



## **SPONSOR AND EXHIBITOR OPPORTUNITIES**



# **MarketingProfs Business-to-Business Forum 2007**

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**October 1-2, 2007  
Chicago, Illinois**

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# MarketingProfs Business-to-Business Forum 2007

October 1-2, 2007 – Chicago, Illinois

## Conference Series Overview

MarketingProfs Business-to-Business Forum 2007 is the second in a conference series on finding qualified leads and improving customer retention – the two keys to success in almost any business. As an exhibitor, you can showcase your products and services to top B2B decision makers and set an example as the industry's best.

## MarketingProfs Business-to-Business Forum 2007

This forum will provide the experienced marketer with current thinking on all aspects of B2B marketing – a comprehensive agenda that can't be found anywhere else. With intensive learning and numerous interactions with presenters, sponsors and exhibitors, there will be abundant opportunities for building a sense of community among marketers from all sizes of companies and from around the world. Conference attendees will walk away feeling inspired and armed with a toolbox full of new strategies and tactics to immediately apply to current opportunities...a perfect chance to showcase your product and services.

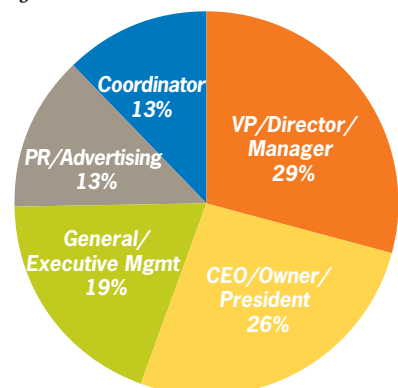
## Background

### First-Ever MarketingProfs Virtual Conference a Huge Success

With a promotion window of just two months, more than 5,700 MarketingProfs' members registered to attend the company's first-ever virtual conference in June, 2007. Attendees raved that the event was outstanding and that MarketingProfs is leading the way with not only relevant and innovative content, but also innovative ways of delivering it. Be a part of our next virtual conference in the first quarter of 2008.

## Attendee Profile

### Job Function

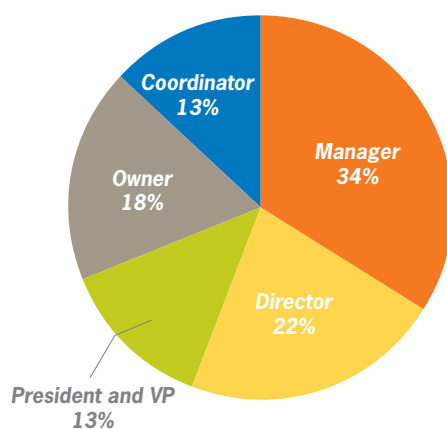


# Who Does MarketingProfs Reach?

275,000  
Weekly Readers

## Job Function

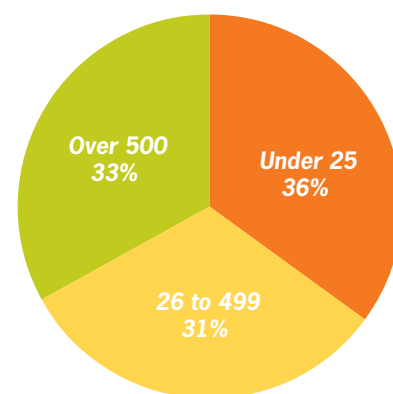
Almost 90% of MarketingProfs' audience are managers or higher in their companies



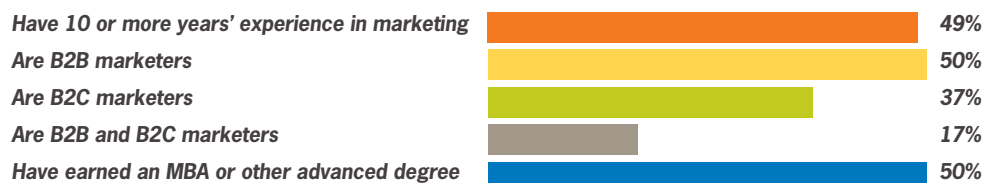
## Company Size

By Number of Employees

Over 30% of MarketingProfs audience works for firms with 500 or more employees



## Facts about MarketingProfs' Audience



Data Source: Reader Survey, April 2007

## About MarketingProfs

Founded in January 2001, MarketingProfs specializes in providing strategic and tactical marketing know-how for marketing and business professionals in organizations worldwide through a full range of online media. With over 275,000 members and 300 contributors, MarketingProfs provides members with practical marketing tools and information in many forms, including articles, online seminars, workshops, templates, benchmark survey reports, buyer's guides and thought-leader panel discussions. Updated weekly, the content enables professionals to stay current and effective.



## October 1-2, 2007 – Chicago Sponsor & Exhibitor Opportunities

### Platinum Level (Limit 3)

**\$16,000**

#### *The Platinum Level includes:*

- Special acknowledgement in:
  - » Event Marketing Materials – Promoted to MarketingProfs 275,000 readers
  - » Conference microsite
  - » On-site signage
  - » On-site program book
- One hospitality suite for exclusive product showcase or client meetings
- Full page black and white ad in on-site program book
- Logo and link on conference microsite
- Acknowledgement at Luncheons & Dinner
- Pre-show attendee mailing list 1x use
- Post-show attendee mailing list 2x use
- Four full conference passes
- Discount tickets for clients and colleagues: \$200 off full conference non-member price
- Insert in tote bag\*
- Table Top in Exhibit Area
- 100,000 Leaderboard impressions to run on MarketingProfs website throughout September

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### Gold Level (Limit 4)

**\$12,000**

#### *The Gold Level includes:*

- Special acknowledgement in:
  - » Event Marketing Materials – Promoted to MarketingProfs 275,000 readers
  - » Conference microsite
  - » On-site signage
  - » On-site program book
- Full page black & white ad in on-site program book
- Logo and link on conference microsite
- Acknowledgement at Luncheons & Dinner
- Pre-show attendee mailing list 1x use
- Post-show attendee mailing list 1x use
- Three full conference passes
- Discount tickets for clients and colleagues: \$200 off full conference non-member price
- Table Top in Exhibit Area
- 100,000 Leaderboard impressions to run on MarketingProfs website throughout September

#### *Choices*

- Monday Exhibit and Sponsor Reception
- Reception & Dinner Sponsor – ability to place material or giveaways at tables\*
- Luncheon Keynote (Limit 2) – ability to place material or giveaways at tables\*

Contact Corey Tarne • Phone: (404) 695-1038 • Email: [corey@marketingprofs.com](mailto:corey@marketingprofs.com)  
[www.marketingprofs.com/events](http://www.marketingprofs.com/events)

**Silver Level (Choice of 2 items listed below)****\$8,000****Silver Level Branding Opportunities**

- Breakfasts (Limit 2)
- Refreshment Breaks (Limit 4)
- Tote Bags\* **SOLD**
- Lanyards **SOLD**
- Hotel Key Card\*
- Room Drop (Limit 1)\*
- Notepad Sponsor
- Pen Sponsor

**The Silver Level includes:**

- Special acknowledgement in:
  - » Event Marketing Materials - Promoted to MarketingProfs 275,000 readers
  - » Conference microsite
  - » On-site signage
  - » On-site program book
- Logo & link on Conference microsite
- Acknowledgement at Luncheons & Dinner
- Post-show attendee mailing list 1x use
- Two full conference passes
- Discount tickets for clients and colleagues: \$200 off full conference non-member price

**Bronze Level****Prices vary****Bronze Level Exhibiting Opportunities**

- |                                                                           |         |
|---------------------------------------------------------------------------|---------|
| • Exhibit Table Top – with Popup in concurrent session corridor (Limit 6) | \$3,500 |
| • Exhibit Table Top – without Popup in Exhibit Area(Limit 19)             | \$2,500 |

**The Bronze Level includes:**

- Special acknowledgement in:
  - » Event Marketing Materials - Promoted to MarketingProfs 275,000 readers
  - » Conference microsite
  - » On-site signage
  - » On-site program book
- Logo & Link on Conference microsite
- Acknowledgement at Luncheons & Dinner
- Pre- and Post-show attendee mailing list 1x use
- One full conference pass for Exhibit Table Top
- Discount tickets for clients and colleagues: \$200 off full conference non-member price

**Other Advertising Opportunities**

- |                                             |         |
|---------------------------------------------|---------|
| • <i>Conference Program Ads – Full-page</i> | \$1,500 |
| • <i>Conference Program Ads – Half page</i> | \$1,000 |

*\*Must be approved by MarketingProfs.*

*Note: Mailing lists do not include phone, fax or e-mail information.*

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