

BLOG BUSINESS SUMMIT

publish and prosper

www.blogbusinesssummit.com



Seattle 2006 Sponsorship Opportunities

Oct. 25-27 • Seattle, WA • Bell Harbor Conference Center

Parnassus Ventures is pleased to announce the sponsorship opportunities at the Blog Business Summit to be held in Seattle October 25-27, 2006.

The Blog Business Summit will be **the gathering place for hundreds of entrepreneurs, PR and marketing professionals, small business innovators and key influencers** who will review the various blogging and media platforms, tools, techniques, and services that can drive their ventures forward.

This conference creates a unique opportunity to expose your organization and offerings to a **focused, influential group at a formative stage** in their decision-making.

The Blog Business Summit will explore blogging platforms, advertising models and tools, broadcast and measurement technologies, and aggregation software. This event will profile all the critical and effective ways to maximize corporate investments in the blogosphere.

Our Platinum, Gold, and Silver sponsorship opportunities combine direct access to attendees during the conference along with pre-event exposure to prospective attendees in our conference mailings. There is also the opportunity to gain visibility and alignment with the conference in exchange for delivering traffic to the conference site.

Please contact Eric Anderson today so that you can discuss how the Blog Business Summit can help your business: (888) 284-3960 eric@blogbusinesssummit.com

Summit Attendees have included representatives from organizations such as:

Adobe Systems	Encyclopaedia
Boeing	Britannica
Cisco Systems	Hitachi Consulting
Edelman	InfoWorld
General Motors	LAPD
Hass MS&L	Lionsgate Films
IBM	USC Annenberg
Ignition Partners	Center
Intel	VeriSign
Intuit	BlueSplash PR
Microsoft	Francita Capital
Nintendo	Corp.
PRWeb	Global Trends
International Inc.	Investments
Skype	Movielink
Snap.com	Onvia
Technorati	Peachpit Press
tompeters.com	Vanguard Funding
AOL CityGuide	Corporation

Along with business bloggers such as:

Jeff Angus	Boris Mann
Timothy Appnel	Bernard Moon
Darren Barefoot	Matthew Oliphant
Renee Blodgett	Chris Pirillo
Stowe Boyd	Lenn Pryor
Marc Canter	Mitch Ratcliffe
John Cass	Eric Rice
Tantek Çelik	Jennifer Rice
Paul Chaney	Keith Robinson
Brian Chin	Evelyn Rodriguez
Anil Dash	Paul Rosenfeld
Nick Finck	Matt Shobe
Glenn Fleishman	Biz Stone
Jason Fried	Halley Suitt
Molly Holzschlag	Dakota Sullivan
Tris Hussey	Dave Taylor
Shel Israel	Debbie Weil
Janet Johnson	Alex Williams
Jacob Ludington	

"You should go, if you blog or even if you're on the periphery of blogworld."

-Tom Peters,
business guru and author

Sessions planned will cover:

- **Monitoring tools, services, and techniques:** Staying on top of the blogosphere buzz
- **Media blogging:** Podcasting tools and techniques
- **Picking a platform:** Blogging engines compared
- **Hosting ads:** Top strategies, tools, and networks
- **Dealing with bloggers:** Partnering and defense strategies
- **Corporate blogging:** Strategy and policy
- **Building traffic:** Posting isn't enough
- **Measuring audience activity and interest**

Speakers confirmed for the upcoming conference include:

Robert Scoble
Matt Mullenweg
Jason Calacanis
Mary Hodder
Steve Broback
Buzz Bruggeman
John Furrier
Janet Johnson

Sponsorship Packages	\$500.00	\$1,995.00	\$4,975.00	\$9,975.00
Package	Bronze	Silver	Gold	Platinum (limit 3)
Logo and 100 word description on BBS website	●	●	●	●
Slide in the at-event slide show	●	●	●	●
Attendee discounts for customers, partners or association members	●	●	●	●
Placement of approved item in speaker gift basket		●	●	●
Insert in attendee materials packet		●	●	●
Passes to the event		1	2	3
Signage in foyer at event			●	●
Company description and link included in pre-event e-mail blast to all attendees			●	●
Access to the attendee mailing list (with emails when opted in)			●	●
Logo displayed on conference tee shirt				●
Table-top exhibition space featured near registration desk				●
Company information included in post-event e-mail to all participants				●
Complete attendee registration and survey information database (with emails when opted in)				●

“Bloggers are becoming key influencers, and Marqui has made a concerted effort to interact with this increasingly influential group. We’ve found the Blog Business Summit to be an ideal venue to promote our products and services and engage with the bloggers themselves.”

- Janet Johnson, Marqui

Tight Budget? Get Sponsor Benefits by Promoting the Conference

Participants in our affiliate program can offset or eliminate out-of-pocket expenses when sponsoring the Summit by sending traffic, customers, or valuable inbound links our way. All sponsors will be sent a customized URL along with a discount code, banners, images, and text they can use in their email or Web-based promotions.

We’ll report back to sponsors on how many clicks and registrations come in via those links and codes, and one week prior to the conference we will tally and apply credits toward the sponsors’ final sponsorship invoice.

Values for affiliate activity are as follows:

- Inbound link from a page with a PageRank of 6 or higher (one per site): \$500.00
- Cash value per unique IP click: \$1.00
- Cash value per conference registration garnered via your link and/or discount code: \$100.00

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We also offer à la carte sponsorship items that offer unique opportunities not available in our medallion-level sponsorships.

Exclusive Opening Reception Sponsorship (October 26th) at Bell Harbor: \$12,000

(One available, includes all Gold level sponsor benefits)

Make a splash with the attendees by hosting our opening night reception. The cocktail reception will feature a hosted bar. Reception Sponsor features include:

- Draped reception table
- A banner behind the bar with your logo, thanking you for your generous support of the evening
- Your table tents and flyers distributed throughout the reception hall
- One-time use of attendee and inquiry mailing list before and after the conference
- All the benefits associated with a Gold-level sponsorship of the Blog Business Summit (a \$4,975.00 value)

Breakfast Demo Session: \$3,000.00

(Two available, Includes all Silver level sponsor benefits)

This is the opportunity every Marketing Manager lives for: a session to promote your company’s products and services directly to conference attendees. Spend forty minutes in front of your best prospects, promoting your products and services. Your sponsorship of a breakfast session includes:

- Forty minute presentation in a general session room
- Complete AV support
- Exhibit table in foyer for the full day

- Session description featured in conference brochure and on conference Web page
- One-time use of attendee and inquiry mailing list before and after the conference
- Breakfast session description featured in attendee binder
- All the benefits associated with a Silver-level sponsorship of the Blog Business Summit (a \$1,995.00 value)

Pre-event Speaker/VIP Reception Sponsorship: \$6,000.00

(One available, includes all Gold level sponsor benefits)

Our speakers are some of the most influential bloggers on the Web today. Reach out to them with your message by sponsoring our pre-event speaker and VIP reception. Your sponsorship of this special evening includes:

- Your logo and a 100 word message on table tents
- Your logo on signage at the buffet
- Two passes to the reception to mix and mingle with our speakers and VIP bloggers

Official Conference Tote sponsor: \$1,750.00

(One available, includes all Bronze level sponsor benefits)

- Your logo exclusively displayed on our conference tote
- Your flyer placed in the tote with the other attendee materials
- All the benefits associated with a Bronze-level sponsorship of the Blog Business Summit (a \$500 value)