



March 22-24, 2010  
Sheraton San Diego Hotel & Marina  
San Diego, California

Produced by:



*The Local Vertical Opportunity*

# Sponsorship Opportunities

Raise your visibility in the  
vertical media & services  
marketplace

# The Local Vertical Opportunity

Produced by:



## The Power of Marketplaces 2010 Conference Sponsorship

### All Sponsors Receive

- Exhibit booth (8'x10')
- Full page ad in conference program book
- Visibility on conference Web sites
- Inclusion in marketing communications
- Opportunity to place promotional materials at registration desk
- Sponsorship ribbons for each attending staff member



### Sponsorship Contact

**Nanci Karas**  
 Executive Director,  
 Conferences  
 BIA/Kelsey  
[nkaras@kelseygroup.com](mailto:nkaras@kelseygroup.com)

Contact Nanci today to determine which sponsorship package best fits your marketing objectives.



**PREMIER**  
 \$20,000

**Choose One:**

- Cocktail Reception (2 available)
- Conference WiFi
- Conference VueTorial (After event - Web site hosting presentations and other conference content)

*Includes 7 full conference passes and 1 exhibits-only pass, valued at \$16,760*

**PLATINUM**  
 \$17,500

**Choose One:**

- Luncheon
- Open Bar at Cocktail Reception (2 available)
- Hotel Room Key

*Includes 5 full conference passes and 1 exhibits-only pass, valued at \$13,170*

**GOLD**  
 \$13,000

**Choose One:**

- Continental Breakfast (2 available)
- Conference Pens **OR** Tote Bags **OR** Lanyards
- Press Room
- Water Bottles/Station

*Includes 4 full conference passes and 1 exhibits-only pass, valued at \$8,980*

**SILVER**  
 \$10,000

**Choose One:**

- Program Book Cover: Inside Front **OR** Back **OR** Outside Back
- One I-MAG Screen
- Sponsor a Keynote Address (limited number available)
- Dessert Table (2 available)

*Includes 3 full conference passes and 1 exhibits-only pass, valued at \$6,885*

**BRONZE**  
 \$8,500

**Choose One:**

- Refreshment Break (5 available)
- Cyber Café (2 available)
- Virtual Photo Gallery
- Sponsor a General Session

*Includes 2 full conference passes and 1 exhibits-only pass, valued at \$4,790*

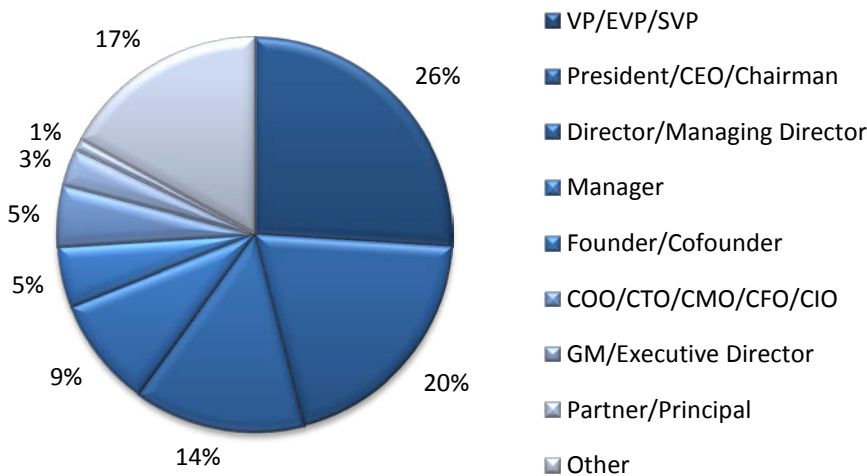
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Who Attends BIA/Kelsey's Marketplaces Conference?

**The Decision Makers in Vertical Services and Interactive Local Media**

BIA/Kelsey's Marketplaces conference is the gathering place for the industry's senior executives. Only at this event will you have the opportunity to meet so many of the industry's decision makers—on the podium, in the audience and making the rounds of the exhibit hall.

**Attendee Profile by Title**



**Company Profile**

BIA/Kelsey's Marketplaces conference attracts companies from nearly every segment of the vertical and interactive local media business.



*Amplify  
the buzz around  
your company!*

**Why Sponsor Marketplaces 2010?**

- Reach a targeted audience
- Build brand awareness among industry decision makers
- Profit from qualified booth traffic with decision makers who are prepared to transact business
- Capitalize on a prospect-rich launch environment

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