annually on advertising for their company or clients
48% are currently in-market to purchase solutions
45% Planning to buy SEO solutions
60% Sell via ecommerce
64% at companies with annual revenue of $25MM+
Get maximum exposure and assert market leadership at the show with our integrated sponsorship programs. Create awareness and set up meetings before arriving at the show with attendees, turn up the volume onsite with a sponsored session and dominant branding throughout the event, generate high-value leads and brand awareness that drive ROI.

**TITLE SPONSORSHIP**
$38,000
Align your brand with the leading, most respected event & media company in search today- SMX and Search Engine Land. As a lead sponsor at SMX Advanced, your brand will receive maximum exposure and engagement before, during and after the event, networking and the opportunity to present your own session to our attendees.

**Lead Generation & Thought Leadership**
- 10x20 exhibit space and lead scanner
- 40 minute Sponsored Session
- Room set with AV, average attendance of 45
- Contact information of those who attended
- Title/description integrated in online and on-site agendas
- 1x postal mailing
- Opt-in attendee email list

**Branding & Promotion**
- Logo displayed prominently at the top of all SMX Advanced web pages
- Search Engine Land promotion
  - 200,000 run of network impressions
  - 1 week of Marquee ads
  - 1 week of Search Engine Land newsletter and an epromo
- Exclusive slide in the conference deck
- Billboard banner in prominent location
- Conference bag insert
- Full page ad in the conference guide
- 2-minute Solution Spotlight before a conference session

**Networking**
- 6 VIP conference passes for prospects or valued customers
- 4 All Access conference passes for employees

**Search Engine Land Awards & Gala-Dessert Sponsorship**

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**PRESENTING SPONSORSHIP**
$25,000
Presenting Sponsorships combine the thought leadership of a speaking opportunity, lead generation from your sponsored session and booth presence as well as extensive branding that gets your company noticed at the conference and beyond. Invite your top prospects and customers as your guests with VIP tickets. Your sponsored session is integrated into the program agenda and highlighted on the website, conference communications, app, pocket guide and on site branding.

**Lead Generation & Thought Leadership**
- 10x10 exhibit space and lead scanner
- 40 minute Sponsored Session
- Room set with AV, average attendance of 45
- Contact information of those who attended
- Title/description integrated in online and on-site agendas
- 1x postal mailing
- Opt-in attendee email list

**Branding & Promotion**
- Logo displayed prominently at the top of all SMX Advanced web pages
- Shared slide in the conference deck
- Conference bag insert
- Full page ad in the conference guide
- 2-minute Solution Spotlight before a conference session

**Networking**
- 3 VIP conference passes for prospects or valued customers
- 2 All Access conference passes for employees

**Search Engine Land Awards Patron**
**SEARCH ENGINE LAND AWARDS MARQUEE SPONSORSHIP**

$29,500

This is the only awards program recognized by Search Engine Land, the industry publication of record and producers of SMX, held during SMX Advanced. Align your brand with the highest honor in search, celebrating the year’s best SEM & SEO campaigns and the superstars. Over 500 search marketers from around the globe gather at our annual Gala. Our Marquee sponsor receives extensive branding pre-event as the excitement builds, then participates in the ceremony welcoming our attendees and finalists, and is front and center in the post event announcements and coverage.

**ACTIVATION LUNCH**

$20,000

Host a private lunch at the conference for prospects! We’ll recruit a minimum of 25 prospects from among the most qualified members of our audience. We provide the room, food, and AV for your lunch presentation. You receive the list of all who attend and RSVP. This personalized setting allows for not only for relaxed networking but also the opportunity to showcase your thought leadership and solutions to a qualified group of attendees.

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**EXHIBITOR PACKAGES**

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

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*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!**
ADDITIONAL SPONSORSHIP OPPORTUNITIES

**ACTIVATION DINNER** $20,000
Host a private dinner for prospects attending the conference. We arrange the dinner, venue and invite attendees. We recruit from among the most qualified within our audience of registered attendees, minimum confirmed attendance of 15.

**RECHARGE LOUNGE SPONSORSHIP** $9,500
Charge up SMX attendees! Make an impression on all the attendees by providing them with power for their mobile devices! Our Power Station Lounge is located in the middle of all the action on the Expo hall floor. The sponsorship includes sponsorship signage, as well as an Enter to Win a prize (value $500 provided by SMX) and 1 All Access Pass.

**EXPO HALL & RECEPTION SPONSORSHIP** $8,500
In-the-hall branding components include: 8’ wide x 6’ high “billboard banner” at the entrance of the hall, floor clings, and your logo on the Expo Reception drink tickets. Additional on-site branding includes a “banner” located at the bottom of the Expo Hall map page, acknowledgement on agenda page as the Expo Hall sponsor, sponsorship acknowledgement in the conference guide and an exclusive slide in the conference deck.

**LUNCHEON SPONSOR** $8,500
SMX offers sit-down, hot lunches to All Access and Networking pass holders and speakers. This exclusive sponsorship includes: 10’ wide x 4’ high hanging banner in the lunch area, dessert table signage, acknowledgement on the SMX site including Conference Agenda and Exhibitor/Sponsor pages, in pre-show e-mail communications, on-site signage, listing in SMX Conference Guide and in conference slide deck.

**TRACK SPONSORSHIP** $8,000
Demonstrate your company’s thought leadership by sponsoring one of the SMX Content Tracks. On site, your company will have prominent branding included in the signage at the entry way in to the session room, as well as in the track session room with a freestanding meter board, a slide in the conference deck, and a 1x literature drop on each seat in the room.

**CONFERENCE BAG SPONSORSHIP** $8,500
The co-branded conference bag (your brand and the conference) is presented to All Access attendees. Great branding throughout the event as attendees move between sessions, Expo Hall, and Keynotes! We pay for and produce the bag. The sponsorship includes conference bag insert.

**LANYARDS** $8,500
This high-visibility sponsorship puts your company logo around the neck of all registered conference attendees. Acknowledgement of this sponsorship is also included in the Conference Guide and/or conference mobile app. Sponsor is responsible for cost, production and shipping of the lanyard with SMX approval.

**OPENING RECEPTION SPONSORSHIP** $7,500
The SMX Opening Reception takes place the night before the conference begins and is open to All Access and Networking pass holders and speakers. The sponsorship includes promotion on the SMX site including acknowledgement as a sponsor on Networking and Agenda pages, in pre-show e-mail communications, in on-site signage, in conference slide deck. You also get a tabletop at the Opening Reception, your logo printed on the drink tickets, and the opt-in list. Non-exclusive sponsorship. Limited to 5 companies.
ADDITIONAL SPONSORSHIP OPPORTUNITIES

**BADGE INSERT SPONSOR** $8,500
Each conference attendee will receive a badge holder insert displaying your logo with this high-visibility sponsorship. Acknowledgement of this sponsorship is also included in the Conference Guide and/or conference mobile app. Sponsor is responsible for cost, production and shipping of the insert.

**POCKET GUIDE SPONSORSHIP** $6,000
Sponsor this handy printed reference guide provided to attendees in the registration area. The sponsorship includes the Back Cover Full Page ad, as well as tabletop signage in the registration area offering the guide compliments of the sponsor. The pocket guide provides easy reference to the Agenda-at-a-Glance and Exhibitor/Sponsor info and the Floor Plan.

**REGISTRATION SPONSOR** $6,000
Reach everyone who registers online for the conference by becoming the exclusive registration sponsor. Your logo is displayed on all pages of registration. On the “Thank You for Registering” Page, you can invite attendees to visit your booth and tell them about your other conference activities. Also includes the opportunity to hand out your promotional items on-site at the conference in registration.

**WIFI SPONSOR** $4,500
Become the WiFi sponsor in SMX Track/Keynote rooms and common areas at SMX Advanced and your company will receive recognition in printed and online event materials, onsite signage in Track/Keynote rooms recognizing and thanking the sponsor for providing access to free WiFi via your customized network password.

**NOTE PAD & PEN SPONSORSHIP** $4,000
Provide all registered conference attendees with a co-branded Notepad & Pen that will be distributed on attendee seats at the keynotes on June 9th for use throughout the event and beyond. The sponsor is responsible for the cost, production and shipping of the notepads and pens.

**CONFERENCE BAG INSERT** $3,500
(Excludes pens & notepads)
Reach All Access attendees by distributing your promotional brochure in our conference bags. Item subject to approval.

**BILLBOARD BANNERS** $3,500
Get your brand in front of all conference attendees with an 8’ wide x 6’ high “billboard” banner in a well-trafficked area. Rate includes hanging fee. SMX will produce your banner for an additional charge.

**SOLUTION SPOTLIGHT** $3,500
Reach your target audience by introducing a conference session on a topic that matching your product or service. Deliver a 2-minute pre-session elevator pitch and invite attendees back to your booth for follow up. Availability Limited.

**METER BOARD** $1,800
Place your branding and special offer messaging on a 1-meter tall sign situated in a high traffic location at the conference and/or Expo Hall. SMX produces.

**REFRESHMENT SPONSOR** $2,500
Treat the attendees to refreshments at one of several breaks. Includes your logo/link on the conference agenda and onsite signage acknowledging your sponsorship.
The highest honor in search, the Search Engine Land Awards celebrate individuals, agencies, and internal marketing teams within the digital marketing community who have demonstrated excellence in executing organic and paid search marketing campaigns and research initiatives.

Celebrated at an evening awards gala during SMX Advanced and attended by 600+ marketing professionals from around the globe. Align your brand with award-winning search campaigns and superstars as a sponsor.

**MARQUEE SPONSORSHIP**

**Pre-event branding:**
- SMX Advanced Agenda - branding
- SMX Advanced Sponsor and Networking pages
- Search Engine Land & Awards sites – branding
- Co-branded email to attendees and participants + 350,000 co-branded impressions on Search Engine Land
- Social media promotion by SMX and Search Engine Land

**Ceremony branding:**
- Welcome address at ceremony
- Recognition on stage by hosts
- Main stage branding
- GOBO light of logo in venue
- Photo backdrop branding
- Reserved VIP area with 12 event tickets included

**Post event branding:**
- Marquee sponsor acknowledgement in special edition of Search Engine Land newsletter
- Marquee sponsor acknowledgement on SEL website, post awards coverage web page
- Marquee sponsor acknowledgement in winners press release

Price: $29,500
2020 SEARCH ENGINE LAND AWARDS SPONSORSHIPS

RAISE YOUR GLASS SPONSORSHIP

Pre Event branding:
- Premium sponsorship status and brand building across the Search Engine Land website
- SMX website and on all awards webpages and marketing materials
- Exclusive: ROS ads on SearchEngineLand.com congratulating finalists

Ceremony branding:
- Premium branding and recognition by the hosts on stage with a dedicated toast
- Photo op backdrop
- Exclusive, integrated brand presence with:
  - Branding on food & beverage stations
  - Signature cocktail(s)
  - Custom cocktail napkins & glasses
  - Reserved VIP area with 8 event tickets

Post Event branding:
- Sponsor acknowledgement in special edition of Search Engine Land newsletter
- Sponsor acknowledgement on SEL website, post awards coverage web page
- Sponsor acknowledgement in winners press release

Price: $17,500

PHOTO CELEBRATION SPONSORSHIP

Pre Event branding:
- Featured sponsorship status and brand building across the Search Engine Land website and SEL awards pages
- SMX website and all awards marketing materials

Ceremony branding:
- Branding on stage & recognition by host/s
- Search Engine Land Awards photo celebration backdrop
- Exclusive, integrated brand presence with:
  - photo printouts/guest takeaways
  - on-theme custom photo booth props with your logo
  - online distribution via social media using awards hashtag
  - Reserved VIP area with 8 event tickets

Post Event branding:
- Sponsor acknowledgement in special edition of Search Engine Land newsletter
- Sponsor acknowledgement on SEL website, post awards coverage web page
- Sponsor acknowledgement in winners press release

Price: $12,500
2020 SEARCH ENGINE LAND AWARDS SPONSORSHIPS

VIP GIFT SPONSOR

Pre Event branding:
• Sponsorship status and brand building across the Search Engine Land Awards website
• SMX website and on all awards marketing materials

Ceremony branding:
• Branding onstage and recognition by the host/s
• Exclusive sponsor of branded gift (gourmet chocolates, swag bag, etc.) to all SEL award finalists, approx. 150. Gift provided by the sponsor.
• Social media promotion by SEL and SMX Advanced
• Reserved VIP area with 4 event tickets

Post Event branding:
• Sponsor acknowledgement in special edition of Search Engine Land newsletter
• Sponsor acknowledgement on SEL website, post awards coverage on web page

Price: $7,500

DESSERT SPONSORSHIP

Ceremony branding:
• Branding onstage and recognition by the host/s
• Exclusive sponsor of nitrogen ice cream dessert, made to order
• Choose your flavors and name them to promote your company or brand
• Reserved VIP area with 4 event tickets

Post Event branding:
• Sponsor acknowledgement in special edition of Search Engine Land newsletter
• Sponsor acknowledgement on SEL website, post awards coverage on web page

Price: $5,000

SEL AWARDS PATRON

• Recognition on mainstage by awards host
• Logo on Search Engine Land Awards site
• Inclusion on plasma display at awards venue
• 2 Gala tickets
REACH DIGITAL MARKETERS 365 DAYS A YEAR

- 1.5 million unique visitors per month
- 87,000+ newsletter subscribers
- 145,000+ content downloads
- 90% are purchasing decision makers
- 79% plan to buy or upgrade a marketing technology in the next 12 months

ASK ABOUT OUR MARKETING SERVICES PROGRAMS

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

Date: June 9-10, 2020
Location: Bell Harbor International Conference Center, Seattle, WA
CONTACT US | We’re excited to work with you to accomplish your objectives.

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SMX Calendar of Events

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

SMX East | New York City  
November 11-12, 2020

SMX Paris  
November 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