



**Conversion
Conference**

LONDON

It's all about the conversion

1-2 November, 2010 • Park Plaza Victoria • London, UK

The first conference in the world focused specifically on online conversion!

For people who want to get the most out of their online campaigns

Learn how to improve acquisition and dramatically increase conversion



Produced by

risingmedia™

ConversionConference.com

Conference Overview

Welcome to the first conference in the world focused specifically on online conversion!

Following the uniformly positive reaction to the inaugural event in San Jose, Conversion Conference London continues to provide finely tuned value through a combination of strategic sessions presented by industry thought leaders and practical sessions and workshops that illustrate how to execute and achieve results.

Over 20 informative sessions, including strategic keynotes with top presenters from the industry will anchor two solid days of learning and networking. Keynotes at the inaugural show included Tim Ash, Bryan Eisenberg, and Jakob Nielsen.

In-house, agency, vendor, affiliate network, and lead-generation company representatives are expected from a wide range of industries.

Attendees will include:

Online marketing managers (directors and VPs)
Ecommerce Managers
Search engine marketers and managers (SEO & PPC)
Social media marketers
Media buyers
Graphic designers
Copywriters

Landing page optimization specialists
Retail and Subscription Managers
Web analysts and landing page testing
Affiliate managers
Web developers
User experience analysts
Email marketers



Conference Marketing Plan

We're working on our conversion too and have a number of marketing programs under way to attract the right attendees. Highlights include:

The Conversion Conference Blog Partner Program

Blogs are an increasing source of relevant qualified leads for both technology vendors and technology events. Rising Media has very successfully launched blogger engagement programs for all our events. In 2010 Conversion raises its profile in the blogosphere.

Social Networks

Speaking direct to relevant executives on their own LinkedIn profile is a guaranteed source of new attendees, as are conversations in the relevant groups. Rising Media was recently featured as a LinkedIn success story for promoting the eMetrics Marketing Optimization Summit and conference chair Tim Ash is a compulsive networker.

"Traditional" Online Marketing

Banners, text ads, email newsletters, Google Adwords - all in contextually relevant titles.

Media & Association Partners

Conversion Conference continues to build the number of key media and association partners to ensure their readers and members have Conversion Conference at the front of their minds.

Press Releases

Yes, they still work, especially as fodder for search engines and RSS Feeds - getting the Conference straight onto potential attendees desk tops.

Networking Passes

As an additional benefit to exhibitors, Conversion Conference is committed to publicising cheap networking passes (for visitors only wishing to visit the expo hall and attend keynote sessions to maximize foot traffic in the Expo Hall).

Twitter @ ConversionConf - check out the tweets from London at # ConvCon

Twitter is another channel that, while still niche, is very effective for communicating with the techsavvy group that use it (i.e. us and our customers!).

As always with great events, key to the success of the Conference is attracting top-notch speakers. For 2010 the line-up is filled with leading analysts, experienced practitioners and industry-respected consultants. Tracks cover Persuasion, Testing, Hands-on and Best Practices. Conversion Conference 2010 will be the most effective event in 2010 for those involved in making their websites convert more effectively through better technique and technology.

Join hundreds of professionals looking to improve their website conversion!



Tim Ash
Conference Chair
CEO, SiteTuners.com



Sponsorship Plus Exhibitor Packages

This highest level package is designed to maximize your exposure across the website, printed materials, signage, and in-person visibility for companies committed to the conversion improvement and landing page optimization audience.

Gold Sponsors (2 only) - £7,500

- 10 minute speaking slot to entire audience
- 2 minute "Elevator pitch" to entire audience
- 3 full conference passes
- 3 staff networking passes
- Access to an Opt-in attendee contact list
- Ad in Conference Guide - Full Page, 4-colour
- Exhibition Space in the exhibit Hall - 2m deep x 3m wide
- Multiple registration discounts
- Logo displayed on literature and online promotions
- Company description in sponsor section of website & Conference Guide
- Literature in attendee bag
- Tchotchke or Schwag Distribution

This package is designed to maximize value for those who want the credibility of full booth exhibiting at the Conversion Conference.

Silver Sponsors- £5,000

- 2 minute "Elevator pitch" to entire audience
- 2 full conference passes
- 3 staff networking passes
- Access to an Opt-in attendee contact list
- Ad in Conference Guide - Full Page, 4-colour
- Exhibition Space in the exhibit Hall - 2m deep x 3m wide
- Multiple registration discounts
- Logo displayed on literature and online promotions
- Company description in sponsor section of website & Conference Guide
- Literature in attendee bag
- Tchotchke or Schwag Distribution

This package is designed to maximize value for those who want the credibility of full booth exhibiting at the Conversion Conference.

Bronze Sponsors- £2,800

- 1 full conference passes
- 3 staff networking passes
- Ad in Conference Guide - Half Page, 4-colour
- Exhibition Space in the exhibit Hall - 2m deep x 3m wide
- Multiple registration discounts
- Logo displayed on literature and online promotions
- Company description in sponsor section of website & Conference Guide
- Literature in attendee bag
- Tchotchke or Schwag Distribution

Additional Sponsorship Opportunities

■ Conversion Conference Official Shirt Sponsor (One Only) £2,500

Your logo/message on the back of the official show T-Shirt. Sponsor will provide the T-shirts printed with the show logo on the front and your logo/message on the back. A T-shirt will be included in every conference bag.

■ Conference Handbook Ad inside the Handbook £750

One full page, 4 colour, ad artwork for inclusion in the conference handbook, frequently read by conference attendees and referenced after the show.

■ Notebook Sponsorship (One Only) £2,000

Sponsor to provide the notebook, which will be put at every conference seat prior to the opening session. This will be used by the attendees both during and after the event and is a prime position for your logo. Sponsor is responsible for delivering the notebook to the venue at least 24 hours prior to the event opening.

■ Attendee Badge Insert (One Only) £2,500

What better way to make a bold statement to all Conversion Conference attendees than to sponsor the insert designed for the badge holder and have your company's name prominently displayed to the attendees. Not only can you display your company name, but also you can include product highlights and your booth number as part of the insert.

■ Conversion Conference Bag Sponsor (One Only) £2,500

Your logo on display and in everybody's hands during the event and often for years afterwards on the Conversion Conference bag. Organizer will produce the bags.

■ Lunch Sponsorship (Two Only) £2,500

As the sponsor your company information or tchotchke's will be placed at each table as well as napkins with company logo, and plenty of signage with company name and logo explaining that you are the exclusive lunch sponsor offering prominent brand recognition.

■ Conference Track £2,000

Sponsor of one of the official Conversion Conference session tracks. Your logo will be placed on evaluation surveys to be distributed for sponsored session. Onsite signage at the front of the room. Sponsors promotional collateral distributed. Your company will also be identified in the Show Guide as the official Conference Session sponsor for that track. Each track runs for two days.

■ Conference Program Tear Out From Show Guide (Two Only) £1,000

Sponsor will have Full Page Advert on the back of the Day 1 or Day 2 Conference Program Tear Out (Agenda at a Glance) from the Show Guide.

For all Sponsorship enquiries please contact:

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These prices exclude VAT (UK Sales Tax) of 17.5%. You can reclaim this from the UK Government

Conversion Conference is produced by **risingmedia**

Rising Media is the team behind the eMetrics Marketing Optimization Summit, (the leading event for web analytics and online marketing optimization), Predictive Analytics World the business event for predictive analytics professionals, managers and commercial practitioners and many others.

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