



# **Sponsorship/Advertising & Exhibiting Opportunities**

At the 2nd International Affiliate Marketing  
Conference & Exhibition, Spring 2009

[www.Affilicon.com](http://www.Affilicon.com)

**Israel**  
**June 2-3 2009**

*Affilicon Fall 2008, was a huge success.*

"I met with some great people, shared ideas, heard and learned a lot from the CEO's different panels as well as from all the lectures, from super affiliates and others."

**Now Another Opportunity for You  
to Meet Top Internet Affiliates Marketers...**



**WHAT:** An Exclusive, High-Impact Marketing Opportunity to get your message out to both the Israeli and international affiliate marketers who count. By becoming a sponsor and/or exhibitor at the *Affilicon* Conference & Exhibition you'll be able to take advantage of unique, effective and superior marketing opportunities available for reaching new affiliates to your business.

*"Thank you for a well planed and well served conference!  
I really had a great time & it was a great opportunity to learn new stuff and  
to meet the worldwide affiliate community.  
A conference like that is what we need, especially in Israel.  
Thank you for gratifying my need to knowledge..."*

**ATTENDEES:** A heterogeneous gathering of very successful internet affiliate marketers with a diverse array of activities. In addition experts in SEO, Media, leading internet technologies and related fields will attend.

An intensive marketing plan coupled with the success of the first event and the creation of a network of affiliates all make this a "must-attend" gathering for affiliates based worldwide and in Israel. Over 700 people attended the fall 2008 conference including about 100 from overseas. More than a 1,000 are expected this spring based on feedback and new requests for information.

*"I much enjoyed the convention in Israel. I was surprised with the strong  
attendance and the high standards of the event. Though I am in  
the Internet world for many years, it was a great chance to see so  
many interesting people from my field and I will surely use  
many of the contacts made there for professional purposes.  
I would definitely wait for the next convention."*

**WHERE:** The *Affilicon* Conference & Exhibition will be held in the center of Israel in June, 2009. *Affilicon 2009* is a new, fantastic channel for both international and Israeli affiliates to meet, network, learn and discuss the most advanced and up-to-date internet marketing issues. In two packed days, the attendees will be able to learn and discuss internet marketing's new trends, strategies, tactics and more.

*"Still exhausted and full of adrenalin after the 2 amazing days of Affilicon.  
... created great buzz internationally and reminded all how significant Israelis are in the traffic world.  
Great atmosphere, interesting sessions and cool party but  
most important –created new business and opportunities.  
Looking forward for the next one!"*

*"Loved the atmosphere at Affilicon, no distractions, excellent facilities"*



**SPONSORSHIP:** The following information packet allows you to explore the many ways you can benefit from *Affilicon 2009* to project your message to the International and Israeli affiliate community. It is a rare opportunity to make the connections that count, in an exclusive focused event.

With most of Affilicon 2008 exhibitors returning, exhibit space is limited. Based on feedback from the attendees, companies with affiliate programs in new, innovative spheres would be particularly welcome.

*"In the name of all of the eToro team I would like to thank you for the great, well organized and highly effective convention. This was a great opportunity for us to meet face to face with many of our current and future affiliates and keep the name eToro in the magical on-line world. Make sure to save a good spot for us on Affilicon 2009."*

**We look forward to welcoming you  
among our sponsors & exhibitors at  
*Affilicon 2009, Israel***



## Enhanced Sponsorship Opportunities

Affilicon Conference & Exhibition offers unique means to internet businesses to market themselves. It's all about how *you* want to connect with your potential affiliates. Affilicon offers everything from Advertising Opportunities to Exquisite Hospitality. We have designed four different sponsorship packages (Platinum, Gold, Silver and Bronze) to make certain to fit your individual needs. In addition, we have designed special promotional options to enable you to enhance your business exposure and opportunities with the top affiliates (listed below after the four packages).

<input type="checkbox"/> Platinum Sponsorship	\$15,000
<input type="checkbox"/> Gold Sponsorship	\$12,500
<input type="checkbox"/> Silver Sponsorship	\$10,000
<input type="checkbox"/> Bronze Sponsorship	\$8,000
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<input type="checkbox"/> Exhibitor 6 x 4 (meters) Booth package	\$21,000
<input type="checkbox"/> Exhibitor 3 x 2 (meters) Booth package	\$6,000
<input type="checkbox"/> Vendor Workshop	\$3,000
<input type="checkbox"/> Exclusive Keynote	\$4,500
<input type="checkbox"/> Conference Track Sponsorship	\$2,000
<input type="checkbox"/> Exclusive Affilicon's Lounge	\$6,000
<input type="checkbox"/> Private Meeting Room	\$1,000
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<input type="checkbox"/> Party Sponsorship	\$4,000
<input type="checkbox"/> Hanging Banner Sponsorship	\$2,500
<input type="checkbox"/> Cocktails Reception Sponsorship	\$1,800
<input type="checkbox"/> Exhibit Hall Bar Sponsorship	\$10,000
<input type="checkbox"/> Internet & Email Center Sponsorship	\$4,000
<input type="checkbox"/> Breakfast Sponsorship	\$2,000
<input type="checkbox"/> Lunch Sponsorship	\$3,200
<input type="checkbox"/> Dinner Sponsorship	\$3,000
<input type="checkbox"/> Break Refreshments Sponsorship	\$1,500
<input type="checkbox"/> Conference Handbook Inside Front Cover Sponsorship	\$2,600
<input type="checkbox"/> Conference Handbook Inside Back Cover Sponsorship	\$2,600
<input type="checkbox"/> Conference Handbook Back Cover Sponsorship	\$3,000
<input type="checkbox"/> Conference Handbook Wrapper	\$6,000
<input type="checkbox"/> One Full Page Advertisement in Conference Handbook	\$1,500
<input type="checkbox"/> One Half Page Advertisement in Conference Handbook	\$900
<input type="checkbox"/> Registration Sponsorship	\$2,500
<input type="checkbox"/> Badges Sponsorship	\$3,500
<input type="checkbox"/> Lanyard Sponsorship	\$2,000
<input type="checkbox"/> E-mail Promotion Blast	\$2,500
<input type="checkbox"/> Bag Sponsorship	\$3,000
<input type="checkbox"/> Item for Distribution in Attendee Bag	\$750
<input type="checkbox"/> Notepad Sponsorship	\$1,000
<input type="checkbox"/> Pen Sponsorship	\$1,000
<input type="checkbox"/> Wi-Fi Sponsorship	\$2,500
<input type="checkbox"/> Conference T-Shirt Sponsorship	\$2,000



<input type="checkbox"/> Staff Shirt Sponsorship	\$1,500
<input type="checkbox"/> Signage Sponsorship	\$2,000
<input type="checkbox"/> Flags Sponsorship	\$5,000
<input type="checkbox"/> Conference Mini Program Sponsorship	\$2,000
<input type="checkbox"/> Flash Drive Sponsorship	\$2,000
<input type="checkbox"/> Wanted Ad	\$500
<input type="checkbox"/> Official Affilicon Hall Welcome Signage	\$2,000
<input type="checkbox"/> Press & Media Room Sponsorship	\$4,500
<input type="checkbox"/> Candy Sponsorship	\$3,500
<input type="checkbox"/> In-Session Distribution	\$1,500
<input type="checkbox"/> Massage Table	\$3,000
<input type="checkbox"/> Affilicon's Official Video Sponsorship	\$5,000
<input type="checkbox"/> Hotel Shuttle Sponsorship	\$5,000

<b>Sponsorship</b>	Platinum	Gold	Silver	Bronze
Booth: a 3 x 2 (meters) Exhibit Booth package	✓	✓	✓	✓
Passes for staff, team and invited guests	6	4	4	4
Passes for affiliates	4	2	1	0
Hanging Banner	✓	✗	✗	✗
Conference Handbook Front Cover	✓	✓	✓	✗
One Full Page advertisement in Conference Handbook	✗	✗	✓	✓
Two Full Pages advertisement in Conference Handbook	✓	✓	✗	✗
Distribution of Promotional Items in Conference Bag	✓	✓	✓	✓
Affilicon Theater presentation slot	✓	✓	✗	✗
Company Logo on All Promotional and Marketing Materials	✓	✓	✗	✗
Logo Inclusion on Website	✓	✓	✓	✓
Detailed company profile on website including staff profiles and appointment facility	✓	✗	✗	✗
Pre-event blog / interview	✓	✓	✗	✗
Option to submit exhibitor press releases	✓	✓	✗	✗
Option for a Party	✓	✗	✗	✗
Logo on Conference Entrance	✓	✓	✗	✗
E-mail Blast to Pre-Registered Attendees	✓	✗	✗	✗
Mention in the Affiliate Marketing Conference Israel Press Release	✓	✗	✗	✗
Discount off any Additional Marketing and Promotional Opportunities	12%	12%	10%	10%
Unique Discount Coupon for your affiliate	15%	10%	✗	✗
Discount off additional affiliates' passes	25%	25%	20%	20%
Additional Sponsor's <u>Only</u> team members passes	\$300	\$300	\$300	\$300
Price	\$15,000	\$12,500	\$10,000	\$8,000
Limited Sponsorship	4	4	4	6



## Other Sponsorship Opportunities

<input type="checkbox"/> Affilicon's Affiliate Marketing Quarterly Magazine Inside Front Cover	\$2,600
<input type="checkbox"/> Affilicon's Affiliate Marketing Quarterly Magazine Inside Back Cover	\$2,600
<input type="checkbox"/> Affilicon's Affiliate Marketing Quarterly Magazine Back Cover	\$3,000
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<input type="checkbox"/> Affilicon's rotating banner at top of page (468 x 60) - 1 month	\$400
<input type="checkbox"/> Affilicon's rotating banner at top of page (125 x 60) - 1 month	\$325
<input type="checkbox"/> Affilicon's rotating banner at bottom of page (468 x 60) - 1 month	\$350
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<input type="checkbox"/> Affilicon's Monthly Newsletter text ad – one issue	\$400



## Platinum Sponsorship

**\$15,000** (Limited to 4)

Platinum Sponsorship allows you to maximize your exposure to attendees to the very limit. This all-inclusive package provides you with the ultimate presence at Affilicon, ensuring the highest levels of dynamic name recognition and increased product/service awareness.

The Platinum Package features include:

- ✓ **Booth:** a 3 x 2 (meters) Exhibit Booth package - Premium Space.
- ✓ **6 passes for staff and invited guests.**
- ✓ **4 passes for affiliates.**
- ✓ **Hanging Banner:** a large dynamic banner hung at the main stage with the four platinum sponsors logo, making a bold, memorable statement about your company and its participation in the conference room.
- ✓ **Conference Handbook Front Cover Sponsorship:** You'll receive the opportunity for special sponsor mention on the front cover sponsor of the *Affilicon* Handbook. The Conference Handbook will contain all of the essential Conference information and will be used as a reference guidebook throughout the Conference days, as well as afterwards.
- ✓ **One Full Page advertisement in Conference Handbook:** You'll receive the opportunity to provide us with the artwork for a 1-sided, full-page print advertisement for the inside of the Exclusive Affilicon Handbook. The Conference Handbook will contain all of the essential Conference information and will be used as a reference guidebook throughout the Conference days, as well as afterwards.
- ✓ **Full page text description of company in Conference Handbook:** You'll receive the opportunity to provide us with a 1-sided, full-page text advertisement for the inside of the Exclusive Affilicon Handbook. The Conference Handbook will contain all of the essential Conference information and will be used as a reference guidebook throughout the Conference days, as well as afterwards.
- ✓ **Distribution of Promotional Items in Conference Bag:** share your promotional items with as many people as possible by including them in the Conference Bag which will be handed out to all of the Affilicon attendees.

The Sponsor's responsibilities will include the creation, production, and delivery of the promotional items 48 hours before the Affilicon is to begin. The Sponsor is also responsible all expenses associated with creating, producing, and delivering the promotional items.

- ✓ **Affilicon Theater presentation slot.** Present your products, services or anything relevant to affiliates. Available on a first-come, first-served basis.



- ✓ **Company Logo on All Promotional and Marketing Materials:** All of the Affilicon promotional and marketing materials will include your company's logo in plain sight of its viewers.
- ✓ **Logo Inclusion on Website:** your Logo will receive its very own space and attention on the Affilicon website's homepage. Attendees and prospective attendees will be visiting this site to gather information and confirm details, and will have many chances to view your logo's position there.
- ✓ **Detailed company profile on website including staff profiles and appointment facility:** Have your full contact details including your professional staff published in a designated location on the website.
- ✓ **Pre-event blog / interview:** A special interview (text and graphics) with your company representative will be posted on the Affilicon official blog.
- ✓ **Option to submit exhibitor press releases:** A press release would be able to be submitted to the Affilicon press center.
- ✓ **Option for a Party:** what better way to get attention and appreciation the way you want it than by throwing a party for the attendees. You can choose either of the two nights of the event, and can make a statement your way! Opportunity is limited to two and is reserved on a first-come, first-served basis.
- ✓ **Logo on Conference Entrance:** Get noticed every time an attendee enters a Conference room by having your logo posted on a sign right at the entrance door to remind them of your presence.
- ✓ **E-mail Blast to Pre-Registered Attendees:** Have your own private single e-mail blast, containing a message specifically designed to promote your presence and encourage attendance at your meeting space, sent to all registered attendees.
- ✓ **Mention in the Affilicon Press Release:** have your name mentioned within the Press Releases for the event, and gain further wide-range recognition as it is picked up by media recipients and printed in their various publications.
- ✓ **12% Discount** off any Additional Marketing and Promotional Opportunities.
- ✓ **Exclusive 15% discount coupon** for your affiliates who wants to buy their own passes and enjoy your unique discount opportunity.





## Gold Sponsorship

**\$12,500** (Limited to 4)

Gold Sponsorship allows you to a very large number of exposure opportunities with Conference participants. Your company will be visible in all major Conference functions, as well as the primary Conference materials. You'll receive ample occasions for meeting and making an impression with prospective and potential affiliates.

The Gold Package features include:

- ✓ **Booth:** a 3 x 2 (meters) Exhibit Booth package - Premium Space
- ✓ **4 passes for staff and invited guests.**
- ✓ **2 passes for affiliates.**
- ✓ **Hanging Banner:** a large dynamic banner hung at the main stage with the four platinum sponsors logo, making a bold, memorable statement about your company and its participation in the conference room.
- ✓ **One Full Page advertisement in Conference Handbook:** You'll receive the opportunity to provide us with the artwork for a 1-sided, full-page print advertisement for the inside of the Exclusive Affilicon Handbook. The Conference Handbook will contain all of the essential Conference information and will be used as a reference guidebook throughout the Conference days, as well as afterwards.
- ✓ **Full page text description of company in Conference Handbook:** You'll receive the opportunity to provide us with a 1-sided, full-page text advertisement for the inside of the Exclusive Affilicon Handbook. The Handbook will contain all of the essential Conference information and will be used as a reference guidebook throughout the Conference days, as well as afterwards.
- ✓ **Distribution of Promotional Items in Conference Bag:** share your promotional items with as many people as possible by including them in the Conference Bag which will be handed out to all of the Affilicon attendees.

The Sponsor's responsibilities will include the creation, production, and delivery of the promotional items 48 hours before the Affilicon is to begin. The Sponsor is also responsible all expenses associated with creating, producing, and delivering the promotional items.

- ✓ **Affilicon Theater presentation slot.** Present your products, services or anything relevant to affiliates. Available on a first-come, first-served basis.
- ✓ **Company Logo on All Promotional and Marketing Materials:** All of the Affilicon promotional and marketing materials will include your company's logo in plain sight of its viewers.



- ✓ **Logo Inclusion on Website:** your Logo will receive its very own space and attention on the Affilicon website's homepage. Attendees and prospective attendees will be visiting this site to gather information and confirm details, and will have many chances to view your logo's position there.
- ✓ **Pre-event blog / interview:** A special interview (text and graphics) with your company representative will be posted on the Affilicon official blog.
- ✓ **Option to submit exhibitor press releases:** A press release would be able to be submitted to the Affilicon press center.
- ✓ **12% Discount** off any Additional Marketing and Promotional Opportunities.
- ✓ **Exclusive 10% discount coupon** for your affiliates who wants to buy their own passes and enjoy your unique discount opportunity.



## Silver Sponsorship

**\$10,000** (4 Available)

Silver Sponsorship permits you access to the major advertising activities and give you the chance to build on your opportunities with additional optional features. Your company's name and/or logo will be clearly visible to all Conference attendees, and you'll be certain to make a lasting impression.

The Silver Package features include:

- ✓ **Booth:** a 3 x 2 (meters) Exhibit Booth package
- ✓ **4 passes for staff and invited guests.**
- ✓ **1 passes for affiliates.**
- ✓ **One Full Page advertisement in Conference Handbook:** You'll receive the opportunity to provide us with the artwork for a 1-sided, full-page print advertisement for the inside of the Exclusive Affilicon Handbook. The Handbook will contain all of the essential Conference information and will be used as a reference guidebook throughout the Conference days, as well as afterwards.
- ✓ **Full page text description of company in Conference Handbook:** You'll receive the opportunity to provide us with a 1-sided, full-page text advertisement for the inside of the Exclusive Affilicon Handbook. The Handbook will contain all of the essential Conference information and will be used as a reference guidebook throughout the Conference days, as well as afterwards.
- ✓ **Distribution of Promotional Items in Conference Bag:** share your promotional items with as many people as possible by including them in the Conference Bag which will be handed out to all of the Affilicon attendees.

The Sponsor's responsibilities will include the creation, production, and delivery of the promotional items 48 hours before the Affilicon is to begin. The Sponsor is also responsible all expenses associated with creating, producing, and delivering the promotional items.

- ✓ **Logo Inclusion on Website:** your Logo will receive its very own space and attention on the Affilicon website's homepage. Attendees and prospective attendees will be visiting this site to gather information and confirm details, and will have many chances to view your logo's position there.
- ✓ **10% Discount** off any Additional Marketing and Promotional Opportunities.



## Bronze Sponsorship

**\$8,000** (Limited)

Bronze Sponsorship gives you access to all the basic exposure possibilities and grant you access to many additional optional features. Get your name out there and known, and take advantage of this new way to reach affiliates you may never otherwise access.

The Bronze Package features include:

- ✓ **Booth:** a 3 x 2 (meters) Exhibit Booth package
- ✓ **4 passes for staff and invited guests.**
- ✓ **Full page text description of company in Conference Handbook:** You'll receive the opportunity to provide us with a 1-sided, full-page text advertisement for the inside of the Exclusive Affilicon Handbook. The Handbook will contain all of the essential Conference information and will be used as a reference guidebook throughout the Conference days, as well as afterwards.
- ✓ **Distribution of Promotional Items in Conference Bag:** share your promotional items with as many people as possible by including them in the Conference Bag which will be handed out to all of the Affilicon attendees.

The Sponsor's responsibilities will include the creation, production, and delivery of the promotional items 48 hours before the Affilicon is to begin. The Sponsor is also responsible all expenses associated with creating, producing, and delivering the promotional items.

- ✓ **Logo Inclusion on Website:** your Logo will receive its very own space and attention on the Affilicon website's homepage. Attendees and prospective attendees will be visiting this site to gather information and confirm details, and will have many chances to view your logo's position there.
- ✓ **10% Discount** off any Additional Marketing and Promotional Opportunities.



## Exhibition Opportunity Information

### Exhibitor 6 x 4 (meters) Booth Package

\$21,000

The Affilicon Exhibitor Package includes the following:

- ✓ **3 x 2 (meters) Exhibit Booth.**
- ✓ **12 passes for staff, affiliates or invited guests.**
- ✓ **Company text description of company in Conference Handbook:** You'll receive the opportunity to provide us with up to 125 words description to your company to be included inside of the Exclusive Handbook. The Handbook will contain all of the essential Conference information and will be used as a reference guidebook throughout the Conference days, as well as afterwards.
- ✓ **Logo on Exhibitors page on the Website:** your Logo will receive its very own space and attention on the Affilicon website's page. Attendees and prospective attendees will be visiting this site to gather information and confirm details, and will have many chances to view your logo's position there.
- ✓ **High Speed Internet Connection**
- ✓ **Electricity (220 Volts of power)**

\* Notes:

- (1) Although Wi-Fi will be provided in specified areas, exhibitors wishing to have Internet at their booths need to purchase drops from their Internet Vendor.
- (2) Space only. Booth related costs such as tables, chairs, cleaning, electricity, Internet, etc. are additional.
- (3) Booth location will be selected on a first come, first served basis. Exhibitor Map for layout of exhibit floor and Shipment Guidelines and Handling Fees will be sent to the exhibitors in a few weeks.



### Exhibitor 3 x 2 (meters) Booth Package

\$6,000

The Affilicon Exhibitor Package includes the following:

- ✓ **3 x 2 (meters) Exhibit Booth.**
- ✓ **3 passes for staff, affiliates or invited guests.**
- ✓ **Company text description of company in Conference Handbook:** You'll receive the opportunity to provide us with up to 125 words description to your company to be included inside of the Exclusive Handbook. The Handbook will contain all of the essential Conference information and will be used as a reference guidebook throughout the Conference days, as well as afterwards.
- ✓ **Logo on Exhibitors page on the Website:** your Logo will receive its very own space and attention on the Affilicon website's page. Attendees and prospective attendees will be visiting this site to gather information and confirm details, and will have many chances to view your logo's position there.
- ✓ **High Speed Internet Connection**
- ✓ **Electricity (220 Volts of power)**

\* Notes:

- (1) Although Wi-Fi will be provided in specified areas, exhibitors wishing to have Internet at their booths need to purchase drops from their Internet Vendor.
- (2) Space only. Booth related costs such as tables, chairs, cleaning, electricity, Internet, etc. are additional.
- (3) Booth location will be selected on a first come, first served basis. Exhibitor Map for layout of exhibit floor and Shipment Guidelines and Handling Fees will be sent to the exhibitors in a few weeks.



## Other Sponsorship Opportunities

### Vendor Workshop

**\$3,000** (Limited)

Introduce the conference attendees to your products and services by hosting a Vendor Workshop. We will provide you with a conference room, standard A/V\*, and directional signs. The Vendor Workshop also includes:

- E-Mail Promotion Blast
- Special Events Promotion
- Listing in Conference Agenda
- Two Full Conference Attendee Passes

Session times and availability are on a first come first serve basis and are scheduled by Search Engine Strategies. Please contact your account representative for more details.

\* Standard A/V includes screen, projector, and a maximum of 3 microphones. Please contact your account representative for further details.

### Exclusive Keynote

**\$4,500** (Exclusive)

Expose yourself and maximize your presence to all the attendees. This solo sponsorship of all keynote sessions includes: signage at the front of the room, promotional material distributed by Affilicon's staff on all chairs in keynote room and one full pass for the conference.

### Conference Track Sponsorship

**\$2,000**

Pick your track and sponsor one of the official Affilicon's conference sessions. This sponsorship includes: on-site signage at the front and entrance of the room, sponsor promotional material will be distributed (handed out) to all of the session attendees, listings at the conference handbook, listings on the conference website including logo, text and link. Sponsor will provide the signage.



### Exclusive Affilicon's Lounge

**\$6,000** (Exclusive)

Whether attendee wants to network or just rest and have a drink, the Affilicon's lounge is the place to hang out throughout the event. This is your opportunity to gain powerful branding & exposure to them. This sponsorship includes: Your logo on the lounge signage, sponsor's promotional items can be distributed, refreshments throughout the day, listings on the conference handbook, listings on the conference website including logo, text and link. This sponsorship includes 2 full passes to the conference.

### Private Meeting Room

**\$1,000**

Conduct private meetings with business partners, VIPs, affiliates and other attendees in your own private room making your guest more comfortable. Sponsorship does not include refreshments. Your private room will be announced at the conference handbook & website.

### Affiliates' Party Sponsorship

**\$2,000** (Exclusive)

Every good event has a great affiliates' party. The Affiliates' Party sponsorship includes:

- Official sponsor and provider of the Affiliates' Party held during the conference.
- Brochures (provided by the sponsor) to be distributed in the delegate bags
- Party for Night details to appear in the conference agenda
- E-mail to attendees informing of the party

\* Note: Sponsor's party planning and expenses are the responsibility of the sponsor and has to include any and all Affilicon's attendees. Sponsor must advise the name and location of the venue by no later than 60 days before the event.

### Hanging Banner Sponsorship

**\$2,500** (Limited)

Affilicon is the ideal place for banner advertising spots, including all high-traffic Conference areas. A dynamic banner presence within Conference areas makes a bold, memorable statement about your company and its participation in the Exclusive Affilicon. Take advantage of the cost-effectiveness, and natural attention-grabbing nature of banners, and send out your message to all of the attendees.

The sponsor's responsibilities will include the creation, production, and delivery of the banner 48 hours before the Affilicon is to begin. The sponsor is also responsible all expenses associated with creating, producing, and delivering the banner.

### Cocktails Reception Sponsorship

**\$1,800** (Exclusive)

Sponsor the first day (6:00-8:00PM) evening Cocktail Reception. Promotional items may be distributed among participants. Sponsor may also have a meeting space (table and chairs). Sponsorship includes one full pass for the conference.

Please note: All Food and beverages are not included and need to be purchased directly through the conference venue.





### Exhibit Hall Bar Sponsorship

**\$10,000** (Exclusive)

The exhibit hall bar is going to be one the center of attraction. Sponsor the exhibit hall bar and enjoy a great exposure while giving attendees a good time.

### Internet & Email Center Sponsorship

**\$4,000** (Exclusive)

Enable attendees to surf, blog and check their emails by sponsoring the Internet & eMail Center. The sponsor is provided with an Affilicon banner with their logo and directional signs. The sponsor's logo will be placed on Affilicon's website. The sponsor may also distribute his marketing promotion on the center's tables (no pens or full size notepads).

### Networking Breakfast Sponsorship

**\$2,000** (Limited to 2)

Sponsor Breakfast for the Affilicon attendees, and take the opportunity to introduce your products and services. You'll have up to 5 minutes for introductory speech. Also you'll be able to distribute your promotional materials, and even hold prize draws if you wish. The event will be notified the conference attendees by E-mail promotion blast and special events webpage promotion. Sponsorship includes two full passes for the conference.

Please note: All Food and beverages are not included and need to be purchased directly through the conference venue.

### Networking Lunch Sponsorship

**\$3,200** (Limited to 2)

Sponsor Lunch for the Affilicon attendees, and take the opportunity to introduce your products and services. You'll have up to 5 minutes for introductory speech. Also you'll be able to distribute your promotional materials, and even hold prize draws if you wish. Sponsorship includes three full passes for the conference.

Please note: All Food and beverages are not included and need to be purchased directly through the conference venue.

### Networking Dinner Sponsorship

**\$3,000** (Limited to 1)

Sponsor Dinner for the Affilicon attendees, and take the opportunity to introduce your products and services. You'll have up to 5 minutes for introductory speech. Also you'll be able to distribute your promotional materials, and even hold prize draws if you wish.

Please note: All Food and beverages are not included and need to be purchased directly through the conference venue.

### Break Refreshments Sponsorship

**\$1,500** (4 Available)

Sponsor the Break Refreshments for the Affilicon attendees, and take the opportunity to have your name and message in front of the attendees when they take their break. Your company signage will be on the refreshments table and you will also be able to place your promotional materials on that table. Sponsorship includes one full pass for the conference.

Please note: All Food and beverages are not included and need to be purchased directly through the conference venue.



### **Handbook Inside Front or Back Cover Sponsorship** **\$2,600 (Exclusive)**

As the Exclusive Conference Handbook Inside Front or Back Cover Sponsorship, you'll receive the unique opportunity to provide us with your artwork for a 1-sided, full color page print advertisement on the inside front or Back cover of the Exclusive Affiliate Marketing Affilicon Handbook. The Handbook will contain all of the essential Conference information and will be used as a reference guidebook throughout the Conference days, as well as afterwards.

### **Conference Handbook Wrapper Sponsorship** **\$6,000 (Exclusive)**

As the Exclusive Conference Handbook Wrapper Sponsorship, you'll receive the unique opportunity to provide us with your artwork for a 1-sided, full color wrapper print advertisement on the outside of the Exclusive Affiliate Marketing Affilicon Handbook. The Handbook will contain all of the essential Conference information and will be used as a reference guidebook throughout the Conference days, as well as afterwards.

### **Conference Handbook Back Cover Sponsorship** **\$3,000 (Exclusive)**

As the Exclusive Conference Handbook Back Cover Sponsor, you'll receive the unique opportunity to provide us with your artwork for a 1-sided, full color page print advertisement on the back cover of the Exclusive Affilicon Handbook. The Handbook will contain all of the essential Conference information and will be used as a reference guidebook throughout the Conference days, as well as afterwards.

### **One Page Full Advertisement in Conference Handbook** **\$1,500**

Become a One Full Page Sponsor and provide us with the artwork for a 1-sided, full-page color print advertisement for inclusion inside the Exclusive Affilicon Handbook. The Handbook will contain all of the essential Conference information and will be used as a reference guidebook throughout the Conference days, as well as afterwards.

### **One Half Full Advertisement in Conference Handbook** **\$900**

Become a One Half Page Sponsor and provide us with the artwork for a 1-sided, half-page color print advertisement for inclusion inside the Exclusive Affilicon Handbook. The Handbook will contain all of the essential Conference information and will be used as a reference guidebook throughout the Conference days, as well as afterwards.

### **Registration Sponsorship** **\$2,500 (Exclusive)**

Step above everyone else and be the business that people truly get to know. By becoming the Registration Sponsor, you will have exclusive rights to having:

- Linkable ad in confirmation email that goes to all registrants.
- Promotional material placement on registration desks and
- Your, banners and signage within the registration area.

The Exclusive Registration Sponsor's responsibilities will include the creation, production, and delivery of material, banners and signage 48 hours before the Affilicon is to begin.



### Badges Sponsorship

**\$3,500** (Exclusive)

Get every attendee to show your log right next to his name on the attendee front of the badge. By becoming the Badges Sponsor, you will have exclusive rights to having your company logo on the front of the badge (designed by Affilicon).

### Lanyard Sponsorship

**\$2,000** (Exclusive)

The Lanyard sponsor may have their company logo (or URL) printed on the lanyard worn by all event attendees for badge holders. Placing your company logo & URL address on the lanyard and you will be assured to have all the audience see it and it has a lasting effect as attendees take it with them back to their place of work.

The Exclusive Registration Sponsor's responsibilities will include the creation, production, and delivery of the lanyard 14 days before the Affilicon is to begin. The sponsor is also responsible all expenses associated with creating, producing, and delivering the lanyard.

### E-mail Promotion Blast

**\$2,500** (Limited)

Promote your presence (booth, special function, private meetings etc') through targeted e-mail marketing. We will send out your message (up to 100 words) in an html format to the pre-registered attendees 5 days before the event and one, 1 day before the event. Listing order on the blast is on a first come, first served basis. Text, logos, and links must be sent to Search Engine Strategies one week prior to message delivery. We reserve the right to modify your message (upon your approval) to meet our formatting and privacy guidelines.

### Delegate Bag Sponsorship

**\$3,000** (Exclusive)

Have the attendees act as your own personal moving billboards by having your message printed on the official Affilicon bags which will be distributed to each of the Conference attendees. Attendees will not only see your message at the Conference when they use their bags, but will be reminded of that message when they bring it back to their offices with them.

### Item for Distribution in Attendee Bag

**\$750**

One (1) Item for distribution in all attendees' bags. All Items needs to be delivered up to 7 days before the event.

Note: You cannot distribute pens, bags, lanyards or notepads - those are exclusive sponsorships

### Notepad Sponsorship

**\$1,000** (Exclusive)

The Exclusive Affilicon Notepad Sponsor will have the unique opportunity among sponsors for providing 8x11 inch notepads to each of the Conference's attendees. Since this promotional item is very practical, it won't just be used at the Conference, but afterwards as well, ensuring for maximum exposure and impact.

The Exclusive Notepad Sponsor's responsibilities will include the creation, production, and delivery of the notepads 48 hours before the Affilicon is to begin. The sponsor is also responsible all expenses associated with creating, producing, and delivering the notepads.



### Mouse Pad Sponsorship

**\$1,000 (Exclusive)**

The Exclusive Affilicon Mouse Pad Sponsor will have the unique opportunity among sponsors for providing Mouse Pads to each of the Conference's attendees. Since this promotional item is very practical, it won't just be used at the Conference, but afterwards as well, ensuring for maximum exposure and impact.

The Exclusive Notepad Sponsor's responsibilities will include the creation, production, and delivery of the notepads 48 hours before the Affilicon is to begin. The sponsor is also responsible all expenses associated with creating, producing, and delivering the notepads.

### Pen Sponsorship

**\$1,000 (Exclusive)**

The Exclusive Affilicon Pen Sponsor will have the unique opportunity among sponsors for providing pens to each of the Conference's attendees. Since this promotional item is very practical, it won't just be used at the Conference, but afterwards as well, ensuring for maximum exposure and impact.

The Exclusive Pen Sponsor's responsibilities will include the creation, production, and delivery of the pens 48 hours before the Affilicon is to begin. The sponsor is also responsible all expenses associated with creating, producing, and delivering the pens.

### Wi-Fi Sponsorship

**\$2,500 (Exclusive)**

Get everyone connected as the official Affilicon Wi-Fi sponsor. As the sponsor you will receive the following benefits:

- Company logo on directional signage throughout the event
- Company logo on event's website homepage
- Company listing on event website and in conference show guide

Sponsorship includes one full pass for the conference.

### Conference T-Shirt Sponsorship

**\$2,000 (Exclusive)**

The Exclusive Affilicon T-shirt Sponsor will have the unique opportunity among sponsors for providing t-shirts to each of the Conference's attendees. Since this promotional item is very practical, it won't just be used at the Conference, but afterwards as well, ensuring for maximum exposure and impact.

Please note: T-Shirts are not included and need to be purchased by the sponsor and delivered 2 days prior to the conference venue. Design has to be approve by Affilicon.

### Staff Shirt Sponsorship

**\$1,500 (Exclusive)**

Your company logo will be printed on the Affilicon staff shirts.

Note: T-Shirts are included in the sponsorship



### Signage Sponsorship \$2,000 (Limited)

Your company logo will be printed on the Affilicon all standalone signs.

### Flags Sponsorship \$5,000 (Limited)

Be the first one to welcome all of the attendees with your flags running throughout the conference area. This sponsorship is a great opportunity for branding and get massive exposure. Sponsor to provide his own flags according to Affilicon's specifications.

### Conference Mini Program Sponsorship \$2,000 (Limited)

Your company logo will be printed on the Affilicon Mini Program handed to all the attendees usually being carried all through the event.

### Flash Drive Sponsorship \$2,000 (Limited)

Be the official Flash Drive sponsor. Give the attendees a long lasting & practical gift to be used on his day-to-day work. The flash drive will have your company name and logo. Your logo will be on the site as well. This sponsorship doesn't include the flash cards cost.

### Wanted Ad \$500

If your company is searching for marketing employees, your wanted ad will be posted on the Affilicon website wanted ads presenting your needs to the potential employees.

### Official Affilicon Hall Welcome Signage \$2,000

Be the first one to congratulate the attendees for coming to Affilicon. Your Welcome message will be seen by every new attendee entering the conference hall. You will be placing your signage (rollup) right at the entrance (Sponsor is responsible for the printing & shipping of the sign).

### Media & Press Room Sponsorship \$4,000

The Media & Press Room is where all the Press, Bloggers and other media will be using for writing their on-site reviews, blog posts and articles. The room will offer them high speed internet and refreshments throughout the conference. This is your opportunity to stand out and place your name in front of this unique and important crowd. This sponsorship includes: your signage at the entrance and inside the room and distribution of your marketing material & premium location for the media kit information at the room. Signage will be provided by the sponsor.

### Candy Sponsorship \$3,500 (Exclusive)

Provide all the attendees with a great candy treat with your logo-imprinted candy. Placed on tables during the general sessions, workshops and other unique places at the conference area.



### **In-Session Distribution**

**\$1,500 (Limited)**

Distribute your promotional items to all attendees with a chair drop in the general session. Limited one for each session.

### **Massage Table**

**\$3,000 (Exclusive)**

Give the attendees the opportunity of a relaxing break with a massage. The Affilicon's massage with your name will be announced at the conference and sponsor will be able to have his promotional material and a rollup banner at the massage station.

### **Affilicon's Official Video Sponsorship**

**\$5,000 (Exclusive)**

Become the Affilicon's official video sponsor and enjoy the massive marketing campaigns Affilicon is generating to spread the word about Affilicon's event. The video will be viewed by thousands of internet marketers & specialist and will generate you branding and traffic.

### **Hotel Shuttle Sponsorship**

**\$5,000 (Exclusive)**

Have Affilicon's Shuttle service sponsored & branded by your company. Be the one picking the attendees from the hotels around the area and bring them to Affilicon event place. Place your banner on the shuttle and sign.

## **Affiliate Marketing Conference Israel 2009**

Sign up as a sponsor now and ensure that you can take advantage of all the fine opportunities being offered to you at the Affilicon Israel. These exclusive openings are extremely desirable and space is limited. Packages and individual sponsorships are going fast, so act now while there is still availability.

We look forward to seeing you there!

For details & availability on any of the Sponsorship & Advertising Opportunities included in this packet, please contact:

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