

EM@IL SUMMIT '08 Expo & Awards

SPONSOR & EXHIBITOR OPPORTUNITIES

(Note: Limited Availability)

Miami February 24-26th Sunday-Tuesday







We just returned from the MarketingSherpa Email Summit where we exhibited the new Blue Sky Factory trade show booth. The sold out event was incredible, a "must go" for anyone who is looking to learn about best practices and the state of the email industry."

Greg Cangialosi, President & CEO, Blue Sky Factory Inc.

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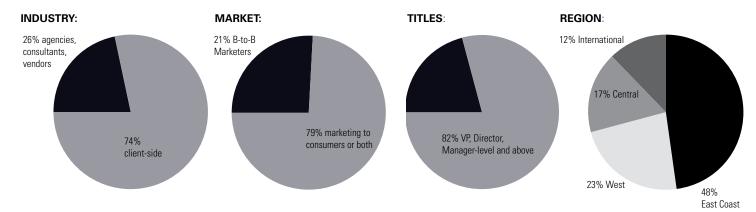


REACH AMERICA'S TOP EMAIL MARKETERS

Paid Attendee demographics: 800 anticipated paid attendees

Average: 10-20 years of marketing experience

Ticket price: \$1395



Note: Based on 2007 paid attendee data

2008 Email Summit Overview

Every year nearly 1,000 client-side marketing executives gather for MarketingSherpa's Email Summit. The content is *unlike* any other event, featuring:

- 30+ Client-side speakers presenting Case Studies
- Bootcamp training
- One-to-one consulting on design, delivery, and tactics
- Break-out sessions for B-to-B specialists
- Email Awards Gala

Important: No ESPs or deliverability vendors are allowed to speak on stage. The podium is reserved for real-life, client-side marketers who share their advanced tests and results with their peers. If you want to impress Email Summit attendees, you must be a sponsor.

About MarketingSherpa

MarketingSherpa is a research firm publishing award-winning Case Studies, Benchmark Guides and know-how materials for the marketing profession. 237,000 marketing executives read MarketingSherpa every week.

Praised by The Economist, Harvard Business School's Working Knowledge Site and Entrepreneur.com among others, MarketingSherpa conducts research into what's working in marketing (and what's not).

The firm offers readers the chance to network and discover advanced, research-based methods to improve marketing results at three annual real-world Summits: Email Summit Awards & Expo every Spring, Selling Subscriptions Online every May, and B-to-B Demand Generation every Fall.

To boost networking impact and exclusivity, tickets and sponsorships are strictly limited for each event. Most MarketingSherpa Summits sell out well before the actual event dates. (None accept walk-in registrations.)





2007 ATTENDEES

Included Top Email Marketing Execs From:

A.D. Vision, Inc. AAA Mid-Atlantic AAA National Office AAAS/Science AARP Services, Inc. Acceleration Accenture ACI Worldwide Acxiom Digital Adteractive. Inc. Advanced Nutrients Advanstar Communications Advanta Bank Corp Affinity Group Inc. Affinity Resources LLC Alaska Airlines Alienware Allegis Group Allrecipes..com ALM Alterian Amazon American Airlines

American Management Association Andrew Associates

Angel Publishing Antics Online **AON Insurance Services**

Apple

APICS APMEX

Arc Worldwide
Ariad Custom Communications Austin Direct Impact Bank of America Bankrate, Inc. Bayview Financial

BD Biosciences Benchmark Hospitality International Bia Marketina Blinds.com Blue Cross & Blue Shield Bluegreen Bonnier Publications A/S Bose Corporation Bright and Sleek Brighton Brink's Home Security Broadwick Corporation Bronto Software, Inc Brooks Bell Interactive

Business Objects B7 Media California State Automobile Association Campbell Soup Co.

Captaris Carbonite Inc. Care Resources Careerbuilder.com Carlson Leisure Travel Serivces

CFA Institute
Check Point Software Technologies
Cirrus Data Management, Inc.

Citrix Systems Inc. Classmates Click Tactics Cobalt Collections Etc. Comcast Comcast Spectator Comeandstay Commercial Direct ConAgra Foods Conde Nast Publications Constant Contact Consumers Union Costco Crain Communications Inc.

CSN Stores Custom Direct CUTCO Cvent Dell Inc. Demand Engine DEMCO Diennea Direct Logic Solutions

Direct Marketing Association

IFS North America Imagitas, Inc.

Discover Financial Services DMi Partners Dow Jones & Co. Dow Pharmaceutical Sciences Due North Consulting, Inc.

Dun & Bradstreet EB Practice LLC eBay eComLead

Ecount eCU Technologies EDGAR Online Inc. e-Dialog eForce Media Eforcemedia eGlobalistGroup

Email Experience Council Email Response Systems Inc. emfluence, LLC

Emma Endeavor Consulting eNeighborhoods, Inc. Enmark Performance Development Envision EMI

Epicor Software Fpocrates.

Epsilon International Equifax Ergo Genesis

ESRI Esurance ExactTarget, Inc. Expedia, Inc Expedia.com Eyetools e-7en

Fair Isaac Fargo Electronics, Inc. FastWeb

Fidelity Investments Canada FileMaker, Inc. First Marketing Fishbowl Marketing

ForgeBusiness On-Line / forgeBusiness USA Franklin Electronic Publishers FreshAddress, Inc.

Frontline Direct Inc. FulcrumTech LLC Full Sail Real World Education

FurnitureFind Garden Home Title Garrison Partners GCDirect GE Money

GEICO General Mills Genius.com Georgia Tech Gevity GhislandiWeb

Glowac+Harris+Madison Goodmail Systems Gordmans Got Corp. Grainger H Careers

H.H. Brown Hachette Filapacchi Media US Hanley Wood, LLC Harbor Freight Tools

Harvard Business School Publishing Healthy Directions

Help/Systems Inc. Herman Miller Inc Hewlett Packard Hexaware Technologies Higher One

Hitachi Consulting Horizon Interactive Hotels.com Houghton Mifflin HvdroWorx

14 Commerce, Inc. ICF com Icon Advantage Resources

Indiana University Foundation InfoGenesis Informatica Corp

Institutional Investor Inc

Insurance.com Intelligent Beauty Intercontinental Hotels Group InterfaceFLOR

Internet Marketing Center Interval International

Intervoice Intuit ISO

iSuppli Corporation J. Paul Getty Trust James Tower JangoMail JAS MTS Inc.

Javelin Technologies Inc. Jockey International Kelly Services Inc. Kiehl's Since 1851 KnowledgeStorm Komunick Corp.

Krueger Direct/Interactive KVH Industires

Kyube

La Senza Inc. Ecommerce LANDesk

Lavender Leaplab LeapLab Group Learning Tree International LexisNexis Listrak Live Nation Liventus

Logoworks Loop Consulting Group, LLC LoopNet.com

L'Oreal - shu uemura and Giorgio Armani Cosmetics Lorel Marketing Group

LOTSolutions LTV Marketing M4 Internet Made In Napa Valley, A Division of Tulocay & Co

Magazines.com Mailout Interactive, Inc. Marketing Communicationis Trading

Marketing Support Network

MarketingNPV Matrikon Inc. MBS Consulting MCD Partners

Memolink Memphis Convention & Visitors Bureau

Meredith Corporation Merrick Towle Metal Creative

Metia Inc. Metis Marketing Solutions

Microsoft Mighty Interactive Miles Media Group Minco MindComet

Minitab Inc. MM Sport Moxie Interactive Mutual of Omaha MWM Dexter, Inc. MyVest/Personal Capital MyWeather, LLC National Geographic Society

Nautica

Navtrak NearMeNetWorks.com Nerac Inc. NETGEAR

NetOunte

New England Journal of Medicine

Newsweaver nFusion North Highland Company

North Shore Animal League America Novartis

n-tara, inc Oberon Media Odin Development Old Time Candy Co. Olympus America

onOne Software OnStation, A Division of the Cobolt onTargetjobs - HEALTHeCAREERS OppenheimerFunds Inc.

Optical Society of America Optiem LLC Ottaway Newspapers Inc

Paradigm Learning Paramore/Redd Online Marketing Paramount Communication Parthenon Publishing Inc.

Patron Technology Peppermill Hotel Casino

PetSmart Inc. Pheasants Forever Pioneer Flectronics Platform Computing **PMV Technologies** Polo Ralph Lauren

Potrero Media Corp. PrecisionPlay Media Premiere Global Services Primavera Systems Inc.
PrimeQ Interactive Advertising Prism Busniess Media Progressive Business Publications ProSchools

Prudential Public Interactive Quadrant Software Questex Media Quicken Loans

R/GA Rabbit eMarketing

Rand McNally Rapid Response Marketing LLC Rapp Colllins Worldwide Rauxa Direct RedEye RPM

Regence Reputation Technologies Inc. Return Path

Rewards Network Rex Direct Net Rhino Marketing Inc. **RSVP** Development Safeway.com Sage Software Scottish Enterprise Seagull Software Select Comfort

Seta Corporation ShopLocal The San Diego Union Tribune Silverpop

Simply audiobooks Smarter Living Inc. SmarterTravel.com Sourcemedia Spark Network

Spear One Sportsline CBS Interactive Starwood Hotels & Resorts Strategic Consulting for Internet Marketing StrongMail Systems
Sun Microsystems

Sunshine Advance Network Survey Sampling Symantec

Synchroinicity Marketing

Synergex Synovate

Technology & Travel Corp

Techsmith Corp. Teleflora

The Cobalt Group The Coding Institute The Doyle Group
The Email Company

The Lubrizol Corp.
The Metropolitan Museum of Art The Motley Fool

The Phelps Group
The Presidential Prayer Team

The Tire Rack The TJX Companies Inc. The Vanguard Group The Walt Disney Co.

ThinData, Inc.
Time Consumer Marketing Inc.

Tomato Interactive srl Top Right

Topcon Medical Systems, Inc. Toshiba America Information Systems Toys R Us

TripAdvisor True.com Tvco/ADT Security U.S. Plastic Corp. United Online US Army USAToday.com

User Interface Engineering

Vail Resorts Vaisala Inc.

Verizon Vision Systems Inc. VNR Vertag Fur die Deutche Wirschaft AG

VoiceObjects, Inc. Vontoo, LLC Vortx, Inc. W.W. Grainger, Inc. Walgreens Web Hen Media, Inc. Webex

Webloyalty.com Webroot Software Wegmans Wegmans Food Markets

Weil Lifestyle Wellesley Hills Group Woodcraft Supply WorkinSports.com Wvndham Vacation Resorts

Xerox Corp. Yahoo!, Inc. Yesmail, Inc. Zustek

2007 Email Marketing Sponsors Included:

Acxiom Digital Blue Sky BlueHornet Datran Media Direct Logic Solutions e-Dialog Eloqua Corporation EmailLabs

Emma Mail Marketing ExactTarget Genius.com Inc. Goodmail Systems Got Corporation

Habeas Hackersafe iPost Listrak

Lyris Technologies M4 Internet Message Systems Omniture Inc. OTOL abs

Premiere Global Quotient Marketing Responsys Return Path Silverpop Smart Source Corp StrongMail Systems SubscriberMail, LLC

TRUSTe Vertical Response WhatCounts Inc.

Zrinity







EMAIL AWARDS & GALA SPONSOR

Limit one sponsor

Reach three audiences with multiple high-profile touches:



#1. SHERPA EMAIL AWARDS NOMINEES

• **Microsite**: As the official 2008 Awards sponsor, your hot-linked logo will appear on the awards nominations microsite live December 2007-February 2008 during which time it will be viewed by thousands of potential nominees.

#2.800 ANTICIPATED EMAIL SUMMIT ATTENDEES

- Gala Invitations & Programs: Your logo will appear as the Gala sponsor on the formal printed invitation mailed to all ticketed Summit attendees in mid-February. You may also greet each attendee at the Gala entry itself with a printed logo-ed program.
- Emcee: You will co-emcee the award-giving ceremony with MarketingSherpa.
- Your logo: Your logo will appear

SOLD



GALA PARTY DETAILS:

To be held Monday, February 25, 6-9pm at Bongos Cuban Café (owned by Gloria Estefan). Open bar, Cuban DJ and Cuban-style appetizers included.

2007 Email Marketing Awards Winners Included:

AIR MILES Reward
Program
Ariad Custom
Communications
Basement Systems
California State
Automobile
Association
Daytime Dollars
Digitas
Doubleday
Entertainment
e-Dialog

Edge Communications

Fishbowl Marketing
IFS North America
ISITE Design
Logos Bible Software
Mutual of Omaha
Olympus
Optiem
OTOLabs
Paradigm Learning
Paramore/Redd Online
Marketing
Pharmavite

Protus IP Solutions

rabbit eMarketing Sinn von Graeve GmbH SAS Schwartzman & Associates Spunlogic Symmetricom T3 (The Think Tank) Tektronix TEQUILA The Motley Fool VistaPrint Zondervan

Συστι οπ Expo Floor: You will receive a \$3,995 10X10 booth space on the Expo Floor with our compliments.

• Mailing List: You will receive a postal mailing list of all Summit Attendees in mid-March.

#3. 237,000 MARKETINGSHERPA WEEKLY READERS

- Recognition: MarketingSherpa's newsletter and main content Web site will tip the hat to your brand name as the official 2008 Gala Awards sponsor for the entire year, starting with nomination announcements and following with the open access gallery of winners – one of our top 10 most visited site sections
- Mailing List: Should you desire, a postal mailing list of MarketingSherpa's top 10,000 customer names will be sent to your bonded mail house for an approved pre-awards mailing in January to entice nominations.
- Press releases: Together with MarketingSherpa, you will be named in press releases announcing nominations and awards winners.

PRICING \$40,000





SUMMIT NETWORKING SPONSOR

Limit one sponsor



One of the top reasons marketers attend Sherpa Summits is for the networking. Now your brand can tap into that power and excitement – and dominate all five key networking activities at the InterContinental Miami Hotel.

2 NETWORKING BREAKFASTS

Attendees come early to take advantage of networking breakfasts. Your logo will be the only sponsored signage in the buffet room.

SOLD

eats in the room.





▶ NETWORKING LOUNGE

Throughout the Summit, attendees are invited to take a break in the official Summit lounge, a centrally-located roped off area on the expo floor that will include* high-top tables and chairs and couches. Your logo and signage will be the only sponsored signage in the lounge.

IN ADDITION, AS OFFICIAL NETWORKING SPONSOR, YOU'LL GET:

- #1. An inside-cover full page (7" across by 9" high), one color ad in the Official Summit Guide
- #2. 8 laptops provided by MarketingSherpa for attendees to check their email at the lounge.
- #3. Your logo on the Networking Lounge invitations inserted into the mailed pre-Summit package for attendees.
- #4. Postal mailing list of all show attendees so you can follow up easily after the Summit.

PRICING \$40,000

*MarketingSherpa to provide furniture, signs, invitations, laptops and internet. You are responsible for schwag, marketing materials, snacks and drinks in the lounge.





BRANDED MATERIALS SPONSOR

Limit one sponsor



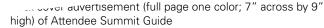


With this multiple-touch sponsorship, you get to place your "sponsored by" logo on all materials attendees use during the event, which may

- Summit tickets mailed to attendees prior to Summit
- Pens
- Notepads
- Name badge holders
- Tote bags (max)







Postal Mailing list of all Summit attendees so you can follow up easily after the Summit.



(EXCLUSIVE OF RELATED PRODUCTION AND SHIPPING COSTS)

*Note: You are responsible for producing and shipping logo-ed materials for distribution at the show, with the exception of attendee tickets and Attendee Summit Guides which are produced by MarketingSherpa. All materials must be preapproved to meet brand standards.



PRE-SUMMIT + ROOM DROP **GIFT SPONSOR**

Limit one sponsor







MAKE A LASTING IMPRESSION

Make a lasting impression on Summit attendees by sponsoring the pre-summit gift. Receive the postal mailing address of all ticket ha one month prior to the Summit to

easily after the Summit.

- accorded one month prior to the

- #3. Postal mailing list of all Summit attendees so you can follow up
- #3. Pre-Summit gift dropped Sunday, February 24, in all attendee hotel rooms at the InterContinental.
- *Gift subject to MarketingSherpa approval. You are responsible for creating and shipping gifts to attendees and the hotel.

PRICING \$16,500

(EXCLUSIVE OF RELATED PRODUCTION AND SHIPPING COSTS)





EXPO BOOTHS

Only 39 booths available: first come, first served

MEET 800 TOP EMAIL MARKETERS IN PERSON



YOUR BOOTH INCLUDES:

- #1. 10X10 space, pipe and drape, T1 internet connection, table, chairs and trash (electrical orders will be taken by the Expo Services company)
- #2.1/3 page advertisement in the official Attendee Summit guide (7" across by 3" high)
- #3.Postal mailing list of all Summit attendees so you can follow up easily after the Summit.

SUGGESTED BOOTH MATERIALS:

- Case Studies
- White papers
- PC monitors showing sample analytics reports
- Client logos

SIZE OPTIONS:

Booths are sold as 10X10 units. Some may be purchased together (at a multiple booth discount of 30%) to create a 10X20 unit. See floor map on page 9 for ideas and details. Units are sold on a first come, first served basis.

PRICING \$3,995 PER 10X10 UNIT
(MULTIPLE UNITS ARE 30% OFFTHE PRICE OF THE FIRST)

PRIVATE MEETING ROOM

Limit one sponsor



Host your own private meal or meeting with attendees in a room located right off the expo floor.

SPONSORSHIP INCLUDES:

- #1. Your logo in the official attendee guide on the expo floor map
- #2. Your logo on signs right outside the door to the meeting room*
- #3. Postal mailing list of all Summit attendees so you can follow up easily after the Summit.

PLUS, YOU'LL ALSO GET THESE ADDITIONAL TOUCHES:

- Back cover advertisement (full page one color; 7" across by 9" high) of Attendee Summit Guide
- Postal Mailing list of all Summit attendees so you can follow up easily after the Summit.

PRICING \$7.500

*MarketingSherpa to provide signage; you provide all food, marketing materials and schwag.





ONE-ON-ONE CONSULTATION CLINICS

Limit to 20 consultant tables



Sponsors may have business cards and laptops on six foot tables. MarketingSherpa not to provide cards or laptops

Send specialists and consultants to meet with attendees about their deliverability, measurement, strategy and design topics and questions. This is your chance to shine with attendees!

Only qualified, expert advisors will be accepted (no sales reps). You must pick an area of expertise to focus on including:

- Design and Creative
- Delivery Past Filers
- Measurement
- Advanced Strategy
- B-to-B Email
- Your choice (Note: Must be approved by MarketingSherpa)

SPONSORSHIP INCLUDES:

- #1. Six foot table, two consultant seats and two attendee seats. Note: Table must be manned at all times during Summit hours with the exception of the keynote speech.
- #2. Headshot and Bio of expert listed in official Summit Guides.
- #3. Postal mailing list of all Summit attendees so you can follow up easily after the Summit.

PRICING \$2,995

AGENDA

Subject to change

Sunday, February 24, 2008

Exhibit Hall Set-Up	. 10am-12pm
Attendee check-in	12-7pm
Bootcamp	1-5pm
Cocktail Party on Expo Floor	5-7pm

Monday, February, 25, 2008

Networking Breakfast a	nd
Attendee check-In	7-9am
General Sessions	9am-12:30pm
Networking Lunch	12:30-2pm
Breakout Sessions (3)	2-5pm
Awards Gala 6-9p	m at Bongos Cuban Café

Tuesday, February 26, 2008

Networking Breakfast	8-9am
General Sessions	9am-12pm
Networking Lunch	12-1:30pm
Breakout Sessions (3)	1:30-4pm
Expo Floor Breakdown	4-6pm

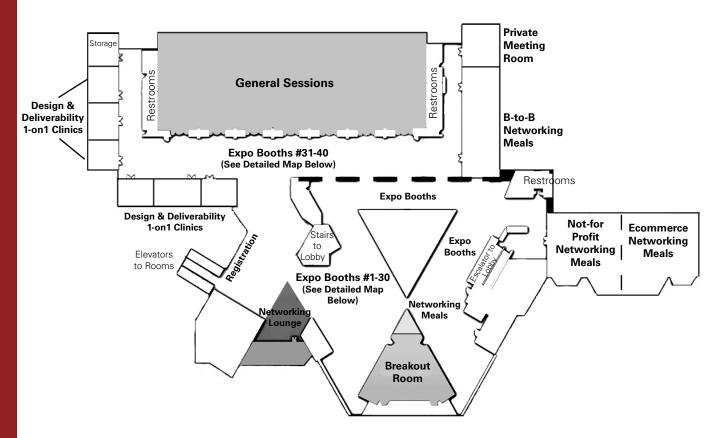
Note: One-on-One Consultation Clinics, Networking Lounge and Exhibit Floor open Sunday-Tuesday throughout all sessions and on-site networking events.



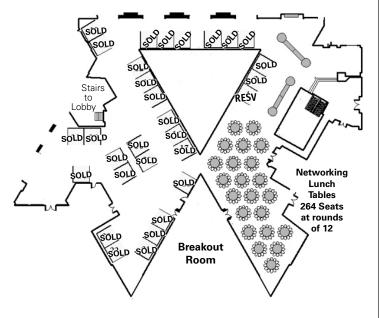


EMAIL MARKETING EXPOSITION FLOOR

InterContinental Miami | February 24-26, 2008



Expo Booths #1-30



Note: RESV= Reserved for Email Awards & Gala Sponsor

Expo Booths #31-40

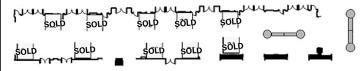


EXHIBIT HALL HOURS:

Exhibit Booth Set-up:

Sunday, February 24, 2008, 10am-12pm

Opening Night Cocktail Reception Held on Expo Floor:

Sunday, February 24, 2008, 5-7pm

Exhibit Hall Hours:

Monday, February 25, 2008, 8am-6pm Tuesday, February 26, 2008, 8am-5pm

Exhibit Booth Breakdown:

Tuesday, February 26, 2008, 5-7pm



EM@IL SUMMIT '08 Expo & Awards

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Comparison Chart	Email Award	Nework	Branded M	Oif Soons	Private Moeth	Consultation	choo Booms
Hotlinked Logo on year-round Awards Gala nominations and winners gallery microsite	*						
50 free nomination entries for clients and your partners valued at \$6,250	*						
Co-Emcee Gala Awards ceremony	*						
Logo projected on 9X12 screen and on three plasma monitors at Gala Awards ceremony	*						
Logo on shuttles transporting attendees to and from Awards Gala	*						
Logo on napkins used at Awards Gala	*						
Named in press releases and Sherpa research articles announcing awards nominations and winners	*						
Summit website	Logo	Logo	Logo	Logo	Listed	Listed	Listed
Summit printed ticket marketing materials*		L))	Listed	Listed	L
Logo on signage	A \square_3	2 Br st 2 l	2	٦	Meeting Room		5
Logo on Invitations	A ₁ O;	Net Ong	SOLI	SOLE			SC
Booth on Expo Floor	Com ntary					6 foot Table	11
Ad in the Official Summit Guide	1/2 page next to contact info	Full page Inside Front Cover	Full page Back Cover	Full page page 3	Full page Inside Back Cover	Bio + Headshot	1/3 Fage Inside B/W
8 laptops for use in the Networking Lounge		*					
Logo on Summit tickets mailed to attendees prior to Summit			*				
Logo on pens, notepads, name badge holders and tote bags handed out at Summit			*				
Logo on front cover of Official Summit Guide			*				
Logo on the pre-Summit gift mailed to attendees				*			
Logo on pre-Summit gifts dropped in attendee hotel rooms				*			
Postal mailing List of Attendees	Pre- and Post Surnmit	Post-Summit	Post-\$ummit	Pre and Post Summit	Post-Summit	Post-Summit	Post-Summit



EM@IL SUMMIT '08 Expo & Awards

RESERVATION FORM

YES! I want to reach America's biggest email marketers with multiple touches. Please reserve the following sponsorship for my organization*:
Email Awards & Calo Service SOLD
Summit Network p
Branded MatericLip
Pre-Summit Gift SD SOLD
Private Meeting Room \$7,500 (Limited to one sponsor)
One-on-One Consultation Clinic \$2,995 Per Table (2 consultants) (Limited to 20 sponsors)
Exhibit Booth Selection*
EXTIDIT Booth Space (Limited to 39) \$3,995 per 10X10 unit – multiple units are 30% off the price of the first (with check box). Please choose your top three booth locations (please refer to diagram of space on page 8)
Booth Choice #1 Booth Choice #2 Booth Choice #3
* Please note you may be placed next to a competitor. Booth space is available on a first come, first served basis.
For more information about sponsorship opportunities or booth reservation, please contact Kim Pezzetti at 401.207.3659 or email kimp@marketingsherpa.com .
Note: Summit tickets, including group discounts, are available by contacting Sharon Hamner, Account Service Manager, at (401) 247-7355 ext. 100 or via email at: sharonh@marketingsherpa.com.
Send To: MarketingSherpa Inc. 499 Main Street, Warren, RI 02885 phone: 877895 1717 • fax: 401 2471255

LOCATION DETAILS



Summit Location: InterContinental Miami February 24-26 2008



Company Name

Gala Location: Bongos Cuban Cafe, Miami Monday February 25th from

open bar, appetizers, dancing

*MarketingSherpa and InterContinental Miami will not be held responsible for lost or stolen items. Sponsors and exhibitors will be responsible for their own materials and the cost of shipping materials to the hotel.

Your Email Summit +Bootcamp Awards & Expo Summit sponsorship will not be confirmed until this application is approved by MarketingSherpa and a formal contract is signed by both parties.

Contact Name
Title
Mailing Address
City, State, Zip
Country
Email (we respect your privacy)
Phone Number (in case of questions)
Authorized signature
Date

www.SellingSubs.ContentBiz.com