

MarketingSherpa Summit
SELLING ONLINE '08
SUBSCRIPTIONS

May 12-13, 2008
Museum of Jewish Heritage
New York City, NY

Reach 275 Online Content and Subscription Executives

Limited Sponsorship & Exhibitor Opportunities



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From May 12-13, 2008, 350 top executives of the paid online content and subscriber services industries will gather for the 8th annual Selling Online Subscriptions Summit at the Museum of Jewish Heritage, which is located on the waterfront of NY Harbor in Battery Park City. For two days, they'll hear Case Studies from subscription experts, examine new research data and eagerly network.

This Summit has sold out each year (often weeks ahead of time) because client-side marketers value the content mix of real-world Case Studies and research-based advice. Our attendees are experienced, pragmatic marketers.

SUMMIT LOCATION:

Museum of Jewish Heritage
(Robert Morgenthau Wing)
New York City

INVITED SPEAKERS INCLUDE:

- Jon Eggleton, VP, Acquisition Marketing, AG Interactive (American Greetings)
- Dan Smith, SVP, Consumer Marketing, Encyclopedia Britannica
- Michael McCurdy, Director, CRM, and Leslie Semegran, Director Online, TheLadders.com

AGENDA-AT-A-GLANCE

Monday, May 12

- 7-9am: Networking Breakfast & Registration
- 9am-12pm: General Sessions
- 12-1:30pm: Networking Lunch
- 1:30-5pm: General Sessions
- 5-7pm: Networking Cocktail Reception

Tuesday, May 13

- 7:30-9am: Networking Breakfast
- 9am-12pm: General Sessions
- 12-1:30pm: Networking Lunch
- 1:30-4pm: General Sessions

ABOUT MARKETINGSHERPA

MarketingSherpa is a research firm publishing award-winning Case Studies, Benchmark Guides and know-how materials for the marketing profession. We also offer marketers the chance to network and discover advanced, research-based methods to improve marketing results at our annual real-world Summits, which include Email Summit, Awards & Expo every Spring, Selling Online Subscriptions Summit every May, Optimization Summit in September, B-to-C Summit in November and B-to-B Demand Generation in October.

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).

To boost networking impact and exclusivity, tickets and sponsorships are strictly limited for each event. MarketingSherpa Summits sell out.

REACH 350 ONLINE CONTENT AND SUBSCRIPTION EXECUTIVES At MarketingSherpa's 8th annual *Selling Online Subscriptions Summit 2008*

2007 ATTENDEES INCLUDE:

Affinity Group
AG Interactive (American Greetings)
Alacra, Inc.
Alert Global Media, Inc.
ALM Media, Inc.
ArcaMax Publishing, Inc.
Aroq Ltd
Atom Entertainment, Inc.
Audible.com
BAR-eX Communications Inc.
Big Marketing
BitPass
Boardroom, Inc.
Bongarde Media
Books24x7
Brainstorms, Inc.
Brooks Bell Interactive
Business & Legal Reports
Business 21 Publishing
Business Financial Publishing
BusinessOnLine
BusinessWeek
Cabot Heritage Corp
Classmates.com
clear asset management
ClearForest Corp
Click&Buy
Community Connect Inc.
Complaints.com
Conceptus Inc.
Conde Nast Publications
CondeNet
Consumers Union
Crain Communications
Cramster.com
DealersEdge
Deluxe Financial Services
Doubleday Entertainment
Dow Jones
ECNext, Inc.
EDGAR Online, Inc.
El Nuevo Dia
Electric Word plc
EnlightenNext
ExecuNet

Financial Times
ForeSee Results
FT.com
Harvard Business School Publishing
HCPPro
Healthier News L.L.C.
HighBeam
Horsemouth LLC
IBIS Corp
IMDb.com
infoUSA
Inside Washington Publishers
Institutional Investor
Internet Payment Solutions, Inc
Investopedia Research Inc.
Investopedia.com
Investors Business Daily
ISI Emerging Markets
Jankan, Inc
JMR Consulting
KeepMedia Inc.
Keesing's Worldwide
Leadership Directories, Inc.
Lexico Publishing Group, LLC
lynda.com, Inc.
Magazines.com
MapLink
MarketingExperiments
Marketplace Technologies
McKinsey
MD Consult
mediabistro.com
Meetup.com
Mequoda Group, LLC
Merriam-Webster Inc.
Midia Digital
Moody's Economy.com
MyFamily.com, Inc
myStockOptions.com
MyWeather, LLC
Natural Wellness Publishing
NetBridge Technologies
New England Journal of Medicine
NewsBank, Inc.
NextWeb Media

Nickelodeon
Offermatica
Outsell
Prism Business Media
Progressive Business Publications
ProjectConnections.com
Provo Labs
PSL Consulting Group Inc.
QA-International
Questia Media
Rand McNally
Real Networks
Red Jam Media
Reed Business Information
Rivals.com
Scientific American
ShareBuilder
Six Apart
SourceMedia
Spark Networks
spectrem group
SportsDirect Inc
The Atlantic
The Christian Science Publishing Society
The Chronicle of Higher Education
The Green Guide Institute
The Nation
The New Republic
The Outsourcing Institute
The Scientist
The Weather Channel Interactive
TheLadders.com
TheStreet.com
Time, Inc.
Turner Broadcasting Systems, Inc.
Tutor.com
uclick, LLC
University Health Publishing
Upper Room Ministries
Vindicia
VNU
Waterfront Media
Wellesley Information Services / UCG
WordBiz.com, Inc.
www.WeightLossBuddy.com

Sponsorships

Transcript Sponsor

Pricing: \$14,995 Limit One Sponsor

Your package includes:

- #1. CO-BRANDED COVER LETTER
 - Included in all transcript distribution / sales through December 31, 2008.
- #2. LOGO ON PAGE OPPOSITE TABLE OF CONTENTS
- #3. A TWO-PAGE, FRONT AND BACK WHITE PAPER
 - For inclusion in attendee guides
- #4. CLEANED ATTENDEE POSTAL MAILING LIST
 - To arrive post summit

Note: Due to limited seating in the general session, any staff you wish to attend the speaking sessions must purchase full Summit tickets to access sessions.

Networking Sponsor

Pricing: \$9,995 Limit One Sponsor

Reach attendees with multiple touches:

- #1. YOUR COMPANY LOGO
 - On signs at breakfast buffet tables
 - On signs at lunch buffet tables
 - On materials included in attendee packets mailed pre-Summit
 - On signs at the networking cocktail party
 - On the Summit microsite
 - On badge lanyards

Note: MarketingSherpa to create tickets and signs
- #2. ANNOUNCEMENT FROM THE PODIUM
 - Your company will be mentioned as the Networking Sponsor twice; during closing remarks on Monday and opening remarks on Tuesday by the Summit emcee.

#3. ADDITIONAL STAFF AT COCKTAIL PARTY

- You may have up to 5 additional staffers on site during the cocktail reception. Yes, you may hand out promotional materials with your logo on them.
- Note: Sponsor to purchase & ship promotional items. MarketingSherpa must approve prior to purchase.*

#4. ONE 10 X 10 EXHIBITOR BOOTH

- You will receive an exhibit space (The ONLY exhibit booth, aside from MarketingSherpa's, valued at \$4,995) where you may have up to four staffers on hand the entire time of the Summit to network with attendees.
 - Your space includes a table, 2 chairs, electrical and wireless internet access.
- Note: Exhibitor pass includes breakfast, lunch and access to cocktail party. It does not include access to general sessions.*

#5. SUMMIT ATTENDEE LIST

- You will receive a cleaned Summit attendee postal mailing list (to arrive post summit).

#6. 5 PAGE, WHITE PAPER IN ATTENDEE GUIDE

- Front and back, which is the equivalent to a 10 page word doc.

#7. ONE COMPLIMENTARY *FULL SUMMIT* TICKET (valued at \$1,395)

Welcome Package

Pricing: \$4,995 Limit One Sponsor

Your package includes:

#1. BOOK GIVEAWAY

- Pre-summit mailing of (book selected by marketing/editorial) to attendees to create interest/excitement for the summit.
- Mailed one month before the summit

#2. CLEANED ATTENDEE POSTAL MAILING LIST

- To arrive post summit

Note: Due to limited seating in the general session, any staff you wish to attend the speaking sessions must purchase full Summit tickets to access sessions.

Sponsorships

Wifi Kiosks

Pricing: \$4,995 Limit One Sponsor

Your sponsorship includes:

- #1. 5 HIGH TOP TABLES
 - With skirting and small sign attached to each laptop with your company logo.
- #2. 5 LAPTOPS
 - Allow attendees to check their email, etc.
 - The screen saver will say "Brought to you compliments of (your organization)."
- #3. A TWO-PAGE, FRONT AND BACK WHITE PAPER
 - For inclusion in attendee guides
- #4. CLEANED ATTENDEE POSTAL MAILING LIST
 - To arrive post summit

Note: Due to limited seating in the general session, any staff you wish to attend the speaking sessions must purchase full Summit tickets to access sessions.

SPECIAL OFFER:

Customized Transcripts Offer

Pricing: \$3,495 Unlimited Packages

Your package includes:

- #1. SELECT PORTION OF SUMMIT IN A CO-BRANDED PDF FORMAT
- #2. UNLIMITED ACCESS / DISTRIBUTION OF THE ELECTRONIC PDF UNTIL DECEMBER 31, 2008.
 - These are abbreviated versions of the transcripts, customized per a company's request. Companies can use this document to promote to their audiences their speaking sessions at the Summit.

Note: Due to limited seating in the general session, any staff you wish to attend the speaking sessions must purchase full Summit tickets to access sessions.

Exhibitor Opportunities

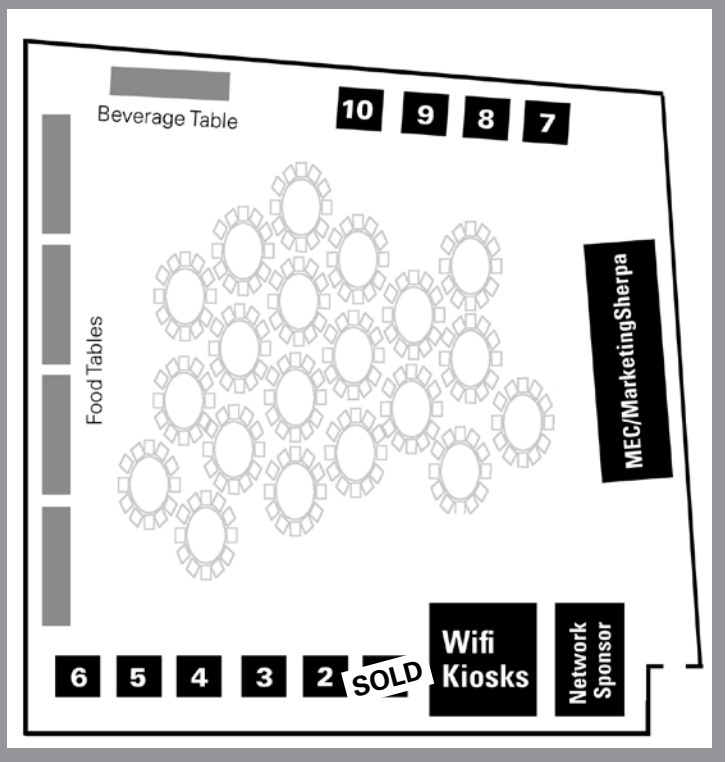
Pricing: \$3,995 Limited to 10 four-foot table tops

Your table top sponsorship includes:

- #1. TABLE
 - A four foot table, two chairs, a wastebasket, electricity and wireless internet.
- #2. A TWO-PAGE, FRONT AND BACK WHITE PAPER
 - For inclusion in attendee guides
- #3. CLEANED ATTENDEE POSTAL MAILING LIST
 - To arrive post summit
- #4. ONE FULL SUMMIT TICKET
 - valued at \$1395.00

Note: Due to limited seating in the general session, any staff you wish to attend the speaking sessions must purchase full Summit tickets to access sessions.

FLOOR PLAN:
(General Sessions on First Floor)



Reservation Form

NOTE: SPONSORSHIP AND EXHIBITOR OPPORTUNITIES SUBJECT TO LIMITED AVAILABILITY

Please reserve the following sponsorship for my organization:*

- Transcript Sponsor**
(Limited to one sponsor)
\$14,995

- Networking Sponsor**
(Limited to one sponsor)
\$9,995

- Welcome Package**
(Limited to one sponsor)
\$4,995

- Wifi Kiosks**
(Limited to one sponsor)
\$4,995

- Exhibitor Opportunities**
(Limited to ten slots)
\$3,995

- Customized Transcript Offer**
(Unlimited Packages)
\$3,495

For more information about sponsorship opportunities or booth reservation, please contact Kim Pezzetti at (603) 391-1942 or email KimP@MarketingSherpa.com.

Note:

Summit tickets, including group discounts, are available by contacting Sharon Hamner, Customer Service Manager at (401) 247-7355 ext. 100 or via email at: sharonh@marketingsherpa.com.



Your Selling Online Subscriptions Summit 2008 sponsorship will not be confirmed until this application is approved by MarketingSherpa and a formal contract is signed by both parties.

Company Name

Contact Name

Title

Mailing Address

City, State, Zip

Country

E-Mail (we respect your privacy)

Phone Number (in case of questions)

Authorized signature

Date

Send To:

MarketingSherpa Inc.
499 Main Street, Warren, RI 02885
phone: 877.895.1717 • fax: 401.247.1255
<http://SellingSubsSponsors.Marketingsherpa.com>