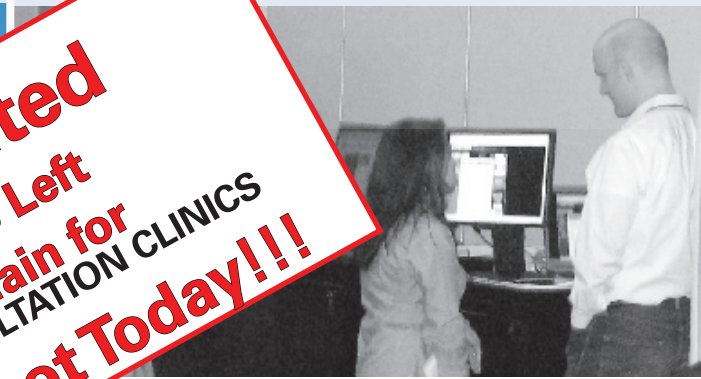


# SPONSOR & EXHIBITOR OPPORTUNITIES

(Note: Limited Availability)

Miami, January 20<sup>th</sup> - 22<sup>nd</sup>  
Wednesday-Friday



**Space is Limited**  
**Only 4 Booth Spots Left**  
**Only 7 Spots Remain for**  
**ONE-ON-ONE CONSULTATION CLINICS**  
**Reserve a spot Today!!!**

2009 Sponsor feedback conveyed one common message:

“Great show, great location, great venue - we will be back next year!”

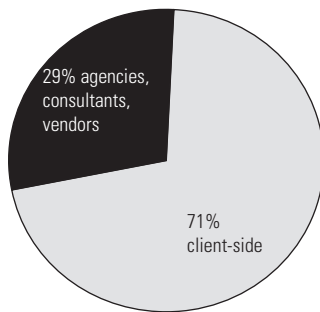
## CONTENTS:

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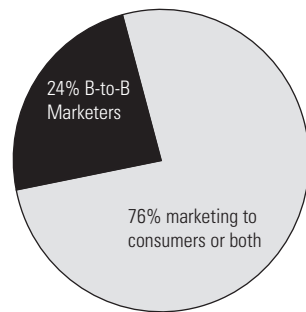
# REACH AMERICA'S TOP EMAIL MARKETERS

**Paid Attendee demographics: 500 anticipated paid attendees**  
**Average: 10-20 years of marketing experience**  
**Ticket price: \$1,695**

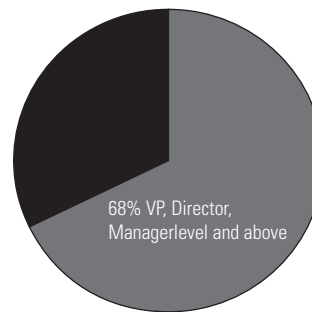
**INDUSTRY:**



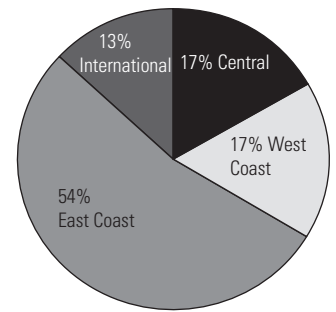
**MARKET:**



**TITLES:**



**REGION:**



Note: Based on 2009 paid attendee data

## 2010 Email Summit Overview

Come network with nearly 500 of your marketing peers from around the world. Every year hundreds of client-side marketing executives gather for MarketingSherpa's Email Summit. The content is \*unlike\* any other event, featuring:

- 25+ Client-side speakers presenting Case Studies
- One-to-one consulting on design, delivery, and tactics
- Break-out sessions for B-to-B specialists
- Email Awards to be handed out at a separate session during the Summit

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 specializing in tracking what works in all aspects of marketing (and what does not).

So, we're not an agency, consultancy or other vendor seeking your business. We're not even available for private research – all our research is published for the entire MarketingSherpa community to benefit from. Our goal is to give marketers of the world the stats, inspiration, and instructions to improve their results.

Our company name, "Sherpa", refers to the Sherpas of Nepal who guide climbers up Mount Everest. Our goal is to be your friendly guides who help make your tough climb toward great marketing results easier by handing you research on 'what works'.

Our offices are located in Warren, Rhode Island, a scenic waterfront town roughly 30 minutes from Providence and Newport, and about 75 minutes from downtown Boston.

# 2009 ATTENDEES

## Included Top Email Marketing Execs From:

@utoRevenue	Christian Broadcasting Network	G2 direct & digital	Mind Comet	Research in Motion
1800 CONTACTS	Ciena	Gale, a part of Cengage Learning	Mintel International	Responsys
202 Inc	Citrix Systems	GEICO	Motorola	ReStockIt.com
22 Times	Clear Choice Laser Eye Centers	Genius.com	Moxie Interactive	RGA
3TIER	Click Mail Marketing	Goodmail	MyWebGrocer LLC	RoboMail
8Seconds	Cobalt Group	Greenway Media Inc.	NAHB	RSVP Publications
a la mode	Cogent Online Pty Ltd	Guideposts	NAP, Inc.	Salary DMS GmbH
A&E Television Networks	Comcast-Spectacor	Halogen Software Inc	NBA	Sapient
AAA National Office	Comp USA	Handmark, Inc.	NC State University	SAS Institute Inc
Abbott Laboratories	Compass Knowledge Group	Harbor Freight Tools	NCR	Saveology.com
AbeBooks Inc.	Concentris	Harriet Carter Gifts	Net Atlantic, Inc.	Scottrade
ACFE	Consolidated Credit Counseling Services	HD Publishing	Network for Good	ScottsMiracle-Gro
Active Network	Constant Contact	Health Market Science	Newsmax Media, Inc.	SEI
Axiom Corporation	Consumerlab.com	HNI Corporation	NFPA	SEMA
Adjump.com	Consumers Union	Home Science Tools	Niche Player	Share Of Marketing
Admail.net	Contactology	HubSpot	Norwegian Cruise Line	ShareBuilder ING DIRECT
Adorama Inc	Custom Direct	Humana Inc.	Novartis	Shelle Design Inc
Affiliateer.com	Customer Portfolios	iHG	Nu Skin	Silverlinkcommunications
All Star Directories	CVS Caremark	iHire LLC	Nutricia North America	Silverpop
All Web Promotion, Inc.	DataFlux Corporation, a SAS Company	Implix Sp. z o.o.	Olympus America	Soccer Mom Myth
Alterian	Datran Media	Impulse Marketing Group	Omniture	SocketLabs
American Academy of Ophthalmology	Dearborn Overhead Crane	Informz, Inc.	ON24	Soft Surroundings
American Institute of Physics	Deckers Outdoor Corporation	Insurance.com	OneCoast	Software Quality Engineering
APMEX	Deep Blue Interactive	InsuranceAgents.com	Openet	Sony Online Entertainment
Apsis	DemandMetric	INTUIT	Operation Smile	Southwest Airlines
Arc Worldwide	Desjardins Assurances générales	iPost	optivo GmbH	Spark Network
Argus Media	Digital Ocean Marketing Inc.	ITM Consultants	ParetoLogic Inc	Spire Vision
Ariad Custom Communications	Discover Financial Services	J. Paul Getty Trust	Pathmaker Marketing, LLC	Spirit Airlines
Armstrong World Industries	DKI Direct	JDSU	Pedowitz Group	Strategic Profits
asg	Duke Energy	Jericho	Permission Interactive	Strongmail
ATP Tour, Inc	eCircle AG	Jigsaw	PGS	studio moderna
Auto Revenie	EDGAR Online, Inc.	K2 Sports	PM USA	Success Coach International, LLC
AutoNation	e-Dialog	Kaplan Professional Education	PongoResume	Sun Microsystems, Inc.
AWeber Communications, Inc.	Educate	KC Power and Light	POOLCENTER.com	Symantec
Baker Hughes Incorporated	Educational Testing Service	Kelby Media Group	PostcardMania	Tanger Outlet Centers
Bamboo Cricket International, LLC	eHarmony.com	Kovels Publications	Premiere Global Services	TCV
Barclay's Global Investors	Elliott Wave International	krete Inc.	Progressive Insurance	TeamFanShop/Football Fanatics Inc.
Barkley	Emailvision	Laureate Education Inc	Prosper, Inc.	TechInsights
Bedford/St Martins	emfluence	Lead Financial Group	Protocol	Teen Mania Ministries
Being First	Emma	Leadclick Media Search	Public Interactive	Tekelec
BFW Publishers	Entertainment Publications	LeadFlash	Pulse Marketing	Teleforce Asia Inc.
Big Marketing	Epocrates	Lebhar-Friedman	QlikTech, Inc.	Telegraaf Media Nederland
Bill Me later	Epsilon	Leo Burnett	QUAXAR	TeraGo Networks
BLR	ErgoGenesis, LLC	Liberty Mutual	ReachSmart	The eMail Guide
Blue Sky Factory, Inc	EuroRSCG	LinkShare	RealAge, Inc.	The Ladders
Blue Tent Marketing	Eventful, Inc.	Lion Brand Yarn Company	Redbox	The Nature Conservancy
Brooks Bell Interactive	EverBank	Liquor.com	Reliable Strategies, LLC	
BtoB Magazine	ExactTarget	Listrak		
Butler Till Media	EyeMail Inc.	LiveGrad		
Callaway Golf Int	Fagan Welles	Lombardi Publishing Corp.		
Capital One	FID Verlag GmbH	LOTSolutions		
Carahsoft	Fidelity Independent Advisor	Lumension, Inc.		
Card Access, Inc.	Fishbowl Marketing	Lyris		
CareCredit	Fitness Anywhere, Inc.	Mariott International		
CB Richard Eillis	Flexcon	Marketing Support Network		
CBN, Inc.	Flimp Media, Inc.	Match.com		
CDS Global	Forklift Enterprises, Inc.	MatrikonOPC		
CFA Institute	Freightquote.com	MHz Design		
Charles Rein Associates LLC		Communications Inc.		
		Michigan State University		
		Mighty Interactive		

### 2009 Email Marketing Sponsors Included:

8Seconds bvba	ExactTarget	OTO Labs
Abacus a Div of Epsilon	Genius.com	Premier Global
Axiom	Goodmail Systems	rabbit eMarketing
Alterian	iPost	Responsys
Bamboo Cricket International, LLC	Jigsaw	RoboMail by Inter7.com
Blue Sky Factory	Knowledge Marketing	Silverpop
Bronto Software	Listrak	SocketLabs
e-Dialog	Lyris	Stratigent
Email Data Source	MEC	StrongMail
Emailvision	NCR eCommerce	WhatCounts, Inc.
emfluence, llc	Omniture	Yesmail
Emma	ON24	ZoomInfo

# PREMIER SPONSORSHIP

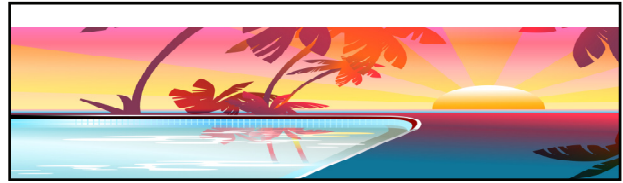
**PRICING \$75,000** Limit one sponsor

**KEYNOTE SPEAKER COLLABORATION**

- Speaker will be chosen and invited together by ExactTarget and MarketingSherpa. (MarketingSherpa reserves the right to refuse suggested keynote speaker if deemed not appropriate fit for audience)
- Speaker must adhere to MarketingSherpa speaker policies
- Speaker fees may not exceed \$21,500 (not inclusive of travel costs); fee will be issued no later than December 31, 2009
- Speaker will receive one complimentary hotel night (Wednesday, Jan. 20, 2010) at the InterContinental Hotel provided by MarketingSherpa
- MarketingSherpa will cover speaker's airfare, train ticket or rental car fees (only one method of transportation will be covered)
- ExactTarget will purchase a complimentary copy of keynote speaker's book for distribution to all attendees
- MarketingSherpa will announce the inclusion of presenter at the ExactTarget booth and sign attendee copy of book
- MarketingSherpa will purchase a complimentary copy of speaker's book for distribution to all attendees
- MarketingSherpa will handle the distribution of book to be given to attendees on the same date
- MarketingSherpa's President will hold up book and thank ExactTarget for the gift and mention the keynote session and book signig at your booth

## ADDITIONAL BENEFITS

- Logo included on website mentioning your company as the Premiere Sponsor of the Summit
- Logo on major Summit signage listing your company as the Premiere Sponsor of the Summit
- Countless mentions from the Podium (opening the Summit, keynote introduction, closing the Summit, etc.)
- Logo on screens in session rooms during breaks and lunch listing your company as the Premiere Sponsor of the Summit



## PARTY POOLSIDE AT THE INTERCONTINENTAL HOTEL IN MIAMI

**(THE SUMMIT LOCATION) THURSDAY, JANUARY 21. 6-9PM**

Party Includes:

- Open bar with beer and wine
- Butler passed Hors d'oeuvres
- Your logo on signs used at the party (bar and floor signs)
- Latin/Cuban band will entertain during the party
- Complimentary pass out logoed party passes (you are responsible for purchasing and shipping goods to MarketingSherpa for approval)
- Complimentary transportation from the podium before the party and after

## 10X2 BOOTH - COMPLIMENTS OF MARKETING SHERPA

- Booth includes: 10x2 booth, table, chairs and trash can (trash to be taken by the designated exhibit company, to be noted at a later date)
- 1/3 page advertisement in the official attendee summit guide (ad specs to follow at a later date)
- Postal mailing list of all summit attendees so you can follow up easily after the summit
- One full summit ticket valued at \$1,695. (base-level ticket only; if a premium ticket package is released and you prefer to purchase that, you will be responsible for the difference in ticket prices)

## 7 COMPLIMENTARY SUMMIT PASSES

- Tickets include access to all sessions, meals, breaks and parties

## FULL PAGE AD IN SUMMIT GUIDEBOOK

- Full page ad on the back cover of the attendee guidebook (specs to follow)



# SOCIAL NETWORKING SPONSOR

PRICING \$40,000 Limit one sponsor



**SOLED**

Networking is one of the top reasons marketers attend Sherpa Summit. Now your brand can gain power and excitement dominating all key networking areas at the International Miami Summit.

## 4 2-NETWORKING BREAKFASTS

Signage and logo will be placed on the Podium  
 Thank you from the Podium

## 4 NETWORKING TOUCHES

Signage with logo will be placed on all buffet tables  
 Thank you from the Podium

## 4 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, 6 laptops (for attendees to check emails) and chairs. Your logo and signage will be the only sponsored signage in the lounge.

- Thank you from the Podium

**NOTE:** This lounge is heavily used throughout the summit by **most** attendees.

## PLUS YOU'LL GET THESE ADDITIONAL TOUCHES AND BENEFITS:

- An inside-cover full page, 2-color ad in the official Summit Guide (specs to follow)
- **NEW!** Two full summit tickets (base-level tickets, valued at \$1695.00 each; if a premium ticket package is released and you prefer that, you will be responsible for the difference in ticket prices)
- 6 laptops provided by MarketingSherpa for attendees to check their email at the lounge
- Postal mailing list of all show attendees so that you can follow up easily after the Summit

\*MarketingSherpa will provide furniture, signs, laptops and internet. You are responsible for signage, marketing materials, snacks and drinks in the lounge.

# BRANDED MATERIALS SPONSOR

**PRICING \$35,000** Limit one sponsor



**SOLED**

## GOT A STAND-OUT LOGO?

With this multiple touch sponsorship, you get to place your \*sponsored by\* logo on most materials used during the event. Materials may include:

- Summit tickets sent to attendees
- Pens
- Notepads
- Name badge holders
- Tote bags (include your marketing materials)
- Cards for attendees staying at the hotel
- Cover for the Attendee Show Card

## PLUS YOU GET THESE ADDITIONAL BENEFITS:

- Back cover advertisement (full page, one color; specs to follow) of the Attendee Summit Guide
- Full mailing list of all Summit attendees so you can follow up easily after the Summit
- **New!** Two full summit tickets (base level ticket only, if a premium ticket package is released and you prefer that, you will be responsible for the difference in ticket prices)  
Tickets Valued at \$1,695

(PRICING 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 pre-approved to meet brand standards.

# NEW! ATTENDEE THANK-YOU GIFT:

**PRICING \$20,000** Limit one sponsor



**Reach all summit attendees with a logoeed gift left at each seat on day one of the summit!**

## SPONSORSHIP INCLUDES:

- Thank-you gift co-branded with your logo and the Summit Logo.\*  
- Suggested item: 1 gig USB port.  
\* Note: you may submit a PDF white paper to be loaded to USB ports.
- ½ page advertisement (8w x 5.25h) in the Attendee Summit Guide
- One full summit ticket (base-level ticket, valued at \$1695, only; if a premium ticket package is released and you prefer that, you will be responsible for the difference in ticket prices)
- Postal mailing-list of all summit attendees so you can follow up easily after summit.
- Thank you from the Podium

\*If you'd like to propose an alternate gift, we're open to that! Final gift is subject to MarketingSherpa approval.

# MOBILE MARKETING SPONSORSHIP

**PRICING \$30,000** Limit one sponsor



NOTE: Axiom Digital will have mobile campaign exclusivity at the Summit. No other sponsor or exhibitor will be permitted to implement any mobile marketing campaigns during the Summit. If another sponsor or exhibitor would like to run a campaign, permission would need to be granted by Axiom and it must be powered off the Axiom platform.

## SPONSORSHIP INCLUDES:

- Opt-in check box/Mobile number collection as part of the Summit registration process when attendees purchase tickets
- MarketingSherpa will email all Summit attendees 3 times (mid-November; mid-December and early-January) asking them to opt-in with a cell phone number to receive text messages/possible calls from your company in regards to sweepstakes during the Summit\*
- Cell phone numbers will be provided to your company one week prior to the Summit; Your company will text message attendees with sweepstakes information
- Your company will give away one prize per day (3) at the Summit; prizes to be decided, purchased, shipped and awarded by your company
- MarketingSherpa's President will assist in the award presentation to be held each day of the Summit at your booth; Your company may notify the winner via text message or cell phone call and have the attendee claim the prize at your booth
- Your company's logo will be listed as the Mobile Marketing Sponsor in all Summit marketing materials including direct mail pieces and on the Summit microsite
- Your company logo will be included on Summit meter board signage listing you as the Mobile Marketing Sponsor
- Use of mobile capability for MarketingSherpa trivia and surveys throughout the Summit (approximately 15 messages including keynote and general session polling)

## Additional Benefits:

- One complimentary 10X10 booth space (#38) valued at \$6,495; this includes one session pass and 3 booth-only passes
- 4 session passes to the Summit; valued at \$6,780; one extra booth pass (please note: sponsorship includes 5 session passes and 4 expo only passes)
- Cleaned attendee list post-Summit
- ½ page ad in the attendee guide (specs to follow)

\* **Note:** Numbers may only be used during the summit unless attendees opt-in otherwise.



# ONE-ON-ONE CONSULTATION CLINICS

**PRICING: \$7,995** Limit 12 sponsors **Only 8 Spots Left**



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!

Clinics are reserved for qualified, expert advisors (no sales reps). No more than 3 clinics per topic, to be handled on a "first come, first served" basis. Topics of choice include:

1. Design & creative
2. Delivery past filters
3. Measurement
4. Advanced Strategy
5. B-to-B Email
6. Mobile Marketing
7. Your choice (Note: must be approved by MarketingSherpa)

## BENEFITS INCLUDE:

Benefits Include:

- six-foot table (and chairs), with 2 consultants per table and seating for 2 attendees
- Headshot, bio and clinic brief included in the Official Summit Guides. Subject to MarketingSherpa approval
- NEW! 1 Full Summit Ticket (base level ticket only, if a premium ticket package is released and you prefer that, you will be responsible for the difference in ticket prices) Valued at \$1,695
- Internet connection
- Electrical orders will be taken by the designated company to be noted at a later date

## ADDITIONAL BENEFITS INCLUDE:

- Pre-summit/onsite promotion to include (but not limited to):
  1. Listing on summit landing page (to include clinic brief)
  2. Two Email blasts to paid attendees 3.5 weeks prior to summit (to include promotion of scheduling)
  3. On-site signage
- Postal Mailing list of all summit attendees (no email addresses included)

## SUMMIT GUIDE ADVERTISEMENT SPACE

Description	Ad Specs	Price	Qty
Inside Half-Page 4-color	8w x 5.25h no bleed	\$1,395	8
Inside Quarter Page 4-color	4w x 5.25h no bleed	\$995	10
Inside Half-Page Black & White	8w x 5.25h no bleed	\$1,195	6
Inside Quarter Page Black & White	4w x 5.25h no bleed	\$795	6



## 2010 EXHIBIT SPACE

**PRICING: \$6,495** Only 39 booths available: first come, first served.

### YOUR BOOTH INCLUDES:

- 10x10 space, pipe and drape, internet connection, table, chairs and trash (electrical orders will be taken by the designated exhibit services company, to be noted at a later date)
- 1/3 page advertisement in the official attendee summit guide (ad specs to follow at a later date)
- Postal mailing list of all summit attendees so you can follow up easily after the summit.
- One full summit ticket valued at \$1,695. (base-level ticket only; if a premium ticket package is released and you prefer to purchase that, you will be responsible for the difference in ticket prices).

### Size Options:

Booths are sold as 10x10 units. Some may be purchased together (at a multiple booth discount of 30% off the price of the first) to create a 10x20 unit. See floor map on next page for ideas and details. Units are sold on a "first come, first served" basis.

### **\*see page 10 to select your booth location\***

Pricing is per 10x10 unit (multiple units are 30% off the price of the first)

\* Each booth may have 4 Reps:

- 3 Booth Staff (includes access to all meals, parties, & expo floor)
- 1 Session Pass (includes access to all meals, parties, expo floor + **Sessions**)

## AGENDA

Subject to change \*look to our website, <http://www.marketingsherpa.com> for the most up-to-date agenda

*Expo Floor, One-on-One Consultation Clinics & Networking Lounge Hours:*

12:00 pm–7:00 pm Wednesday, January 20<sup>th</sup>

8:00 am–5:15 pm Thursday, January 21<sup>st</sup>

8:00 am–4:15 pm Friday, January 22<sup>nd</sup>

### Sessions Outline:

#### **Wednesday, January 20, 2010**

12:00 pm–7:00 pm Attendee check-in all day

1:00 pm–5:00 pm: Sessions TBD

5:00 pm–7:00 pm Networking Cocktails on Expo Floor

#### **Thursday, January 21, 2010**

7:00 am–8:45 am Networking Breakfast and Attendee Check-in

8:45 am–12:00 pm General Sessions

12:00 pm–1:30 pm Networking Lunch

1:30 pm–5:15 pm Breakout Sessions (2)

6:30 pm–9:30 pm 5th Annual Email Summit Gala

#### **Friday, January 22, 2010**

8:00 am–9:00 am Networking Breakfast

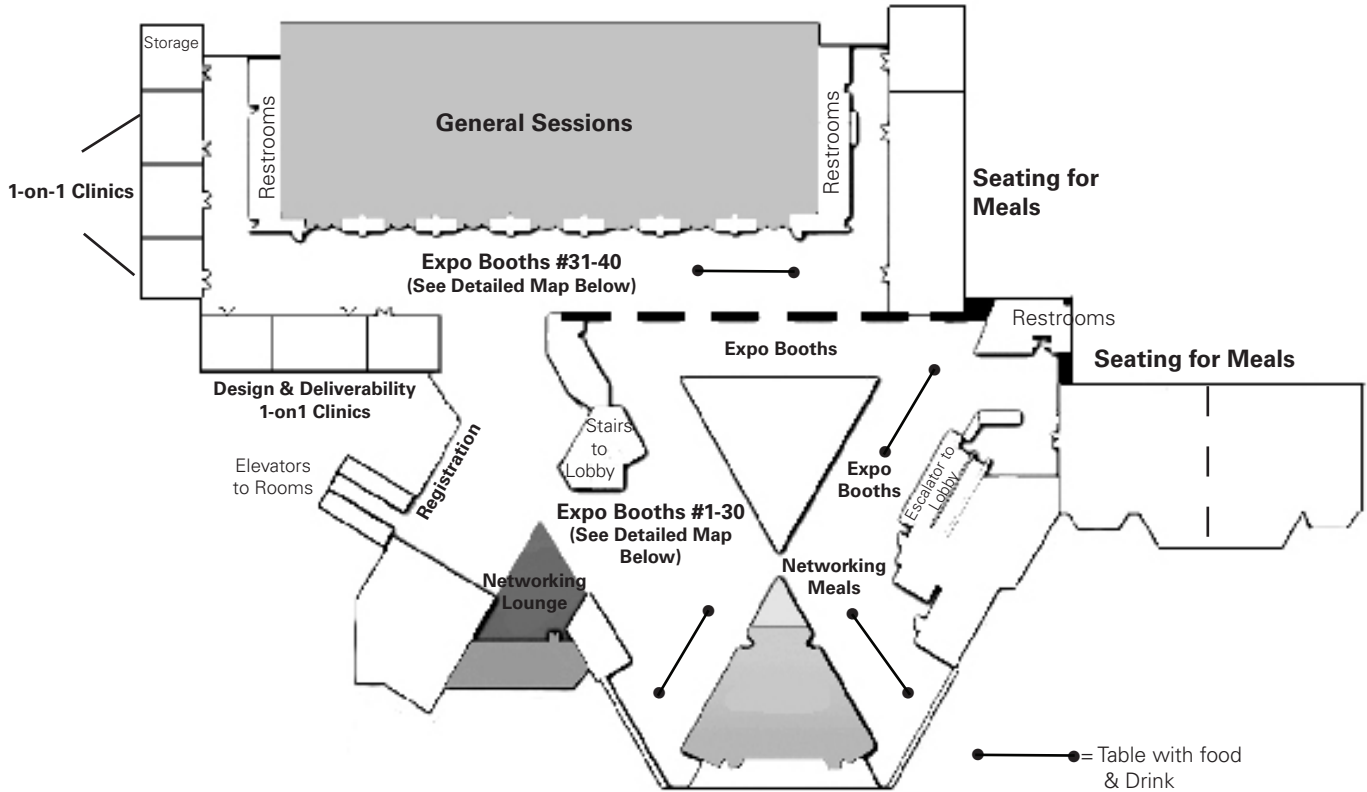
9:00 am–12:30 pm Breakout Sessions (2)

12:30 pm–2:00 pm Networking lunch

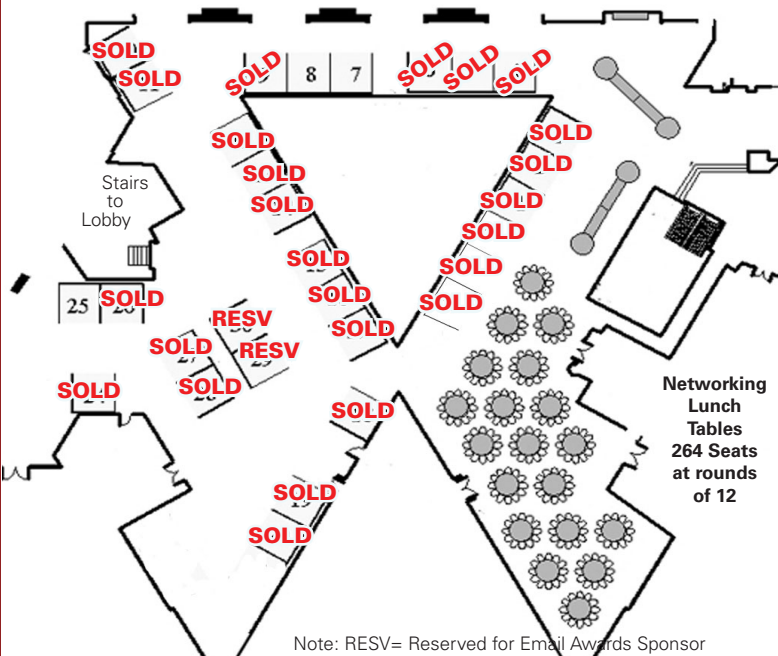
2:00 pm–4:15 pm General Sessions

# EMAIL MARKETING EXPOSITION FLOOR

InterContinental Miami | January 20<sup>th</sup>- 22<sup>nd</sup>, 2010



## Expo Booths #1-30



Note: RESV= Reserved for Email Awards Sponsor

## Expo Booths #31-40



# RESERVATION FORM

**NOTE: SPONSORSHIPS AND EXHIBITS SUBJECT TO LIMITED AVAILABILITY**

**YES!** I want to reach America's biggest email marketers with multiple touches. Please reserve the following sponsorship for my organization\*:

- President Sponsorship:**  
\$75,000 (Limited to one sponsor)
- Senior Executive Sponsor**  
\$45,000 (Limited to one sponsor)
- Brand Materials Sponsorship**  
\$35,000 (Limited to one sponsor)
- Media Meeting Sponsorship**  
\$35,000 (Limited to one sponsor)
- Thank-You Gift:**  
\$20,000 (Limited to one sponsor)
- One-on-One Consultation Clinics**  
\$7,995 (Limited to 11 sponsors) **Only 7 Spots Left**

## Summit Guide Advertisement Space

- Inside Half-Page 4 color (\$1,395)
- Inside Half-Page B/W (\$1,195)
- Inside Quarter Page 4 color (\$995)
- Inside Quarter Page B/W (\$795)

## Exhibit Booth Selection\*: # \_\_\_\_\_ units (Limited to 39 booths)

Exhibit Booth Space (Limited to 39) \$6,495 per 10x10 unit – multiple units are 30% off the price of the first (with check box). Please choose your top three booth locations (refer to diagram on page 10)

\_\_\_\_\_ 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.

NOTE: Your Email Summit, Awards & Expo sponsorship will be accepted contingent on application approval by MarketingSherpa, a formal contract signed by both parties, and deposit provided as stated on our license agreement.

\_\_\_\_\_  
 Company Name

\_\_\_\_\_  
 Contact Name

\_\_\_\_\_  
 Title

\_\_\_\_\_  
 Mailing Address

\_\_\_\_\_  
 City, State, Zip

\_\_\_\_\_  
 Country

\_\_\_\_\_  
 Email (we respect your privacy)

\_\_\_\_\_  
 Phone Number (in case of questions)

\_\_\_\_\_  
 Authorized signature

\_\_\_\_\_  
 Date

For more information about sponsorship opportunities please contact **Aimee Croke** at **(401) 247-7355 ext. 104** or **email [aimeec@marketingsherpa.com](mailto:aimeec@marketingsherpa.com)**.

**Send:**  
 MarketingSherpa Inc.  
 499 Main Street, Warren, RI 02885  
 phone: 877.895.1717 • fax: 401.247.1255  
<http://www.sherpastore.com/emails summitcert09.html>

**Note:**  
 Summit tickets, including group discounts, are available by contacting Sharon Hamner, Account Services Manager, at (401) 247-7355 ext. 100 or via email at: [sharonh@marketingsherpa.com](mailto:sharonh@marketingsherpa.com).