



BIA/KELSEY CONFERENCES



Interactive Local Media East
Boston, MA
March 26-28



Search Starts Here
Boca Raton, FL
April 21-24

HERE
↑
search starts

A large, light blue circle with a white border, containing the text '2012 Sponsorship Opportunities' and the BIA Kelsey logo.

2012
Sponsorship
Opportunities

The BIA Kelsey logo, with 'BIA' in a white box on a dark blue background and 'Kelsey' in a white serif font.

SMB Digital Marketing 2012
Chicago, IL
Sept. 17-19



Interactive Local Media West
Los Angeles, CA
Dec. 4-6



Dear Colleague,

Thank you for your interest in BIA/Kelsey's 2012 conferences. We are excited about the 2012 conference lineup and we look forward to once again delivering the "local" industry's biggest and most forward-looking events of the year. Here's a quick rundown of our calendar and sponsorship opportunities.

- **March:** At **ILM East**, we will examine the fast-growing, fast-changing local ecosystem as it transitions from one entirely based on ad dollars to a mix of ads, commerce, transactions and business services. Attendees will hear from and network with local online advertising's top decision makers.
- **April:** We are partnering with the Local Search Association to produce "**Search Starts Here**," LSA's annual conference. Speakers from around the world will be on hand to discuss industry trends, lessons learned, success stories, new technology applications, and useful innovations in the local search industry.
- **September:** We're introducing a new event in our conference lineup: **SMB Digital Marketing 2012**. The focus will be on finding new digital touch points for small businesses. This is the evolution of our successful Digital Media Strategies conference series. It will continue to address the needs of SMBs, Yellow Pages and others in the ecosystem.
- **December:** We will gather the local community for **ILM West**, the definitive conference on local digital advertising and marketing. This conference features the best of Silicon Valley, and always produces a tremendous amount of knowledge, ideas and energy from the stage and exhibit hall, and throughout the hallways.

For all our events, we are pleased to offer a variety of sponsorship opportunities that will allow businesses of all sizes to participate. Sponsoring BIA/Kelsey events gives you the exposure you need to establish the right connections to help achieve your business goals. Please review the offerings detailed in this brochure to determine the best opportunity to connect with your prospects and partners in 2012. You may also contact us to discuss a customized sponsorship.

We realize that when spending your valuable marketing dollars, your business requires the highest ROI, and we are here to ensure that you succeed in all your goals. We look forward to another rewarding, successful year with all our attendees, sponsors and partners.

Sincerely,

Nanci Karas

Conference Sales and Management
nkaras@biakelsey.com | (732) 317-1819





ILM | *east*

Interactive Local Media East
Boston Marriott Copley Place
Boston, MA
March 26-28

Search Starts Here
Boca Raton Resort & Club
Boca Raton, FL
April 21-24



HERE

↑
search starts

2012 Conferences



SMB Digital Marketing 2012
Hyatt Regency McCormick Place
Chicago, IL
Sept. 17-19

Interactive Local Media West
Hyatt Regency Century Plaza
Los Angeles, CA
Dec. 4-6



ILM | *west*

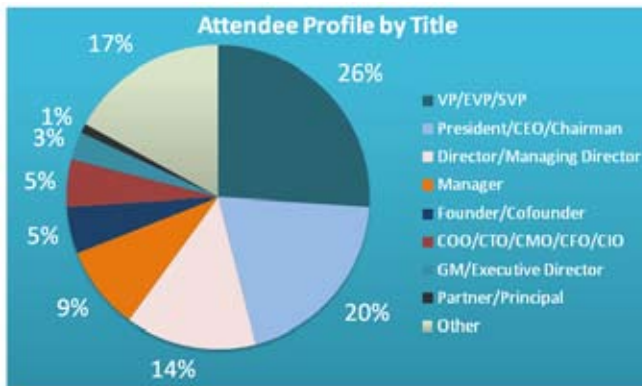
Who Goes to BIA/Kelsey Conferences?

A look at our 2011 attendees and sponsors:

| | | | |
|-----------------------------|--------------------------------|-----------------------------|-----------------------------|
| 3L System Group | DeTeMedien GmbH | Investor's Business Daily | Peak Broadcasting |
| Acxiom | Dex One | JiWire | PixelFish |
| AdMarketplace | Digital First Med | Kenshoo | PlaceLinks |
| AdReady | Directory Publishing Solutions | Krillion | Planet Discover |
| Advice Interactive Group | DirectWest | KTSF - TV | Poynt Corp |
| Agendize | Dow Jones Local Media | Linkmedia 360 | Progressive Insurance |
| Akesios | Group | Liquid Media | Raycom Media |
| AllThings D | DudaMobile | LivingSocial.com | ReachLocal |
| Amdocs | Dun & Bradstreet Credibility | Local Corp. | Reply! |
| American Directory Systems | Corp. | Local Matters | Schurz Communications |
| Analog Analytics | eBay | Local Search Association | ScoutMob |
| Ando Media LLC | EIDQ Association | Local Thunder | SCVNGR |
| Angie's List | Emmis Digital | Local Yokel | Sensis |
| AOL/MapQuest | Eniro Initiatives AB | Local.com | SpaBoom |
| AOL/Patch | Entertainment.com | Localeze | Spotzer Media Inc. |
| Apptus | Entravision | Manta | SunShine Pages |
| AT&T Advertising Solutions | European Directories | MapQuest | SuperMedia |
| AT&T Interactive | Euroweb | Marchex | TeleNav |
| AT&T Yellow Pages | Eventbrite | Marquette Group | Telmetrics |
| Avantar, LLC | Eventful, Inc. | MatchCraft | Telnic |
| Avvo, Inc. | Examiner.com / Clarity Media | Mayfield Fund | The Berry Company |
| Belo Corp. | Facebook | Media Ventures GmbH | Thomsonlocal |
| Boston.com | Fisher Communications | MerchantCircle | Time Warner Cable |
| Broadcast Interactive Media | Fleishman-Hillard | MerchEngines | TIPPR |
| Call Genie | Foursquare | Microsoft | Trulia |
| CBS Local Digital Media | Freedom Communications | Mixpo | TurnHere |
| Charter Media | Fwix | MMB Media LLC | Twitter, Inc. |
| Chitika | Gannett Digital | Mobeeart | Universal Business Listing |
| CityGrid Media | Gannett Local | Mongoose Metrics, LLC | Univision Interactive Media |
| Citysearch | GateHouse Media | Monster Worldwide | Urbanspoon |
| CityVoter | Gilt Groupe | Moon Valley | vSplash |
| Clear Channel | goMobi | NAVTEQ | Wahlstrom |
| Closely | Google | NBC Universal | Wall Street Journal |
| Comcast Cable | Gray Television | New York Magazine | Web.com |
| Comcast Interactive Capital | Groupon | Newspaper Assoc. of America | WebsPlanet |
| comScore | GrubHub | NimbleCommerce | WHERE |
| Constant Contact | Harvard University | Nokia | WhitePages |
| Converg Labs LLC | Hostopia | NoProblem | Wildfire Interactive |
| Convergent Mobile | Infogroup | OKS Group | xAD |
| Cox Media Group | Infycosm | Oodle | Yahoo! |
| Deal Current | InSequent | PagesJaunes Groupe | Yellow Pages Association |
| deCarta | IntelligenX | Pandora | Yext |
| Deluxe Corp | Internet Broadcasting Systems | PaperG | Yipit |
| Deseret Digital Media | Intuit | PayPal | Yodle |

Network and Transact Business with the Top Leaders in Local Media

BIA/Kelsey's conferences attract companies from nearly every segment of the local search and interactive local media business.



BIA/Kelsey events offer an unmatched setting to facilitate meaningful discussions and quality time with senior executives from the organizations that can have an impact on your business.

Top reasons companies sponsor BIA/Kelsey events:

- Ability to reach targeted, highly qualified executive and senior-level decision makers who are prepared to transact business.
- Opportunity to build and increase brand awareness through exposure before, during and after the event.
- Chance to capitalize on a prospect-rich launch environment for new products and services.
- Ability to attend content-rich conference sessions that are designed to enhance your understanding of the latest business models, technological innovations and trends that are driving the interactive local media marketplace.
- Affiliation with the organization that is recognized as the leading provider of research and analysis of the local media marketplace.

Testimonials from Sponsors and Attendees

"Great conference. **Lots of contacts and opportunities.** You guys hit a home run on this one."

—Damon Miller, VP,
Business Development
Platform Products,
Poynt Corporation

"Once again, **unbelievable conference!** I really enjoyed learning more about the YP business, and continuing to meet more of the vendors and service providers."

—Joseph V. Gallagher, Managing
Director, Angel Street Capital

Read attendee reviews from last year's conferences and learn why many plan to return in 2012.

"I wanted to send you a big thank you for including WHERE in ILM East. The conference was fabulous—well organized, enjoyable, and very educational. We were so happy with the turn-out and the caliber of people we met. Thank you for answering all of our questions and supporting us throughout the whole thing. **We couldn't have asked for a better conference.**"

—Jennie White,
Where, Inc.

"It was a great experience and great people. You and the staff did an amazing job of assembling **a tremendous group of people to share ideas and contacts.**"

—Kimberly Cook, VP,
Sales, Greenlink

"You delivered another great show. It was very enjoyable and good speakers and topics. **The networking was top rate** as well and I developed some new contacts and reconnected to some older ones."

—Thomas Maguire, Senior VP, Sales
& Marketing, OKS Group

"Your event was an **excellent use of both time and funds.** My team and I all felt the positive impact of BIA/Kelsey's immaculate planning, execution and also in helping us in anything that came up, to ensure the event was as successful as possible. Proud to have Kenshoo as a BIA/Kelsey partner into the future."

—Sivan Metzger, General
Manager, Kenshoo Local

"Another great BIA/Kelsey conference! Deals 3D, with its A-list army of speakers and attendees, **sliced to the heart of the issues** facing deals and local offers, while at the same time, providing a sneak peak at the much-needed innovation that lies ahead."

—Pat Lazure,
Deal Garden



Be the Buzz



Around 'Local'



Sponsorship Packages

Act quickly to ensure your company has the greatest chance to make an impact on the attendees of this important event.

PREMIER Choose from:

\$20,000
Cocktail reception [2 available]
Conference WiFi
VueTorial (after the event – website hosting video/audio of presentations)
Includes:
6 full event passes
Additional passes available at discounted rate of \$895

PLATINUM Choose from:

\$17,500
Luncheon [2 available]
Dessert table [2 available]
Includes:
5 full event passes
Additional passes available at discounted rate of \$895

GOLD Choose from:

\$13,000
Twitter board
Notepads
Tote bags
Lanyards
Hotel key cards
I-Mag screen [2 available]
Includes:
4 full event passes
Additional passes available at discounted rate of \$895

SILVER Choose from:

\$10,000
Continental breakfast [2 available]
Conference pens
Badge holders
USB memory sticks
Includes:
3 full event passes
Additional passes available at discounted rate of \$895

BRONZE Choose from:

\$8,500
Registration refreshments
Refreshment break AM OR PM [4 available]
Water station [2 available]
Cyber Café [2 available]
Virtual Conference
Online photo gallery
Mobile partner
Includes:
2 full event passes
Additional passes available at discounted rate of \$895

All Sponsors Receive:

- 10'x10' Exhibit booth
- Company logo on official event website, hyperlinked to company site
- Company logo on on-site event signage
- Company logo and description listed in event show guide
- Company name and/or logo included in event marketing communications (such as email blasts, press releases)

Sponsorships Contact:

Nanci Karas
(732) 317-1819
nkaras@biakelsey.com

Contact Nanci today!

www.biakelsey.com/conferences





Sponsorship Opportunities

Sponsorship of ILM East provides organizations the ability to increase exposure, build relationships and enhance their image with the most senior-level executives from online and traditional media.

Create Your Own Sponsorship!

Have you thought of a sponsorship that's not already listed? Contact us to discuss the possibilities.

If you have questions or would like further information, please contact us.

Nanci Karas

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