

# SEJ SUMMIT 2016

## OVERVIEW

This outlines the goals and sponsorship opportunities for SEJ Summit 2016.

SEJ Summit is a one-day, boutique digital marketing conference tailored for search marketers. It features a single track of vetted, topical sessions and high-quality networking opportunities. Our top priority is providing an actionable, impactful, and memorable experience for attendees.

## GOALS

- 1 Host three events, each limited to 200 attendees
- 2 Provide guests with an impressive conference experience, free of sales spiel
- 3 Select three VIP sponsors for unique PR, brand awareness, and lead gen opportunities

## SPECIFICATIONS

SEJ Summit 2016 will be an extension of the 2015 series, but limited to three events instead of seven. Specifications detailed below:

- 1 Preferred locations & dates
- 2 Attendee persona
- 3 Speaker selection
- 4 Format & agenda
- 5 Ticketing strategy
- 6 Promotion

## PREFERRED LOCATIONS & DATES

| DATE             | CITY          | VENUE                          |
|------------------|---------------|--------------------------------|
| April 13, 2016   | Santa Monica  | Loews Santa Monica Beach Hotel |
| June 23, 2016    | Chicago       | Navy Pier                      |
| November 2, 2016 | New York City | The Times Center               |

## ATTENDEE PERSONA

SEJ Summit attendees include mostly industry influencers and search marketing professionals, with a strong focus on SEO. Attendee examples:

- Search Manager, The Home Depot
- Senior SEO Analyst, Williams-Sonoma
- VP of Marketing, PF Chang's
- Senior Market Development Manager, AT&T
- Senior Audience Development Manager, Conde Nast
- SEO Coordinator, Crate and Barrel
- Senior Manager, eCommerce, Hilton Worldwide
- Global SEO Manager, HP
- Manager, SEO & Content Strategy, MetLife
- Director of SEO, Sears Holdings
- Director, Digital Media, Sony Pictures Television
- SEO Manager, The Walt Disney Company
- Senior Manager eCommerce Publishing, United Airlines
- SEO Analyst, Walmart Brasil
- Search Operations Manager, Coca-Cola



WILLIAMS-SONOMA



CONDÉ NAST

Crate&Barrel



MetLife®

SEARS HOLDINGS



Walmart

UNITED



Coca-Cola

## SPEAKER SELECTION

SEJ Summit speakers include industry thought leaders, influencers, and SEJ contributors. Presenters must be experienced public speakers with a strong stage presence and relevant industry experience. Presenters must comply with SEJ Summit speaker requirements, which may be more involved than typical conferences. Requisites include:

- **A kickoff call**
- **A 45 minute session rehearsal**
- **Slides that conform to SEJ Summit's "3Takeaways" theme.**

## TICKETING STRATEGY

SEJ Summit tickets are available to the public via direct sale.

General admission is \$495 per person. 80 tickets per event will be reserved for sponsors to give out as they wish: to clients, potential leads, influencers, staff.

Ticket types:

### **SUPER EARLY-BIRD**

Purchased 90 days  
before event, or earlier

**\$295**

### **EARLY-BIRD**

Purchased 89 days  
before event

**\$395**

### **GENERAL ADMISSION**

Purchased 59 days  
before event

**\$495**

### **LATE REGISTRATION**

Purchased 7 days  
before event

**\$595**

## PROMOTION

SEJ Summit events are promoted mostly via SearchEngineJournal.com, in the form of landing pages ([example](#)), blog posts ([example](#)), social media shares ([example](#)), email blasts ([example](#)), popups, and banner ads.

## FORMAT & AGENDA

Each SEJ Summit event will run from 10:00am to 4:00pm, includes a single track of eight 20 minute sessions and four 10 minute Q&A panels, as well as catered breaks (breakfast, lunch, AM/PM breaks, and networking reception).

| TIME            | DESCRIPTION   |
|-----------------|---|
| 9:30 - 10:00am  | Registration and continental breakfast                        |
| 10:00 - 10:05am | Introduction by event emcees                                  |
| 10:05 - 10:25am | Speaker 1   |
| 10:25 - 10:45am | Speaker 2   |
| 10:45 - 10:55am | 10 minute Q&A session with speakers 1 & 2, moderated by emcee |
| 10:55 - 11:10am | 15 minute break, refreshments served                          |
| 11:10 - 11:30am | Speaker 3   |
| 11:30 - 11:50am | Speaker 4   |
| 11:50 - 12:00pm | 10 minute Q&A session with speakers 3 & 4, moderated by emcee |
| 12:00 - 1:00pm  | 60 minute sit-down lunch                                      |
| 1:00 - 1:20pm   | Speaker 5   |
| 1:20 - 1:40pm   | Speaker 6   |
| 1:40 - 1:50pm   | 10 minute Q&A session with speakers 5 & 6, moderated by emcee |
| 1:50 - 2:05pm   | 15 minute break, refreshments served                          |
| 2:05 - 2:25pm   | Speaker 7   |
| 2:25 - 2:45pm   | Speaker 8   |
| 2:45 - 2:55pm   | 10 minute Q&A session with speakers 7 & 8, moderated by emcee |
| 2:55 - 3:00pm   | Conference closing by emcees and/or sponsors                  |
| 3:00 - 4:00pm   | 60 minute networking reception                                |

## SPONSORSHIP OPPORTUNITIES

Showcase your brand as an industry thought leader, and get in front of our community of search marketing professionals by sponsoring SEJ Summit 2016.

### SEARCH ENGINE JOURNAL STATS:



**1M** Page Views  
Monthly



**600K** Unique  
Visitors



**270K** Social  
Followers



**35K** Newsletter  
Subscribers

### SEJ SUMMIT 2015 STATS:



**4,000** Requests  
to attend



**800** Attendees



**7** Events

40% senior/c-level executives  
37% mid-level marketers  
35% agency companies  
30% big brand companies  
20% SEO marketers

## SEJ SUMMIT 2015 ATTENDEE TESTIMONIALS

*"I loved that there were no pushy sales."*

*"Overall a fantastic conference. This rivals ones that charge a large amount of money to attendees and don't deliver. Nice work."*

*"I was very impressed overall. I hope to join another one of your summits in the future!"*

*"The content of the summit was more advanced than any other conference I have been too. Most of the time, speakers just run through best practices you can find on dozens of blogs online. It was nice to listen to speakers branch out from the norm."*

*"Overall a great event. I attend a lot of them and few are as well put together and entertaining as this one."*

*"The best conference I have attended in my 3 years in the industry."*

*"Super interesting conference. Other conferences are always so vague and half of the time they're just promoting their own company. Now it was really open and really trying to make the audience wiser."*

*"The quality of the speakers was phenomenal, and the organization was perfect."*

*"The best [conference] I've ever attended."*

*"When is the next event? :)"*

# SPONSORSHIP OPPORTUNITIES

| SPONSORSHIP  | DESCRIPTION   | PLATINUM SPONSOR<br>\$60,000 for entire series, or \$20,000 per event | GOLD SPONSOR<br>\$35,000 for entire series, or \$15,000 per event |
|--|---|---|---|
| <b>Branding &amp; promotion</b><br>Value add           | <p>Your company logo featured on all event landing pages. Platinum sponsor logo 30% larger than gold sponsor logos.</p> <p>Your company logo featured on all promotional creatives (banners, pop-ups, post images, and social media creatives). Platinum sponsor logo 30% larger than gold sponsor logos.</p> <p>Your company name listed as a host at the top of all event-related blog posts.</p> <p>Your company logo featured on all emails. Platinum sponsor logo 30% larger than gold sponsor logos.</p> <p>Your company logo and social media handle featured on printed agenda. Platinum sponsor logo 30% larger than gold sponsor logos.</p> <p>Your company logo featured on all speaker slide decks.</p> <p>Your branding and team members' info (headshots, social media handle, job title) displayed on rotating slider for each event.</p> <p>Your advertisement or logo inserted in speaker PPT presentation and uploaded to SEJ SlideShare. Platinum sponsor ad inserted after title slide. Gold sponsor logos inserted after Platinum advertisement.</p> | ✓<br>✓<br>✓<br>✓<br>✓<br>✓<br>✓<br>✓                                  | ✓<br>✓<br>✓<br>✓<br>✓<br>✓<br>✓<br>✓                              |
| <b>Lead gen</b><br>Valued at \$10,000/event            | Full conference contact list (first/last name, company name, job title, email address, phone number, and mailing address)   | ✓   | ✓   |
| <b>Exhibit space</b><br>Valued at \$1,000/event        | Demonstrate your product or service to attendees in a 5x10 space. Sponsor to provide exhibit materials.   | ✓   | ✓   |
| <b>Take Home Box</b><br>Valued at \$5,000/event        | Your branded schwag included in attendee gift bags. Sponsor responsible for providing the schwag.   | ✓   | ✓   |
| <b>Complimentary Passes</b><br>Valued at \$8,000/event | Complimentary passes for each event. 30 passes per event for Platinum Sponsor 15 passes per event for Gold Sponsors   | ✓   | ✓   |

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|--|--|---|---|
| <b>SEJ media coverage</b><br>Valued at \$5,000/event                   | Your company logo on all SEJ event media coverage. Includes a minimum of 200 photos and 3 video interviews per event.                                  | ✓   | N/A   |
| <b>Lunchtime presentation</b><br>Valued at \$4,600/event               | Present a 30 minute session or case study to attendees about your product/service during lunch.  | ✓   | N/A   |
| <b>Badge inserts</b><br>Valued at \$1,000/event                        | Your brand message displayed prominently on all attendee badges. Sponsor responsible for production.   | ✓   | N/A   |
| <b>Networking reception</b><br>Price: \$1,500/event, or \$3,750/series | An open bar compliments of your company, branding (napkins, koozies) and signage in the meeting space. Sponsor responsible for production and signage. | <b>Add-on purchase Limit: 1 per event</b>                             |   |
| <b>Lanyards</b><br>Price: \$2,000/event, or \$4,500/series             | Your company logo worn around the neck of all attendees. Sponsor responsible for production.   | <b>Add-on purchase Limit: 1 per event</b>                             |   |