



PubCon.  
Las Vegas.  
NV.USA.

# 2011 Sponsor and Exhibitor Prospectus

---

When it comes to creating marketing buzz online, webmasters pretty much invented the concept.

The alpha attendees to PubCon are among the most highly pursued demographic in the online marketing world. Highly educated and computer savvy, they're early adopters of the latest web technologies and have large disposable incomes to match.

These are the folks that any forward thinking company wants to reach and capture.

---



# Conference Exhibition Opportunities

## Event Exhibitor

**(10'X'10) \$3,750**

**(10'X'20) \$5,499**

**(20'X'20) \$5,499**

- One six foot table per 100 sq ft.
- Two side chairs
- Waste basket
- Booth sign with company name on it
- Standard pipe and drapery (10 ft back, 3 ft sides)
- Single-sided full-page color advertisement in handbook
- Company name and description in handbook
- A total of four complementary exhibit hall passes per exhibitor
- Mentioned in pre-event flyers, emails, and press releases
- Logo in rotation on WebmasterWorld. Guaranteed one million logo impressions
- Logo link to your exhibitor bio page
- Company bio and info page on website from conference site exhibitor section
- Ten show coupons for 15% off to give to your customers and attendees
- Screen saver rotation with name at all sessions
- Matching funds from PRWeb on selected PRWeb services when PubCon is referenced

**(TABLE TOP) \$950**

- One six foot table

Each exhibitor is responsible for all booth staffing, booth decoration and other requirements specific to their booth such as electrical, shipping, Internet access, drayage, etc.

## Exhibit Hall Hours:

**Exhibition Hours:** Wednesday (Nov 9) 10:00 a.m. – 4:00 p.m.

Thursday (Nov 10) 10:00 a.m. – 4:00 p.m.



# Conference Sponsorship Opportunities

## Premier Platinum Sponsorship

**(2 AVAILABLE) – \$50,000**

- 20'x20' executive booth space
- Logo on handbook cover
- Logo and link on PubCon.com index page
- Full-color logo on banners in all conference session rooms
- Double-sided full-page color advertisement in handbook
- Company name and description in handbook
- Featured in pre-event flyers, emails, and press releases
- Customized press release announcing platinum sponsorship
- Ten Full Conference passes for employees
- Up to three conference bag stuffers
- One session room chair placement
- Logo link on WebmasterWorld in rotation with "Premier Sponsor" label
- Guaranteed five million logo impressions
- Logo link to sponsor bio page on WebmasterWorld
- Company profile on conference website at conference/company.html
- Full color logo on banners in conference rooms
- Screen saver rotation with logo at all sessions
- 20 show coupons for 25% off exhibitor customers and attendees
- Full-color hanging banner in exhibit hall (provided by sponsor)
- Full-color hanging banner in Keynote Session Room (provided by sponsor)

## Gold Sponsorship

**(4 AVAILABLE) – \$35,000**

- 10'x20' exhibition space
- Full-color logo on banners in all conference session rooms
- Logo on handbook cover
- Logo and link on PubCon.com index page
- Company name and description in handbook
- Single-sided full-page color advertisement in handbook
- Featured in pre-event flyers, emails, and press releases
- Six Full Conference passes for employees

## Gold Sponsorship (cont'd)

- One conference bag stuffer
- Customized press release announcing gold sponsorship
- Logo link on WebmasterWorld in rotation with “Gold Sponsor” label.
- Guaranteed three million logo impressions
- Logo link to sponsor bio page on WebmasterWorld
- Company profile on conference website at conference/company.html
- 10 show coupons for 25% off exhibitor customers and attendees
- Screen saver rotation with logo at all sessions

## Keynote Sponsorships

**(1 PER KEYNOTE) - \$12,500**

- Logo on banner in the keynote room during any one of the three keynote addresses
- A four month marketing blitz for the conference
- Press release announcing sponsorship
- Logo and link on Keynote page on Pubcon.com
- Logo on Keynote page in handbook



# Additional Conference Sponsorship Opportunities

## **MONDAY NIGHT NETWORKING MIXER: \$750**

(Table top display)

## **EMAIL STATION SPONSOR: \$5,000**

(Sponsor responsible for hardware and Internet connection)

- Logo signage near email stations
- Logo and link on start page of email station
- Small four-foot table near stations for sponsor to talk with potential clients
- Station in registration lobby on day one and in Expo hall lounge area on next two

## **LANYARDS: \$5,000 **SOLD!****

(Sponsor provides lanyards to our specifications)

## **BADGE INSERT: \$3,000**

(Sponsor provides insert at our specifications)

## **CONFERENCE WIFI: \$3,000**

(Sponsor responsible for Internet connection with venue)

- Logo on WiFi login page. Branded name and password possible (as available)
- Branded sign at conference registration with WiFi login details
- Shout-out mention at all keynote and Super Session introductions

## **HANDBOOK ADVERTISING**

(Multiple page discounts available)

- Back cover full-color: \$2,450
- Inside front or inside back cover full-color: \$2,250
- Full page color inside: \$1,250
- Full page black & white inside: \$600
- Half page black & white: \$400

## **GOODIE BAG STUFFERS**

- Paper advertisement: \$950
- Small branded logo item: \$450 (Give-away type item at our discretion)
- Hard or soft back book stuffer: \$2,500

## **CHAIR PLACEMENT NOTEPAD OR PEN SPONSORSHIP: \$2,250**

(Exclusive – first-come-first-served)

- Items will be placed in the attendee bags. (Sponsor provides items)

**MEDIA SPONSOR: \$3,000**

**REGISTRATION AREA HANDOUTS:**

(Strict guidelines for behavior when interacting with attendees)

- Day 1 : \$3,450 (per person, each additional person \$2,100 – max of 3)
- Day 2 : \$1,850 (per person, each additional person \$500 – max of 3)
- Day 3 : \$1,250 (per person, each additional person \$500 – max of 3)

**SESSION CHAIR PLACEMENTS:**

(Sponsor responsible for all materials)

- Paper items placed on chairs prior to select sessions
- Kickoff Keynote Session: \$3,500
- Secondary Keynote or Super Session: \$2,500
- Any other standard session: \$1,750

**LUNCHROOM TABLE PLACEMENT**

(Sponsor provides approved materials and labor)

- Per day: \$2,000 per sheet

**REGISTRATION BOOTH KICK PANEL SPONSORSHIPS**

(Sponsor provides approved materials and labor)

- \$1,000 first panel (\$750 each additional panel)

**TWITTER FEED SPONSORSHIP: \$3,000.**

- Twitter screen(s) in lobby with sponsor logo at bottom during entire conference

**FREESTANDING BILLBOARDS**

- Registration area lobby: \$3,000
- Expo hall entrance lobby: \$2,000

**OFFSITE SPECIAL EVENTS PROMOTION – CALL FOR PRICING**

- Mention in handbook, on website, and shout-outs at conference kick-off address

**CONFERENCE PRESENTATIONS CD SPONSORSHIPS**

- CD Sponsor: \$3,500
  - Logo on CD sent to all full pass attendees post conference
  - Link and logo on CD index.html start page.
- CD Coupon Insert: \$2,000
  - Place a business-card-sized coupon insert into CD mailer sent to all full pass attendees
- CD Demo Program Spotlight: \$2,000
  - Place a demo software program on the CD (size and type restrictions)

**CONFERENCE BREAKFAST OR LUNCH SPONSORSHIP: \$2,000**

- Hanging (4' x 6') *Sponsored By* banner in lunchroom during event (sponsor provides)
- Mention in handbook on session grid.
- Mention at conference kick-off address
- (Sponsor responsible for catering)

**CONFERENCE COFFEE BREAK SPONSORSHIP - \$1,000**

(Sponsor responsible for coffee and soda costs)

- *Sponsored By* logo signage on break tables (sponsor provides)
- Mention in handbook and on session grid

**LITERATURE KIOSK HANDOUTS:**

- Single-stacked on kiosk table in registration area - \$1,000
- Single-stacked on kiosk table near entrance of Expo hall - \$500

**HANGING BANNERS**

(Sponsor provides 4'x6' vinyl banner)

- Keynote room: \$4,500
- Any session rooms: \$2,500
- All six session rooms: \$5,500
- Lunchroom: \$3,000
- Expo hall: \$3,000

**SPONSORED SESSION: \$1000**

- On-site conference session
- Full resources of session room available (projector, chairs, host or MC may be provided, etc...)
- Sponsor may distribute handouts
- Sponsor is responsible for all aspects of the session

**PUBCON BLOG ADVERTISING**

- \$30 CPM per standard banner or sky scraper
- Text link \$550

**PUBCON NEWSLETTER EMAIL BLAST ADVERTISING**

- \$1,000 per email blast (attendees and blog subscribers). One paragraph advertising at bottom – pure text only

**SPEAKER READY ROOM, PRESS LOUNGE, AND SHOW OFFICE  
SPONSORSHIP: \$2,500**

- Sponsorship sign on door or tripod outside room
- 3' x 4' banner in room
- Directional sign with logo near registration

**COCKTAIL RECEPTION: \$2000 – 3 AVAILABLE**

(Sponsor responsible for beverages)

- Mention in speaker and press guide
- Mention at keynote and/or Super Session on that day
- Signs in room (Sponsor provides)

**CONFERENCE PARTY CO-SPONSOR: \$2,000**

- Name listed on all signage at evening event.
- Name/logo on website sponsorship page
- Mention in press releases and specific blog entries
- Name mentioned during event on PA

**CONFERENCE PARTY NAPKIN OR DRINK COASTER SPONSOR: \$2,000**

- Logo on cocktail napkins at party (Sponsor provides materials)

**BOTTLED WATER SPONSOR: \$4,000**

(Sponsor provides water bottles)

- Water on chair of every seat during morning keynote session
- Additional leftover bottles on table in rear of seating for remainder of day

**CONFERENCE BAG SPONSOR: \$5,000**

(Sponsor responsible for bag purchase and production)

**EXPO HALL FLOOR BANNER STICKER: \$500 – 5 AVAILABLE**

**LEAD TRACKING: \$450**

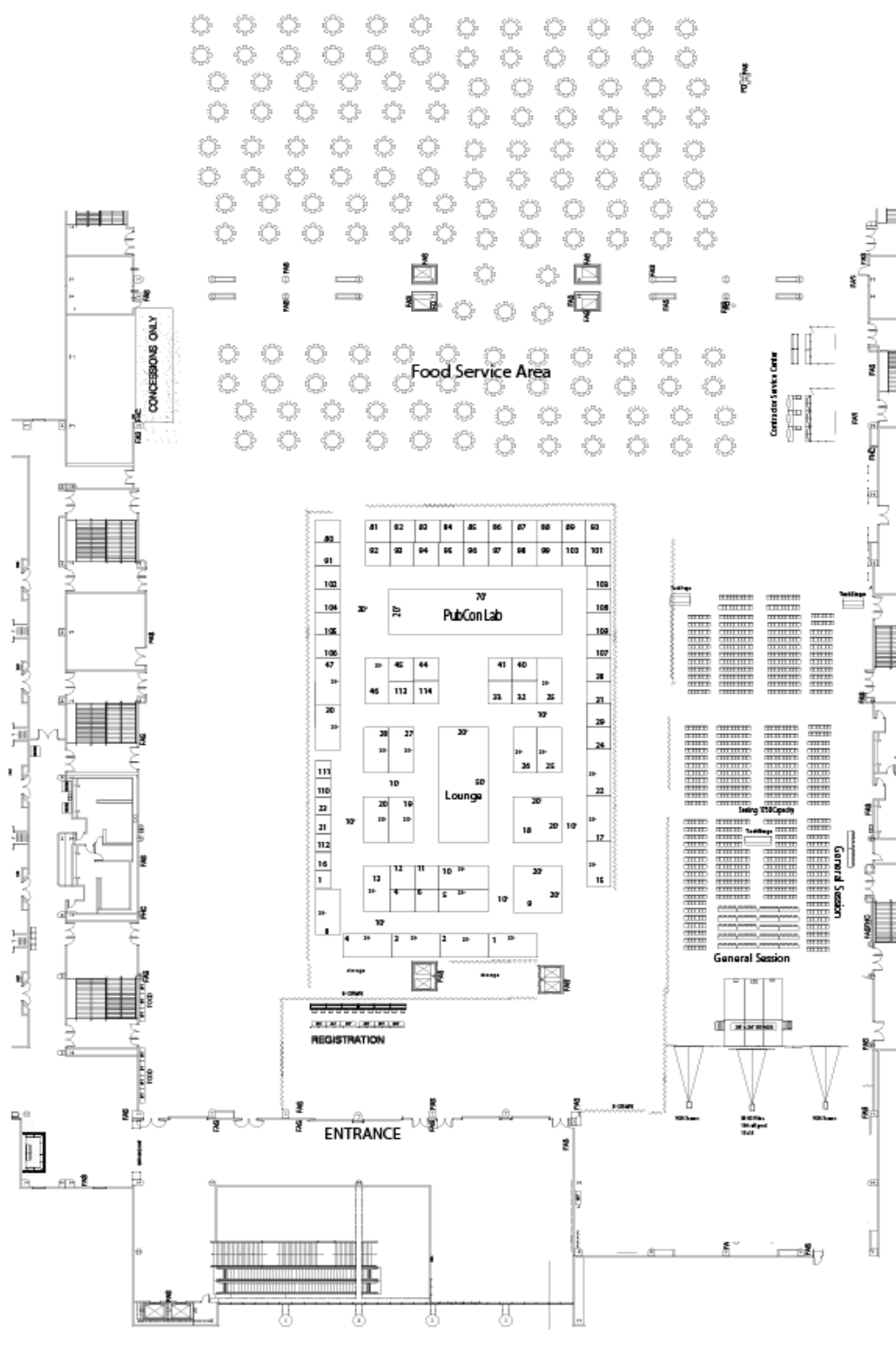
(Hand scanner to collect contact information from attendee badges.)



# PubCon Vegas 2011

Nov 8-10, 2011

LAS VEGAS CONVENTION  
S3 -SOUTH HALL LAS VEGAS, NV



SCALED TO FIT PAGE

Last Update 2-23-2011

FACILITY:  
Las Vegas Convention Center  
PROJECT NUMBER:  
Future Sales

SCALED TO FIT PAGE

# WebmasterWorld Exhibitor Agreement

## Terms and Conditions

By executing a copy of this Exhibitor Agreement, the Exhibitor identified above agrees to be bound by, and to comply at all times with, the terms and conditions set forth in this Exhibitor Agreement.

### Limitation of Liability and Indemnification

In no event will WebmasterWorld, Inc., its service contractors, or any of the officers, staff members or directors of any of either of the aforesaid parties be liable to the Exhibitor or any other person for any claim, loss, injury, damage, cost or expense whatsoever or howsoever arising (collectively, "Losses"), which may occur to an exhibitor or to its agents, employees, business invitees, customers, visitors, contractors or agents, or the property or ware of the Exhibitor, arising from any cause whatsoever, prior, during or subsequent to the period of this exhibit. Each exhibitor expressly releases WebmasterWorld and the Facility from any and all claims for any such injury, loss, or damage.

The Exhibitor shall indemnify and hold harmless WebmasterWorld and each of its owners, officers, directors, employees, affiliates, contractors, agents and representatives from and against any and all Losses which might result directly or indirectly from any act or omission of the Exhibitor or any of its owners, agents, employees, business invitees, customers, visitors, contractors or agents.

The Exhibitor must adequately insure its materials, goods, wares, and exhibits against theft, damage, loss or injury of any kind and must do so at its own expense. The Exhibitor is solely responsible for its own actions (and the actions of its employees and contractors) during the exhibit.

Exhibitor acknowledges and agrees to the following terms and conditions:

- Although WebmasterWorld will consider all requests for specific booths, we cannot guarantee a specific booth will be assigned to a specific exhibitor. All exhibit booths are assigned in the order payment in full is received from the first exhibitor that requests a particular exhibit booth.
- Payment due in full upon receipt of invoice.
- Exhibitors may display any products or services which may be related to the operation or promotion of a website. Articles appropriate to a general audience may be handed out. It will be at the sole discretion of WebmasterWorld as to what is and is not appropriate for our audience.
- Should the venue for the conference become unusable by the sole judgment of WebmasterWorld from an act-of-God, or other incident by no fault of WebmasterWorld, WebmasterWorld will not incur any liability for damages sustained by exhibitor as a result of such termination. In any event, the exhibitor waives any and all such liability and releases WebmasterWorld of and from all claims for damages and agrees that WebmasterWorld shall have no obligations except to refund to the exhibitors a prorated share of the aggregate amount received by WebmasterWorld. That amount shall be at the sole discretion of WebmasterWorld.

Cancellation Policy: 90+ days notice - 75% Refund;  
30+ days notice - 50% Refund;  
Less than 30 days notice - No Refund.

- All exhibit staff must be officially registered for the conference in advance.
- All rights and privileges granted exhibitors hereunder are subject to and subordinated to a master lease between WebmasterWorld and the Facility.
- Exhibitors will comply with all applicable statutes, ordinances, regulations, rules and requirements relating to health, fire, safety and use of the Facility.
- Security of the display area and any materials or products that are left unattended are the sole responsibility of the exhibitor.
- Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors. No Stereos or other "noise" generators are allowed that would otherwise interfere with exhibit neighbors.
- Exhibitors assume all responsibility for their exhibit personnel and for the general care of the display area.
- No combustible decoration, such as crepe paper, tissue paper, cardboard, corrugated paper shall be used at any time.
- No air craft or balloons are allowed.
- Halogen lights: Please consult the Facility manual for restrictions.
- Volatile, explosive or other flammable matter or any substances prohibited by the law or insurance carriers are not permitted on premises.
- Any activity within the exhibits, including without limitation, distribution (for free or otherwise) of any literature, product or any other item must conform to the educational and professional nature and character of this conference.
- Canvassing or distributing advertising matter outside the exhibitor's own space is not permitted, including the session and registration areas.
- WebmasterWorld reserves the right to restrict any exhibit that might be considered undesirable.

---

**Initial after reading, and fax back with next two pages.**



**EXHIBITOR REGISTRATION FOR PUBCON VEGAS 2011**

<b>Sponsorship Opportunities</b>	<b>Price</b>	<b>Qty</b>	<b>Extended</b>
Premier Platinum Sponsorship (1 Available)	\$50,000		
Gold Sponsorship (1 Available)	\$35,000		
Event Exhibitor (Table Top)	\$950		
Event Exhibitor (10'x10' booth)	\$3,750		
Event Exhibitor (10'x20' booth)	\$4,499		
Event Exhibitor (20'x20' booth)	\$5,499		

Booth Selection: \_\_\_\_\_ 1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_ 4<sup>th</sup>

<b>Other Opportunities</b>	<b>Price</b>	<b>Qty</b>	<b>Extended</b>
Keynote Sponsorship	\$12,500		
Media Sponsor	\$3,000		
Speaker Room & Press Lounge Sponsorship	\$2,500		
Bottled Water Sponsorship	\$4,000		
PubCon Newsletter Email Blast Advertising	\$1,000		
Speaker / Press Room Sponsorship	\$2,500		
Sponsored Session	\$1,000		
Exhibit Hall Theater Presentation	\$1,000		
Offsite Special Events Promotion	Call		

**Technology Opportunities**

Email Station Sponsor	\$5,000		
Conference WiFi/WiFi Lounge	\$3,000		
Twitter Feed Sponsorship	\$3,000		

**Conference Handbook Opportunities**

Back Cover Full-Color	\$2,450		
Inside Front or Inside Back Cover Color	\$2,250		
Full Page Color (Inside)	\$1,250		
Full Page Black & White (Inside)	\$600		
Half Page Black & White (Inside)	\$400		

**Handout & Placement Opportunities**

Registration Area Handouts – 1 <sup>st</sup> Day	\$3,450		
Registration Area Handouts – 2 <sup>nd</sup> Day	\$1,850		
Registration Area Handouts – 3 <sup>rd</sup> Day	\$1,250		
Literature Kiosk Handouts - Registration Area	\$1,000		
Literature Kiosk Handouts – Expo Entrance	\$500		
Chair Placement - Kickoff Keynote	\$3,500		
Chair Placement - Keynote / Super Session	\$2,500		
Chair Placement - Any Standard Session	\$1,750		
Lunchroom Table Placement - Per Day	\$2,000		
Hanging Banner in Keynote Room	\$4,500		



Hanging Banner in Session Room	\$2,500		
Hanging Banner in all Session Rooms	\$5,500		
Hanging Banner in Lunchroom	\$3,000		
Hanging Banner in Expo Hall	\$3,000		
Freestanding Billboard in Session Lobby	\$3,000		
Freestanding Billboard in Expo Hall	\$3,000		
Expo Hall Floor Stickers (5 available)	\$500		
<b>Presentation CD Opportunities</b>			
Conference Presentation CD Sponsorship	\$3,500		
Conference Presentation CD Coupon Insert	\$2,000		
Conference Presentation CD Demo Program	\$2,500		
<b>Conference Bag Opportunities</b>			
Conference Bag Sponsorship	\$5,000		SOLD
Goodie Bag Stuffers - Paper Advertisement	\$950		
Goodie Bag Stuffers - Small Logo Item	\$450		
Goodie Bag Stuffers - Book Stuffer	\$2,500		
<b>Badge Opportunities</b>			
Lanyards	\$5,000		SOLD
Badge Insert	\$3,000		SOLD
<b>Meal, Party &amp; Reception Opportunities</b>			
Conference Breakfast/Lunch Sponsorship	\$2,000		
Conference Coffee Break Sponsorship	\$1,000		
Monday Night Networking Mixer (Table Top)	\$750		
Cocktail Reception Sponsorship	\$2,000		
Conference Party Co-Sponsor	\$2,000		
Conference Party Napkin or Drink Coaster	\$2,000		
<b>Exhibit Resources</b>			
<b>Lead Tracking System</b>	<b>\$450</b>		
	Total		

<b>Contact Information (Please Print)</b>	
Company Name	
Address	
City, State, ZIP	
Phone, Fax	
Contact Name, Cell Phone	
E-Mail Address , Website URL	
Authorized Signature, Title	
Date	
Sales Contact	

By signing this Order, the client acknowledges understanding, agreement, and compliance with WebmasterWorld standard terms and conditions for advertising as stated in the Standard Terms and Conditions for Advertising attached hereto and incorporated herein by reference. Please fax **the registration pages** along with a signed copy of the **terms and conditions** to (512) 231-1653