



Local Interactive Advertising:

The Business of Making Money - Now

FEBRUARY 8-9, 2010 CONFERENCE SPONSORSHIP PACKAGES

This conference is all about revenue. Borrell's 2010 Local Interactive Media Conference will explore business models and strategies, as well as provide tactical intelligence intended to arm participants with enough fuel to "hit the ground running" when they return home.

All sponsors receive:

- Full page ad in the conference program book
- Visibility on the conference Web site
- Inclusion in marketing communications
- Opportunity to place promotional materials at the registration desk
- Sponsorship badges for each attending staff member

**Exhibitors
\$3,500**

- Exhibitor table/booth: 10'x10' space with draped 8' back wall and 3'x10' side rails, one 6' draped table, 2 side chairs and 1 wastebasket
- Two Exhibitor Staff badges (not including meals - additional staff booth badges with meals available at \$200 per person per day)
- Booth identification sign
- Free 10-word listing in the conference program book
- Electronic copy of mailing list of attendees, on request after conclusion

**Silver
\$6,000**

- Exhibit table/booth in Grand Hyatt Ballroom E as described above
- One exhibitor staff badge including meals (additional staff booth badges with meals available at \$200 per person per day)
- Advance attendee list
- One marketing insertion in each attendee's bag
- Color logo on conference signage, Web site, program and printed materials
- Sponsorship of one of: **name tags***, **attendee tote bags***, room keys, conference pens

* Denotes Already Sponsored Item