

Online Marketing Summit Annual Event at a Glance

The Online Marketing Summit (OMS) is the industry's destination for marketing and digital professionals to learn industry best practices, experience new marketing technology, and discover solutions to their digital and integrated marketing challenges. Sponsors have the opportunity to connect with event attendees on a deeper, more meaningful level, free from the "hard sell" environment of typical tradeshows. In partnership with tradeshow leaders *Integrated Marketing Summit*, *Search Engine Strategies*, *Sales 2.0* and the creators of *Web 2.0*, OMS 2012 offers the **Integrated Marketing and Digital Technology Expo**, a brand new opportunity for technology and service providers to engage with prospects.



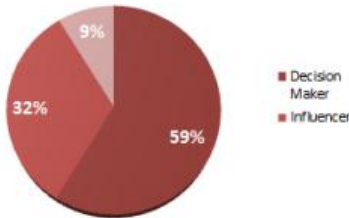
Over 90% of attendees surveyed indicated that they are an online marketing technology & service decision-maker or influencer.

Who Attends the Online Marketing Summit?

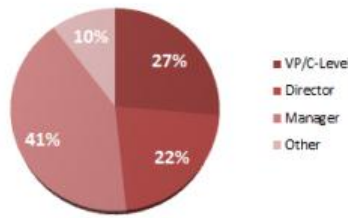
With over 1,500 converging on San Diego in February, OMS attendees encompass a diverse body of decision making marketing and digital marketing professionals seeking competitive advantages through new marketing tools and services.

With a presence at OMS, you can showcase your services and connect face-to-face with your target audience with a booth, Expo presentations, one-on-one expert labs, brand visibility, literature drops, lead generation options and more.

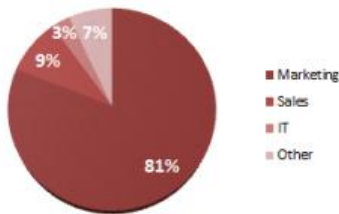
Decision-Makers & Influencers



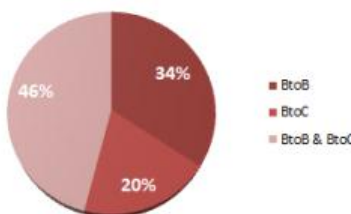
Job Level



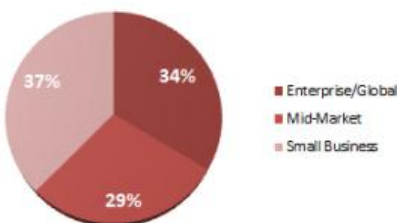
Job Function



Customer Focus



Company Size



Promotional Reach

730,000 marketers reached through media and association partners

131,000 marketers reached via the Online Marketing Connect list

40,000 marketers reached via the OMS House list

Past attendees



plus thousands of small & medium-sized businesses

What is OMS Annual?

In its 7th year, the Online Marketing Summit's flagship Annual Summit is bigger, better and more dynamic than ever. OMS Annual is a four day conference event that provides attendees with the best and latest educational content in these online marketing topics:

- Email Marketing
- Social Media
- Demand Generation
- Search Engine Optimization
- Integrated Marketing
- Web Analytics
- Search Marketing
- CRM & Mkt Automation
- Conversion Optimization
- Customer Experience/UX
- Business Intelligence
- Content Marketing
- Online Advertising
- Affiliate & Performance Marketing
- eCommerce & eTailing



OMS is a more intimate conference with a finite number of sponsor opportunities. This gives sponsors a unique chance to actively engage with attendees on a more meaningful level.

OMS positions sponsors as industry leaders to its attendees. And through education-focused marketing and personalized consultations, sponsors

enjoy real-world interactions with prospects, developing more credible relationships.

Over 90% of our audience is comprised of “digital decision makers & influencers” from all over the world and from all sorts & sizes of companies, all trying to find solutions to their digital marketing challenges.

Partners

ClickZ

WOMMA
word of mouth marketing association

SES

WEB ANALYTICS
ASSOCIATION

BMA

email
experience
council

NEW! OMS is launching a new Integrated Marketing & Technology Expo Hall to bring vendors, consultants, agencies and attending brands together to foster interaction and high quality leads.

SPONSORSHIP OPTIONS



OMS has created wide range of sponsor options that serve the small agency and consultancy as well as the leading technology platforms and solutions providers. If you want exposure, leads and a presence at the event, we have an option that fits your budget and needs. Sponsorship options come in 3 flavors:

1. **Expo booths** for high impact visibility and interaction
2. **Sponsorship bundles** to provide optimal exposure, engagement and bang for your buck
3. **A la carte options** to provide additional custom avenues for visibility and engagement
4. **Agency & Start Up Package** for smaller agencies, consultancies and startups

For more information, email sales@crossmediawest.com

Or call (714) 544-2544 x103

Booths

Ideally situated to capture traffic flow in between sessions, host snack breaks, happy hours and sponsored demos, the Expo area and booths will be an epicenter of action at OMS. There are limited booth spaces available and these will be assigned on first come first serve basis. Availability is guaranteed only through October 31.

	BOOTH SIZE	PRICE
Booth Sizes *	10' x 10'	\$5,700
	10' x 20'	\$9,300

* 2 complimentary OMS passes included with a booth

Sponsorship Bundles & Benefits

	BRONZE	SILVER	GOLD	PLATINUM	ALL CONFERENCE
Expo Booth	10 x 10	10 x 10	10 x 20 or 10 x 10	Any size	Any size PLUS table
Signage	Logo placement on event signage and website	Bronze PLUS one pull-up sign in reg area	Silver PLUS top logo placement on all event signage	Gold PLUS pull-up sign in Expo Hall	Platinum PLUS dedicated OMS sign thanking sponsor
Collateral	None	None	One piece on Partner Table in reg area	Gold PLUS one piece in event tote bag	Gold PLUS one flyer handed with badge at reg desk
Expo Hall Showcase Presentation	None	None	One 30 minute presentation	Gold PLUS one additional Showcase presentation	Platinum PLUS one additional Showcase presentation
Leads	Badge scanner	Bronze PLUS up to 50 targeted registrant leads	Silver PLUS up to 100 targeted registrant leads	Gold PLUS all targeted registrant leads	Platinum PLUS all leads from entire event
Online Marketing	None	Rotating logo in attendee emails	Permanent logo in attendee emails	Gold PLUS rotating logo in all OMS promo emails	Platinum PLUS permanent logo in all OMS promo emails
Webinar	None	None	Webinar at 30% discount	Webinar at 50% discount	One free webinar
Complimentary OMS Passes	3	5	7	9	12
Price	\$7,600	\$11,500	\$19,400	\$28,500	\$43,000

- Sign before October 15 and get 15% off
- Sign before November 15 and get 10% off
- After November 15, normal rates apply

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A La Carte Sponsorship Opportunities

	DESCRIPTION	PRICE
Collateral Drop	Drop flyer at session	\$1,000
	Drop flyer at all sessions in track	\$1,700
	Drop flyer in event tote bag	\$2,600
1 on 1 Expert Lab	One table for 1 on 1 labs with attendees throughout the main conference event	\$2,500
Expo Hall Showcase Presentation	One 30 minute presentation	\$3,700
Tote Bag Sponsorship	Exclusive prominent logo of high quality event tote bag	\$2,100
Tote Bag Giveaways	Branded pens and other tschokeys dropped in event tote bag	\$1,800
Event Magazine Ad	Full page	\$1,700
	Half page	\$1,000
	Quarter page	\$650
Cocktail Hour	Two pull-up signs at cocktail hour event and brief intro to entire audience with raffle give away for lead generation	\$4,000
Signage Boost	Add a sign to the reg area or Expo Hall (subject to availability)	\$1,800
Badge & Lanyard Sponsorship	Exclusive Badge logo	\$2,500
	Exclusive Lanyard logo	\$2,500
	Both	\$4,000
Wifi Sponsorship	Prominent logo sponsorship and acknowledgement for all attendees when logging into event wifi	\$4,000

Small Business / Start-Up / Agency Starter Package

Starter Package	6 foot table with pull-up sign	\$3,200
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To qualify for this package, you must meet any one of these criteria: 1) a service company (agency/consultancy) with less than 30 employees, 2) a new start up in business less than 1 year, 3) have revenue less than \$5M.