

**ILM**



BIA/Kelsey Conference  
Sponsorships

Boston, MA  
March 26 - 28, 2012  
Boston Marriott Copley Place



## Dear Valued Executive,

Thank you for your interest in Interactive Local Media East 2012 (ILM East), which is taking place March 26-28 in Boston. This event is part of a conference series that has earned the reputation for having the *local* industry's most forward-looking programming, biggest industry names and best networking.

For ILM East, we are pleased to offer sponsorship packages that meet the needs of every kind of organization, from start-ups to major industry leaders. You'll find our events to be very focused on creating great opportunities to network with other attendees. Our past sponsors have remarked that sponsoring BIA/Kelsey events gives them the exposure they need to establish the right connections to help them achieve their business goals.

Please review the offerings detailed in this brochure to see what may be of interest to your organization. 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. We are here to ensure that you succeed in all your goals.

We look forward to working with you and seeing you at ILM East.

Sincerely,

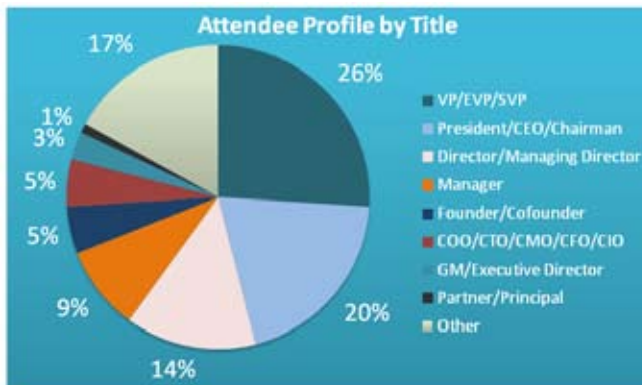
**Nanci Karas**

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



# Network and Transact Business with the Top Leaders in Local Media

BIA/Kelsey's ILM 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

"The conference was **very informative** and I made a lot of great connections."

— Mark Watkins,  
CEO, Goby

"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. Sarah, Kim, and myself didn't want to leave! 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, Marketing  
Specialist, Where, Inc.

"It was really GREAT to be back at a BIA/Kelsey conference. I thought **the content was excellent**. Great job!!"

— Jere Doyle,  
CEO, Prospectiv

Attendees Rated ILM East 2011 BIA/Kelsey's "Best yet!" Read attendee reviews from last year's conference and learn why many plan to return in 2012.

"I've been to hundreds of conferences throughout my career — I have to say you guys put on a great conference. **The content was great, but the opportunity to interact with attendees was outstanding.** Not sure why the vibe at your conference was so much easier for making introductions — but it seemed like people came to that event expecting to meet."

— Annette Tonti,  
CEO, Mofuse

"Thanks for putting on a great conference. The programming was great and the crowd was again excellent. We are so glad to leverage **ILM as a platform to build cool things for this industry!**"

— Howard Lerman, Chairman,  
Cofounder and CEO, Yext

"ILM was an **amazingly productive conference**. As a solution provider to the industry, we developed some great business contacts and now have a deeper understanding of what our customers are looking for."

— Jimmy Hendricks, CEO,  
Deal Current

"BIA/Kelsey conferences have continued to get better and better and with each one, more and more essential for those in the local interactive space. Boston was the best yet. In an industry where next week's news is already too old, BIA/Kelsey conferences allow **a great perspective into the future of local online as well as the current landscape.**"

— David Haupt, Director,  
Local, Examiner.com



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 Wi-Fi  
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/ILMEast2012](http://www.biakelsey.com/ILMEast2012)



The logo for BIA Kelsey features the letters "BIA" in a bold, white, sans-serif font inside a dark blue square. This square is set against a yellow rectangular background that has a slight 3D effect. To the right of the square, the word "Kelsey" is written in a blue, serif font. A thin yellow horizontal line runs beneath the "Kelsey" text.

**BIA**

**Kelsey**

### **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.

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