



Conversion Conference

It's all about the conversion

EAST

October 4-5, 2010 • Sheraton National • Arlington, VA

The first conference in the world focused specifically on online conversion!

For people who want to get the most out of their online campaigns

Learn how to improve acquisition and dramatically increase conversion



Produced by

risingmedia™

www.conversionconference.com

Conference Overview

Welcome to the first conference in the world focused specifically on online conversion!

Following the uniformly positive reaction to the inaugural event in San Jose, Conversion Conference East continues to provide finely tuned value through a combination of strategic sessions presented by industry thought leaders and practical sessions and workshops that illustrate how to execute and achieve results.

Over 26 informative sessions, and 3 strategic keynotes with top presenters from the industry will anchor two solid days of learning and networking. Keynotes at the inaugural show included Tim Ash, Bryan Eisenberg, and Jakob Nielsen.

In-house, agency, vendor, affiliate network, and lead-generation company representatives are expected from a wide range of industries.

Attendees will include:

Online marketing managers (directors and VPs)
Ecommerce Managers
Search engine marketers and managers (SEO & PPC)
Social media marketers
Media buyers
Graphic designers
Copywriters

Landing page optimization specialists
Retail and Subscription Managers
Web analysts and landing page testing
Affiliate managers
Web developers
User experience analysts
Email marketers

Held in parallel with the eMetrics Conference

This important inaugural event will be co-located alongside of the established [eMetrics](#) conference. Marketing managers, web analysts and business intelligence experts have been meeting at the eMetrics Marketing Optimization Summit since 2002 to learn how to increase the return on online investments, gain customer insight and use web data to inform marketing and business decisions. Your sponsorship will reach an additional audience of hundreds of conference attendees interested in marketing optimization, web analytics, testing, and measurement. Participants of either show may elect to purchase a Combo Pass and attend sessions at either event.

The following elements of the shows will be combined:

Breakfast
Networking breaks
Birds of a feather lunch
Exhibit hall
Cocktail mixers at the end of each day



Conference Marketing Plan

We're working on our conversion too and have a number of marketing programs under way to attract the right attendees. Highlights include:

The Conversion Conference Blog Partner Program

Blogs are an increasing source of relevant qualified leads for both technology vendors and technology events. Rising Media has very successfully launched blogger engagement programs for all our events. In 2010 Conversion raises its profile in the blogosphere.

Social Networks

Speaking direct to relevant executives on their own LinkedIn profile is a guaranteed source of new attendees, as are conversations in the relevant groups. Rising Media was recently featured as a LinkedIn success story for promoting the eMetrics Marketing Optimization Summit and conference chair Tim Ash is a compulsive networker.

"Traditional" Online Marketing

Banners, text ads, email newsletters, Google Adwords - all in contextually relevant titles.

Media & Association Partners

Conversion Conference continues to build the number of key media and association partners to ensure their readers and members have Conversion Conference top of mind.

Press Releases

Yes, they still work, especially as fodder for search engines and RSS Feeds - getting the Conference straight onto potential attendees desk tops.

Free Expo Hall Passes

As an additional benefit to exhibitors, Conversion Conference is committed to publicizing free expo-hall-only passes to maximize foot traffic in the Expo Hall.

Twitter @ ConversionConf - check out the tweets from San Jose at # ConvCon

Twitter is another channel that, while still niche, is very effective for communicating with the techsavvy group that use it (i.e. us and our customers!).

As always with great events, key to the success of the Conference is attracting top-notch speakers. For 2010 the line-up is filled with leading analysts, experienced practitioners and industry-respected consultants. Tracks cover Persuasion, Testing, Hands-on and Best Practices. Conversion Conference 2010 will be the most effective event in 2010 for those involved in making their websites convert more effectively through better technique and technology.

Join hundreds of professionals looking to improve their website conversion!



Tim Ash
Conference Chair
CEO, SiteTuners.com

Sponsorship Plus Exhibitor Packages

This highest level package is designed to maximize your exposure across the website, printed materials, signage, and in-person visibility for companies committed to the conversion improvement and landing page optimization audience.

Gold Sponsors (2 only) - US\$20,000

- 10 minute speaking slot to entire audience
- 2 minute "Elevator pitch" to entire audience
- 3 full conference passes
- 3 staff exhibit only passes
- Access to an Opt-in attendee contact list
- Ad in Conference Guide - Full Page, 4-color
- Booth Space in the exhibit Hall - 8 ft deep x 10 ft wide
- Multiple registration discounts
- Logo displayed on literature and online promotions
- Company description in sponsor section of website & Conference Guide
- Literature in attendee bag
- Tchotchke or Schwag Distribution

This package is designed to maximize value for those who want the credibility of full booth exhibiting at the Conversion Conference.

Silver Sponsors- US\$12,500

- 2 minute "Elevator pitch" to entire audience
- 2 full conference passes
- 3 staff exhibit only passes
- Access to an Opt-in attendee contact list
- Ad in Conference Guide - Full Page, 4-color
- Booth Space in the exhibit Hall - 8 ft deep x 10 ft wide
- Multiple registration discounts
- Logo displayed on literature and online promotions
- Company description in sponsor section of website & Conference Guide
- Literature in attendee bag
- Tchotchke or Schwag Distribution

This package is designed to maximize value for those who want the credibility of full booth exhibiting at the Conversion Conference.

Bronze Sponsors- US\$7,500

- 1 full conference passes
- 3 staff exhibit only passes
- Ad in Conference Guide - Half Page, 4-color
- Booth Space in the exhibit Hall - 8 ft deep x 10 ft wide
- Multiple registration discounts
- Logo displayed on literature and online promotions
- Company description in sponsor section of website & Conference Guide
- Literature in attendee bag
- Tchotchke or Schwag Distribution

Newcomers Pavilion - US\$4,500

The Conversion Conference Newcomers Pavilion is created to provide NEW sponsors to the Conversion Conference visibility, credibility, and brand value and to assure each sponsor is provided with everything needed to assure a hassle-free experience. Information and a graphic of the POD unit are available upon request.

The following features are included based on a POD all inclusive stand package.

- High quality wall-to-wall carpeting
- 1- POD Unit
- 2- Bar style chairs
- 2 – 100 watt spotlights
- Header with company identification.
- 1 meter - wide lockable sales cupboard (sliding doors and storage beneath)
- One free-standing literature rack
- Daily stand cleaning
- Wastepaper basket
- Highly visible feature as "Newcomers Pavilion" in exhibit hall
- Mentioned in advert for Pavilion in Show Guide and on Website.
- Electricity
- Internet Connection

Additional Sponsorship Opportunities

■ Conversion Conference Official Shirt Sponsor (One Only) \$4,000

Your logo/message on the back of the official show T-Shirt. Sponsor will provide the T-shirts printed with the show logo on the front and your logo/message on the back. A T-shirt will be included in every conference bag.

■ Conference Handbook Ad inside the Handbook \$1,500

One full page, 4 color, ad artwork for inclusion in the conference handbook, frequently read by conference attendees and referenced after the show.

■ Hotel Room Drop – (limited to 2) \$1,500

Your message/gift hand delivered into attendees hotel rooms at the conference hotel.

■ Notebook Sponsorship (One Only) \$1,500

Sponsor to provide the notebook, which will be put at every conference seat prior to the opening session. This will be used by the attendees both during and after the event and is a prime position for your logo. Sponsor is responsible for delivering the notebook to the venue at least 24 hours prior to the event opening.

■ Attendee Badge Insert (One Only) \$2,000

What better way to make a bold statement to all Conversion Conference attendees than to sponsor the insert designed for the badge holder and have your company's name prominently displayed to the attendees. Not only can you display your company name, but also you can include product highlights and your booth number as part of the insert.

■ Conversion Conference Bag Sponsor (One Only) \$3,000

Your logo on display and in everybody's hands during the event and often for years afterwards on the Conversion Conference bag. Organizer will produce the bags.

■ Lunch Sponsorship (Two Only) \$3,500

As the sponsor your company information or tchotchke's will be placed at each table as well as napkins with company logo, and plenty of signage with company name and logo explaining that you are the exclusive lunch sponsor offering prominent brand recognition.

■ WIFI Pavilion (One Only) \$7,000

Get everyone connected by sponsoring the Conversion Conference WIFI Pavilion. Enjoy promotion on the Conversion Conference website, show guide, and signage at the show as well as pre-event emails. Your promotional collateral will be distributed at registration to drive attendance to your booth.

■ Registration (One Only) \$7,000

We will place a Pre-event banner ad posted on the online registration. You will also receive a linkable ad in all confirmation emails that go to pre-registered attendees. You will be able to place an insert in badge mailings with your own messaging. On-site signage in registration area.

■ Event Guide Bellyband (One Only) \$2,500

Your 4-color ad printed and wrapped around each copy of the Conversion Conference event Guide. All production included.

Additional Sponsorship Opportunities

■ Conference Track \$3,000

Sponsor of one of the official Conversion Conference session tracks. Your logo will be placed on evaluation surveys to be distributed for sponsored session. Onsite signage at the front of the room. Sponsors promotional collateral distributed. Your company will also be identified in the Show Guide as the official Conference Session sponsor for that track. Each track runs for two days.

■ Conference Program Tear Out From Show Guide (Two Only) \$2,000

Sponsor will have Full Page Advert on the back of the Day 1 or Day 2 Conference Program Tear Out (Agenda at a Glance) from the Show Guide.

■ Official Passport Program

- \$1,500 (front cover, exclusive)
- \$550 (Participation)

Make your booth a mandatory stop for all attendees at the Conversion Conference and all eMetrics attendees. Participating exhibitors will receive a special stamp to be stamped in the passport of attendees who stop by your booth. Once their passport is full of stamps attendees drop it off at registration for entry into the prize draw. Prizes include: iPad, Flip Video, Kindle, other cool stuff!

For all Sponsorship enquiries please contact:

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Conversion Conference is produced by



RisingMedia is the team behind the eMetrics Marketing Optimization Summit, (the leading event for web analytics and online marketing optimization), Predictive Analytics World the business event for predictive analytics professionals, managers and commercial practitioners and many others.

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