

SES CONFERENCE & EXPO



SPONSORSHIP & EXHIBITOR KIT

Q4 2010



About SES Conferences

SES Conference & Expo is the leading global event series that educates business professionals in search and social marketing, putting a special focus on tactics and best practices. Programmed by the leading publications in digital marketing and search ,ClickZ and Search Engine Watch.com, SES Events provide instruction from the industry's top experts, including representatives from the Search Engines themselves.

MEDIA EXPOSURE



CBC



news



**Bloomberg
Businessweek**

ADWEEK

About

SES is attended and covered by leading Industry publications and media outlets



Our Program



MATT MCGOWAN
MANAGING DIRECTOR, US

“ Our focus and the focus of our events is simply to make the jobs of everyday marketers easier be it through the teaching of best practices, insight into new technologies, or identification of emerging trends ”

CONTENT ROUNDUP

- **Search Marketing** The fundamentals & trends for SEO, PPC, Real-time and more
- **Social Media** Best practices & trending marketing strategies over the major social networks
- **Analytics** Tracking key performance metrics and effective reporting & measurement strategies
- **Information Architecture** Analyzing site errors, eye tracking studies, and behavioral modeling
- **Video** Optimizing media content for effective rankings and conversions
- **Mobile** Exploring case studies & technologies, tracking user engagement
- **Website Design** Reviews of common design errors and effective landing page layouts

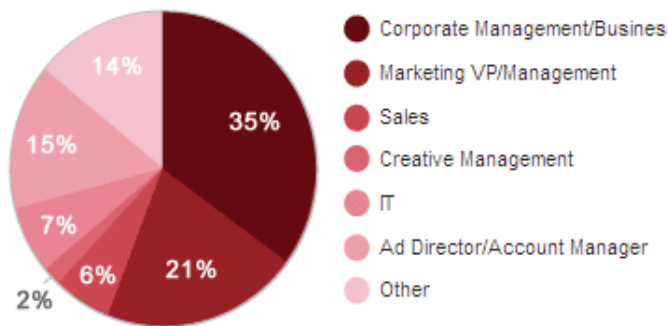


SES At-a-Glance

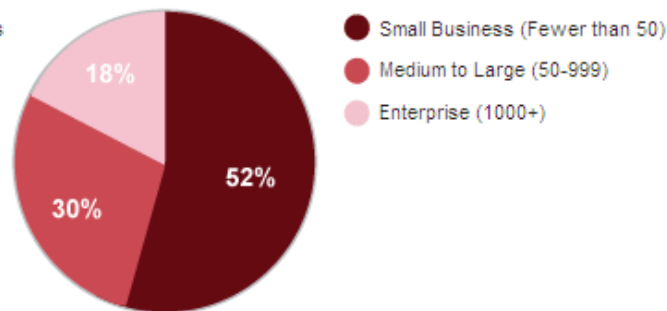
- **15,000 + Attendees**
- **10,000 + Businesses**
- **250 + Sponsors & Exhibitors**
- **10 + Conferences & Workshops**
- **6 Countries**

WHO ATTENDS

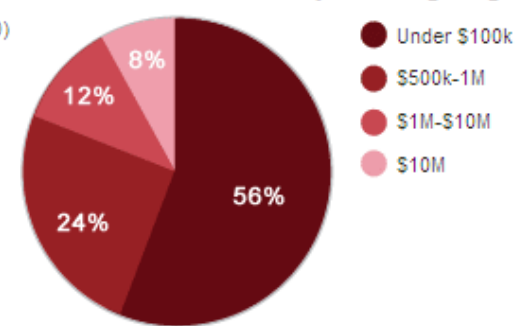
Attendee Demographics



Demographics by # of Employees



Attendees by Marketing Budget



KEY FACTS

85% of delegates approve/recommend purchasing decisions

90% of delegates are new to SES

60% of delegates are interested in Analytic Tools, SEO Services & Social Media Solutions



Event Sponsorship

SES CHICAGO
OCT 18-22, 2010

SES BERLIN
NOV 23-24, 2010

SES LONDON
22-25 FEB, 2011

SES NEW YORK
MAR 21-25, 2011

SES TORONTO
JUNE 13-15, 2011

SES SAN FRANCISCO
AUG 15-19, 2011

The global SES conference & expo series offers advertisers and sponsors diverse and unique opportunities to reach their target markets through customizable branding options. Attracting professionals from major brands in every industry, sponsors are readily able to reach decision makers across a broad spectrum of verticals.

Flexible sponsorship options and add-ons available

Sponsorship Packages

Start at: **\$15,000 / Event**
Limited Number Available

Exhibitor Space

Starts at: **\$6,500 / Event**
Booth Selection is 1st come 1st served

STANDARD INCLUSIONS

Basic packages contain:

- Exhibit Hall Booth Space
- Event Website Branding Opportunities
- Complimentary Conference Guide Listings
- Conference Registration Passes for Exhibitor Personnel
- Discounted Conference Registration Passes for Exhibitor's Customers





SES Magazine & Guide

Readers from around the world are staying up to speed with the latest trends in search and social marketing through the **SES Magazine**. Issues include news, features, interviews, and exclusive articles by industry experts. The magazine also serves as the official conference guide to global SES Conference series, and is widely distributed throughout each event.

2011 Rate Card

161,000 Annual Circulation

Average Reader:

- Executive Management (CEO, CMO, CIO)
- Marketing Managers
- Local Digital Marketing Agencies
- IT Professionals

2011 Discount Packages

| | | | | |
|------------|----|-----|-----|-----|
| # of Buys: | 2 | 4 | 6 | 8+ |
| Savings: | 5% | 10% | 20% | 30% |

* Advertisers making eight or more buys within one year receive a **FREE** bonus ad

| Issue | Circulation | Tear-out card | 2-page spread | Back cover | Inside front cover | Inside back cover | Full-page | Half-page | Business Card* |
|----------------------------------|----------------|---|---------------|------------|--------------------|-------------------|-----------|-----------|----------------|
| London preview (Jan) due 12/10 | 20,000 | \$3,250 | \$2,500 | \$2,500 | \$2,250 | \$1,750 | \$1,500 | \$1,250 | \$400 |
| London/NY preview (Feb) due 1/20 | 25,000 | \$5,000 | \$4,000 | \$4,000 | \$3,250 | \$2,750 | \$2,250 | \$1,750 | \$600 |
| New York guide (March) due 2/20 | 10,000 | \$5,000 | \$4,000 | \$4,000 | \$3,250 | \$2,750 | \$2,250 | \$1,750 | \$600 |
| Toronto preview (May) due 4/10 | 15,000 | \$3,250 | \$2,500 | \$2,500 | \$2,250 | \$1,750 | \$1,500 | \$1,250 | \$400 |
| Toronto guide (June) due 5/20 | 8,000 | \$3,250 | \$2,500 | \$2,500 | \$2,250 | \$1,750 | \$1,500 | \$1,250 | \$400 |
| San Fran preview (July) due 6/1 | 40,000 | \$5,000 | \$4,000 | \$4,000 | \$3,250 | \$2,750 | \$2,250 | \$1,750 | \$600 |
| San Fran guide (Aug) due 7/15 | 10,000 | \$5,000 | \$4,000 | \$4,000 | \$3,250 | \$2,750 | \$2,250 | \$1,750 | \$600 |
| Chicago preview (Sept) due 8/10 | 25,000 | \$4,000 | \$3,000 | \$3,000 | \$2,750 | \$2,250 | \$1,750 | \$1,250 | \$400 |
| Chicago guide (Oct) due 9/20 | 8,000 | \$4,000 | \$3,000 | \$3,000 | \$2,750 | \$2,250 | \$1,750 | \$1,250 | \$400 |
| TOTAL | 161,000 | Advertise in eight or more issues for 30% savings! | | | | | | | |

Note: Dates subject to change.

*Business card-size advertising will be placed near back and must be pre-paid via credit card. Regular advertising discount does not apply. Advertise in a minimum of four issues to receive a 5% discount; advertise in all issues for a 10% discount.



2010 Sponsors & Advertisers



TESTIMONIALS

"RadioActive Media rates the SES Conference and Expo, in SF 5 Stars! The SES Expo was of great value for RadioActive Media. It gave us the opportunity to meet new people and introduce them to the power of Direct Response Radio in relationship to their online presence."

"SES has been the best one so far, both from a speaker and exhibitor point of view. The expo hall plan was well laid out, the content was excellent and there was no shortage in networking opportunities. The Incisive folks really know how to do this!"

SES

CONFERENCE & EXPO



CONTACT OUR TEAM



Peter Westerholm

Sales Director

Peter.westerholm@incisivemedia.com



Elaine Mershon

Sales Director

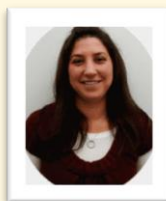
Elaine.mershon@incisivemedia.com



Andrew Katz

Sales Director

Andrew.katz@incisivemedia.com



JoAnn Simonelli

Director of Client Services

Joann.simonelli@incisivemedia.com



Elizabeth Huston

Sales Associate

Elizabeth.huston@incisivemedia.com