

Route 1 to 1 Sponsorships



ExactTarget.
The New eMarketing Essentials

What is Route 1 to 1?

In April, ExactTarget is launching a 13-city series of seminars across North America to equip B2B and B2C marketers with the knowledge and tools they need to navigate the roadmap of effective one-to-one marketing.

The series—**Route 1 to 1**—is carefully designed to meet the needs of marketing, sales, and customer service professionals. They asked for practical advice. They asked for thought leadership. And they asked for real-world examples of organizations that have discovered how to come out ahead in today's ever-emerging field of digital marketing.

ExactTarget is ready to deliver during the *Route 1 to 1* series. In fact, seminar programming is centered around one unifying theme: delivering results. Whether attendees want to engage their prospects, maximize marketing ROI, drive higher sales, increase return-on-customer, or build brand loyalty, they'll walk away from this day-long event with tangible recommendations they can use *now*.

Who Will Attend?

- Marketing professionals with responsibility for creating & executing one-to-one digital marketing strategies and campaigns that drive sales and build brand loyalty.
- High-caliber companies like those that attended ExactTarget's 2005 City Tours: Canadian Tire, Delta Faucet, Do It Best Hardware, GMAC, Huntington National Bank, Lindal Cedar, Ohio Division of Travel and Tourism, Roche Diagnostics, Roto Rooter, The Home Depot.
- Decision makers: President, CEO, Senior VP of Marketing, Director of Sales, Senior Marketing Manager, Marketing Communications Manager, e-Marketing Manager, Assistant Marketing Manager, Email Consultant, E-Mail Communications Coordinator.

When and Where?

April 22 - Atlanta, GA

April 24 - New York City, NY

May 13 - Cincinnati, OH

May 15 - Chicago, IL

May 20 - Toronto, ON

May 22 - Minneapolis, MN

June 10 - Dallas, TX

June 12 - Denver, CO

June 17 - Orange County, CA

June 24 - Seattle, WA

June 26 - San Francisco, CA

July 22 - Boston, MA

July 24 - Miami, FL

Seminar Agenda:

Time	Agenda Item	
8:00am - 9:00am	Registration and Networking	
9:00am - 10:00am	The New Fundamentals of One-to-One Marketing Presented by Jeff Rohrs and Joel Book, ExactTarget	
10:00am - 11:00am	Actionable Analytics Presented by Omniture	
11:00am - 11:30am	Break	
11:30am - 12:30pm	The Marketer's Swiss Army Knife Presented by Jeannie Mullen, Email Experience Council	
12:30pm - 2:00pm	Networking Lunch	
	B2B Track	B2C Track
2:00pm - 3:00pm	The "X-Factor" of Effective CRM	The Subscriber Rules!
3:00pm - 4:00pm	What the Winners are Doing	What the Winners are Doing
4:00pm - 5:00pm	Networking	

Available Sponsorship Levels:

National Tour Sponsor — \$45,000 (1 available)

SOLD!

- Speaking Opportunity: 1 Hour General Session Morning of Event
- Chair Drop: One-Page Datasheet Distributed on All Chairs at Conference
- Global Branding: Logo on all pre-event marketing materials and post event follow up material
- Designated and labeled table at lunch to allow participants to join you for lunch and learn more about your organization
- Connections '08 Sponsorship Discount: 10% Discount Applied Towards Connections '08 Sponsorship
- On-Site Branding: Logos on all on-site material
- Opt-In Registration Leads: You have the opportunity to market to all registrations that opt-in to be contacted by you
- Collateral: Company collateral included in partner packets, which will be distributed to all attendees
- Turnkey Demo Station: 1 Table, 1 Monitor, and 1 Internet Connection
- Networking: Frequent interaction with attendees throughout the day, including registrations, breaks and networking reception.

National Track Sponsor — \$30,000 (2 available)

- Sponsor of either B2B or B2C afternoon track: Fifteen minute slot at start of sessions to discuss a case study or best practices.
- Chair Drop: One-Page Datasheet Distributed on All Chairs at Conference
- Global Branding: Logo on all pre-event marketing materials and post event follow up material
- Designated and labeled table at lunch to allow participants to join you for lunch and learn more about your organization
- Connections '08 Sponsorship Discount: 10% Discount Applied Towards Connections '08 Sponsorship
- On-Site Branding: Logos on all on-site material
- Opt-In Registration Leads: You have the opportunity to market to all registrations that opt-in to be contacted by you
- Collateral: Company collateral included in partner packets, which will be distributed to all attendees
- Turnkey Demo Station: 1 Table, 1 Monitor, and 1 Internet Connection
- Networking: Frequent interaction with attendees throughout the day, including registrations, breaks and networking reception.

Route 1 to 1 Tour Stop Sponsor — \$2,500 per city (5 sponsors available for each city)

Purchase 4 Tour Stop Sponsorships and Receive:

- One Additional Tour Stop Sponsorship for FREE
- 10% off our Connections '08 Sponsorship Packages

- On-Site Branding: Logos on all on-site material
- Designated and labeled table at lunch to allow participants to join you for lunch and learn more about your organization
- Opt-In Registration Leads: You have the opportunity to market to all registrations that opt-in to be contacted by you. You only receive opt-in leads for the specific Tour Stop you sponsor.
- Collateral: Company collateral included in partner packets, which will be distributed to all attendees
- Turnkey Demo Station: 1 Table, 1 Monitor, and 1 Internet Connection
- Networking: Frequent interaction with attendees throughout the day, including registrations, breaks and networking reception.

ExactTarget Route 1 to 1 - Sponsorship Application

Please fax completed application to Amy Condle at 317.524.7364

Company Name: _____

Sponsorship Selections:	Unit Cost	QTY
Standard Packages		
National Tour Sponsor	\$45,000	SOLD OUT
National Track Sponsor	\$30,000	_____ (2 available)
Route 1 to 1 Stop Sponsor	\$2,500 per city	_____ (5 sponsors available per city)
Please select the city or cities you want to sponsor:		
___ Atlanta, GA	___ Minneapolis, MN	
___ Boston, MA	___ New York City, NY	
___ Chicago, IL	___ Orange County, CA	
___ Cincinnati, OH	___ San Francisco, CA	
___ Dallas, TX	___ Seattle, WA	
___ Denver, CO	___ Toronto, ON	
___ Miami, FL		
Total Sponsorship Cost:		_____

Payment Method - Choose Invoice or Credit Card

Please invoice my company

Billing Contact Name: _____

Billing Contact Email: _____

Billing Contact Phone: _____

Mailing Address: _____

PO#: _____

I wish to pay by credit card

MasterCard

Visa

American Express

Card Number: _____

Cardholder Name (please print): _____

Expiration Date: _____ Security Code: _____

Cardholder Signature: _____

Sponsorship Agreement:

I agree to the payment terms.

Name (please print): _____

Signature: _____

Company: _____