

Meet Your Market Virtually at the

Elearning! Summit 2010



Meet up to 1500 buyers

Exhibit products & services to active buyers

Network with executives on- and off-line

Build your brand with multimedia promotions

Sell to \$160 billion learning & technology market

04.29.10

Elearning! Summit

6 AM - 2 PM PT

Social Learning 101

Best Practices: Enterprise Learning

Solutions Roundtable

11.04.10

Elearning! Summit

6 AM - 2 PM PT

eGovernment E-learning

Best Practices: E-learning

Best of *Elearning!*

Hosted By:



Founding Sponsor:



Elearning! Summit is a B2B Media Company, LLC event.

www.2elearning.com



Elearning! Summit 2010

Meet Your Market at the Elearning! Summit 2010.

Over 85% of Summit attendees have an active e-learning initiative. (1) These buyers are seeking products from authoring tools to virtual classroom solutions, and are motivated to act.

In today's environment, less than 5% of your buyers attend a trade show. (2) Overwhelmingly, 63% of executives prefer to attend virtual events to physical conferences. (3) The higher the title level, the higher preference for the virtual event. Target these key buyers at the *Elearning!* Summit.

Like a physical event, the *Elearning!* Summit's virtual event features: an Exhibit Hall filled with sponsors' booths; a Conference Hall hosting educational sessions; a Networking Lounge to meet speakers and peers; and a Resource Center offering product information, white papers and more.



What Attendees Say

"This Summit is nice because with budget cuts I can still attend and be at work without the cost of travel and conference fees." — P. Taylor, Northrup Grumman

"Thanks for putting this virtual event together. Great job! I love this virtual conference. What a great experience so far." — J. Papakalos, JRMP Enterprises

"I feel like a kid in a candy store." — C. Ulander, ADP

"Don't you love it! This is a really good way to get people engaged. I 'walked' around the lounge and 'talked' to people." — M. Krug, NOAA, Department of Commerce.

What Sponsors Say

"We had more than 150 live demonstrations going on in our booth over the day...and many new customers as a result of our participation. We love the platform," — Dave Pitcher, Clarix Technologies

"We connected with five new serious prospects during the live day ... a very good outcome for our first event," Wendy Ruano, One Planet

"We participated in the Elearning! Summit with great success. We had three sales representatives working the virtual booth simultaneously, from across the country. Before the end of the event day, we had several sales prospects...resulting in a 10 fold return on our initial investment." — Todd Nelson, Blackboard

The Elearning! Summit Can Help You Meet Your Marketing Objectives.

Build Your Brand with Elearning! Summit

Elearning! Summit sponsors can receive up to 3 million ad impressions generated across:

Print Advertising:	600,000	Web site Advertising:	1.92 million
Direct Email:	246,000	Enewsletter Advertising:	328,000

Lead Generation

Choose your level of sponsorship based upon the number of leads you want.

Platinum:	1200- 1500	Bronze:	300-400
Gold:	300-500	Booth:	100-200

Speaking Opportunities

Use the Summit to host your one hour web session on a hot topic. Sessions can be webcasts, expert panels, roundtables or case studies. Generate new sales, compliment your physical events or leverage your archived content by hosting a session at the Summit.

Professional Networking

Meet up to 1500 executives from the comfort of your office. Connect with attendees one-on-one chat; exchange virtual business cards; add them to your event network; meet speakers and query peers. Start the dialogue with one click.

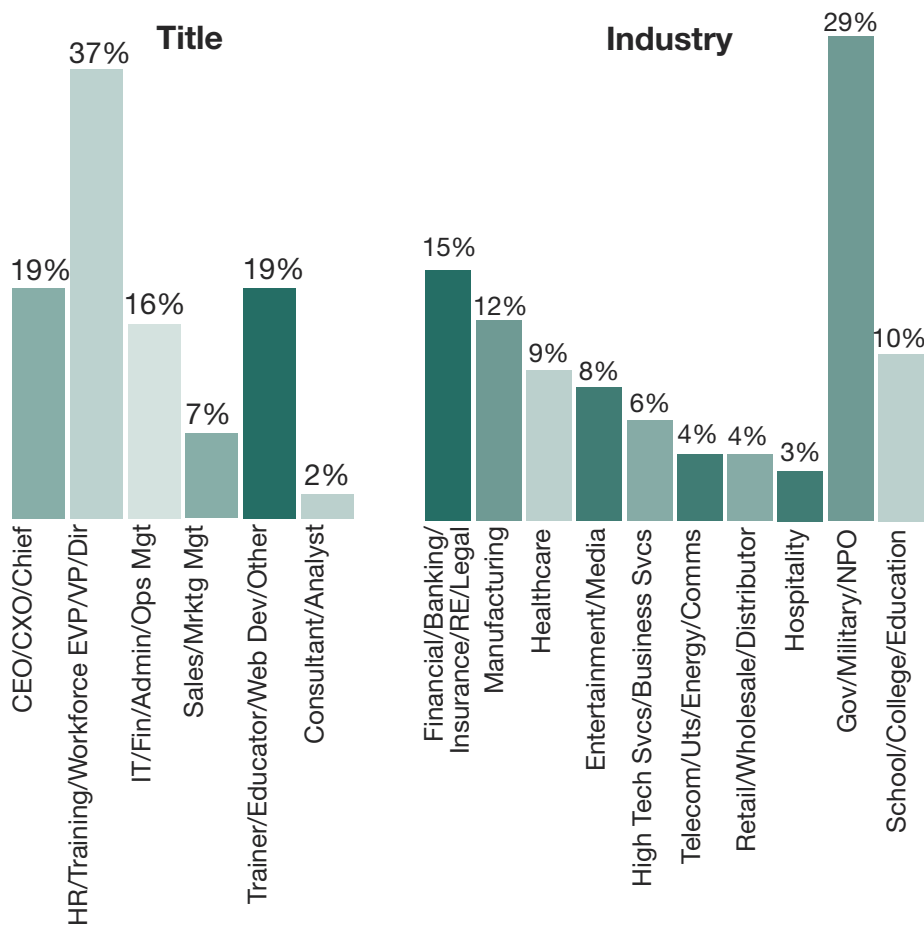
(1) *Elearning!* Summit Attendee Profile (2) CEIR Study (3) Virtual Events Study, ON24 2009

Reach the \$160 Billion E-learning Market at *Elearning!* Summit

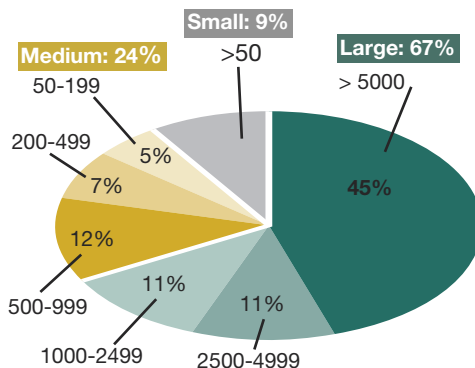
Meet Your Buyers 24/7

Reach up to 1,500 qualified buyers at the *Elearning!* Summit. The Summit attracts a higher-level decision-maker due to its appealing, virtual and flexible format. Approximately 56% of attendees are senior level executives including CXOs, Chief, HR, Training or corporate executives. The typical corporate attendee manages a \$1.115 million annual e-learning budget, while government attendees invest \$3.007 million annually. The Summit attracts a global audience across 51 countries, 9 Canadian provinces and 46 states plus DC.

Attendee Demographics: (1)



Company Size by Employee Number:



(1) *Elearning!* Summit Attendee Profile

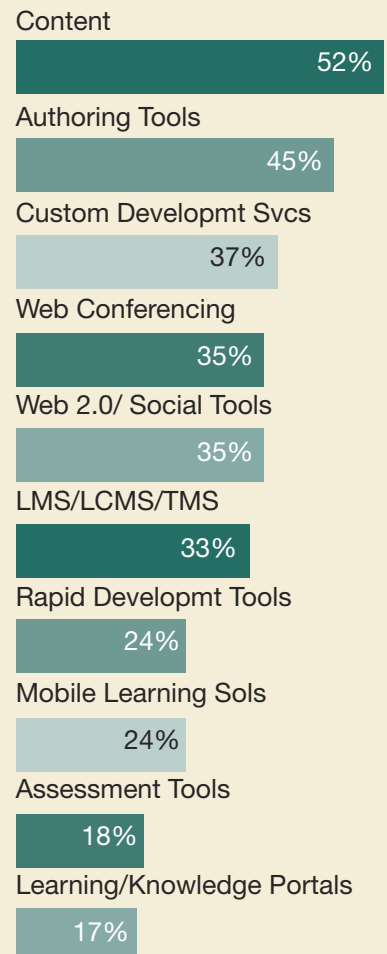
56%

Executive Attendees

E-learning Annual Investment:



Purchase Plans



Elearning! Summit 2010

>> 04.29.10 >> 11.04.10

Sponsorship Packages:

Platinum Sponsor (Limit 4) Value: \$65,300 3.0 Million Impressions

- >> Secure 100% of registered attendee leads with full contact and demographic information,
- >> Overall event sponsor with logo recognition on event, micro-sites, event registration page, Expo Center and Exhibit Hall,
- >> Magazine, e-zine and web site sponsorship recognition,
- >> Platinum booth with video welcome and up to 35 product & literature links. Survey, booth chat, and forum capable,
- >> All booth visitor leads from live event and 90 day on-demand period,
- >> Three products in Resource Center,
- >> Bonus: ¼ page ad in show edition of *Elearning!* Magazine.

Investment: \$17,950 net (1x rate), \$14,950 net (2x rate or 3x magazine ad schedule)

Gold Sponsor (Limit 3) Value: \$35,300 2.0 Million Impressions

- >> Session sponsor of *Elearning!* Summit conference session,
- >> Secure 100% of session attendees and booth leads, with full contact and demographic info,
- >> Session sponsorship recognition on event micro-site, event registration page, Conference Hall and session presentation,
- >> Magazine, e-zine and web site sponsorship recognition,
- >> Platinum booth with video welcome and up to 35 product & literature links. Survey, booth chat, and forum capable,
- >> All booth visitor leads from live event and 90 day on-demand period,
- >> Three products in Resource Center,
- >> Bonus: ¼ page ad in show edition of *Elearning!* Magazine.

Investment: \$12,950 net (1x rate), \$9950 net (2x rate or 3x magazine ad schedule)

Bronze Sponsor (Limit 3) Value: \$35,300 2.0 Million Impressions

- >> Host your 60-min break out session (on-demand link) on event topic at the *Elearning!* Summit,
- >> Secure 100% of session attendee and booth leads with full contact and demographic information,
- >> Session sponsor recognition on Conference Hall Session presentation,
- >> Gold Booth with video welcome, 14 product & literature links, Booth chat and Forum capable,
- >> All booth visitor leads from live event and 90 day on-demand period,
- >> Exhibitor recognition on event micro-site, magazine, e-zine and web site,
- >> Bonus: ¼ page ad in show edition of *Elearning!* Magazine.

Investment: \$7,500 (1x rate), \$6,500 net (2x rate or 3x magazine ad schedule)

Participant Plus Value: \$22,800 1.0 Million Impressions

- >> Gold Booth with video welcome, 14 product & literature links, Booth chat capable,
- >> All booth visitor leads from live event and 90 day on-demand period,
- >> Exhibitor recognition on event micro-site, magazine, e-zine and web site,
- >> Two Resource Center links,
- >> Bonus: ¼ page ad in show edition of *Elearning!* Magazine.

Investment: \$5,950 (1x rate), \$4,950 net (2x rate or 3x magazine ad schedule)

Participant Value: \$16,800 1.0 Million Impressions

- >> Silver Booth with 6 product & literature links, Booth chat capable,
- >> All booth visitor leads from live event and 90 day on-demand period,
- >> Exhibitor recognition on event micro-site, magazine, e-zine and web site,
- >> Bonus: ¼ page ad in show edition of *Elearning!* Magazine.

Investment: \$3,295 (1x rate), \$2,950 net (2x rate or 3x magazine ad schedule)



Reserve your sponsorship by contacting:

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