



**Cross Media West Pavilion at the Online Marketing Summit**  
**The Hilton San Diego Bayfront, San Diego, CA**  
**Conference: February 6 – 10, 2012**  
**Expo: February 7 – 9, 2012**

**Online Marketing Summit Conference Dates:**

February 6, 2012 - Boot Camp

February 7-9, 2012 – Online Marketing Summit/Cross Media West Pavilion Expo Hall open

February 10, 2012 - Partner Education Day

**Cross Media West Pavilion Expo Dates & Hours:**

February 7, Tuesday - 8am – 6:30pm

February 8, Wednesday, 8am-6:30pm

February 9, Thursday, 8am – 1:30pm

- All food functions and breaks will be hosted in the expo area during expo hours.

**Cross Media Pavilion Point of Contact:** Laura Hoover, Phone (714) 544-2544 x103, Fax (888) 675-3976.

Email: [laura@crossmediawest.com](mailto:laura@crossmediawest.com). Website: [www.crossmediawest.com](http://www.crossmediawest.com)

**Why Exhibit?**

Online Marketing Summit, the premier global educational event for marketing professionals, is back in San Diego for its 7th year this February 6-10. Join over 1,500 of your marketing peers as they share ideas, hear from expert practitioners, and learn best practices in the areas of: Social Media, Demand Generation, Search, Email, Analytics, Mobile, Integrated Marketing and more. Please see more about our attended profile at [www.crossmediawest.com](http://www.crossmediawest.com) or [www.onlinemarketingsummit.com](http://www.onlinemarketingsummit.com)

**Exhibit Booth Rental Rates:**

10x10' - \$5700

10x20' - \$9300

- Each 10x10' booth comes with 2 complimentary OMS Conference Registrations and 10 Expo Badges – a \$3154 value! In addition, you may offer your customers 15% off of their Conference Registration.  
(Total Value of \$3154 is calculated as follows: \$2654 (2 x \$1327 Conference Reg.) + \$500 (10 x \$50/Expo Pass)

**Sponsor levels: (download Price Sheet for benefits at <http://www.crossmediawest.com/docs>)**

Bronze - \$7,600 (3 Conference Registrations included)

Silver - \$11,500 (5 Conference Registrations included)

Gold - \$19,400 (7 Conference Registrations included)

Platinum - \$28,500 (9 Conference Registrations included)

All Conference - \$43,000

**\*\*Many additional a la carte sponsorship opportunities are also available. Please contact Laura Hoover at [laura@crossmediawest.com](mailto:laura@crossmediawest.com) or (714) 544-2544 x103 for details.**

**Exhibit Rate Includes:**

- Networking during social functions in the exhibit hall
- Two exhibitor badge registrations per 10x10' booth, which allows you into all the food functions in the expo hall. (Additional exhibitor badges may be purchased).
- Company logo placement on event signage and website.
- Table and two chairs (please let us know if you don't need it)
- 24 hours of security of the expo hall
- For list of additional benefits included with booth space, download the price sheet at <http://www.crossmediawest.com/docs> or contact Laura Hoover at [laura@crossmediawest.com](mailto:laura@crossmediawest.com) or (714) 544-2544 x103.

**Exhibitor Move-In:**

Monday, February 6, 2012

10:00am - 6:00pm

\*\*Closed (covered) toe shoes must be worn in the Exhibit Hall during move-in. This is an OSHA Regulation. You will be denied access to the Exhibit Hall during move-in if you are wearing sandals, flip flops or any variation thereof that does not cover your toes.

**Exhibit Show Dates & Hours:**

Tuesday, February 7, 2012

8am – 6:30pm (Cocktail Hour 5:30pm-6:30pm)

Wednesday, February 8, 2012

8am – 6:30pm (Cocktail Hour 5:30pm-6:30pm)

Thursday, February 9, 2012

8am – 1:30pm

**Exhibitor Move-Out:**

Thursday, February 9, 2012

1:30pm – 5pm

**Notes and Reminders**

- Booths are sold in 10x10 increments.
- The Hilton hotel expo hall is carpeted.
- No "end cap" booths are permitted. An "end cap" is defined as a booth exposed to aisles on three sides and consists of two booths.
- Internet connections are NOT included. Please contact Laura for details on ordering an Internet connection.
- No Photography is allowed in the exhibit hall. Cameras and cell phones will be confiscated by security if they are used to photograph any exhibit without prior consent from exhibit management.
- No one under the age of 18 will be permitted in the exhibit hall.
- OSHA regulation states that covered toe shoes must be worn on the Exhibit Hall during move-in.