

# PUBLISHING BUSINESS Virtual Conference & Expo

## Digital Content Day at Your Desk

**When:** October 29, 2009

**Where:** Your Desk - It's Virtual

**Time:** 10am - 5pm EST

Publishing Business Virtual Conference & Expo's "Digital Content Day @ Your Desk" will include a full-day of expert speakers exploring how publishers must adapt to succeed in a multimedia publishing world.

### Topics of discussion to include (Download Agenda):

- E-book Pricing Strategies
- Shifting Role of Publishers in a Digital World
- Technology & Solutions Showcase (presented by Gold & Silver Sponsors)
- The Piracy Threat and DRM Strategies That Work
- Social Media Strategies That Sell Books (Twitter, MySpace, etc.)
- Market Research Trends
- Print On Demand
- ePub Update
- How to Evolve to Remain Relevant and Profitable

### BENEFITS OF EXHIBITING AT A VIRTUAL EVENT

The Publishing Business Virtual Conference & Expo, brings participating sponsors/exhibitors unparalleled opportunities to connect with qualified prospects with buying power! Take advantage of this fully interactive event that features online educational sessions, live chats, active movement in and out of exhibit booths and sessions, social networking opportunities, giveaways and more. (Sample Reg List)

Best of all, you can accomplish all of this and more without setting foot on a plane, train or automobile. Interact with and qualify your leads from the comfort of your own office! Plus, Virtual Sponsorship/Exhibit packages include full turnkey services and staff training.

### POST SHOW

After the event you will not only receive activity reports from the live show day, but you will receive updated reports with fresh leads generated while the event is on-demand for 3 months.

### Space is Limited!

See sponsorship opportunities page to select your level of participation

- Gold Sponsor
- Silver Sponsor
- Exhibitor

Produced by:



## EXHIBITOR PROSPECTUS



### ENGAGE-INTERACT-EXCHANGE

Put your brand and publishing solutions in front of executives from all walks of the publishing world at this **FREE** event.

#### As a sponsor/exhibitor you will be able to:

- **CHAT LIVE** with attendees in your booth and throughout the event (Networking Lounge, Resource Center, Exhibit Hall, etc.)
- **EXCHANGE** Virtual Business Cards
- **COLLECT** valuable data on attendees to qualify hot prospects
- **SEND MESSAGES** to attendees you want to connect with
- **SEARCH** who's at the event
- **TWITTER** what's happening
- **AND MORE!**

SELECT YOUR LEVEL

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## SPONSORSHIP OPPORTUNITIES

Select	Level	Quantity	Price
<input type="checkbox"/>	Gold	One	\$15,000

**Includes:**

- ALL registration information for all registrants for the entire event—both live event and archived event
- 25 minute technology & solution presentation that will be shown during the lunch break.
- Center booth in exhibit hall
- Opportunity to introduce the keynote speaker
- Maximum visibility in exhibit hall and in promotions
- Sponsor of free giveaway
- Full customer service support including the build of the booth
- Three solo promotions during the event to registrants/attendees to drive booth traffic
- HTML to send to sponsor's own list to promote participation
- Up to 15 items of content placed in Resource Center (white papers, case studies, collateral, videos, podcasts)
- Three-month archive of show

**Includes  
Technology  
Presentation**

Select	Level	Quantity	Price
<input type="checkbox"/>	Silver	Six	\$12,000

**Includes:**

- ALL registration information for all registrants for the entire event—both live event and archived event
- 20 minute technology & solutions presentation
- Full customer service support including the build of the booth
- Two solo promotions during the event to registrants/attendees to drive booth traffic
- HTML to send to sponsor's own list to promote participation
- Up to 10 items of content placed in Resource Center (white papers, case studies, collateral, videos, podcasts)
- Three-month archive of show

**Includes  
Technology  
Presentation**

Select	Level	Quantity	Price
<input type="checkbox"/>	Exhibitor	Ten	\$3,500

**Includes:**

- 150 leads, guaranteed
- Full customer service support including the build of the booth
- HTML to send to sponsor's own list to promote participation
- Up to 3 items of content placed in Resource Center (white papers, case studies, collateral, videos, podcasts)
- Three-month archive of show

### Add-on Sponsorship Opportunities

- Educational Session Sponsor: \$1,000 add'l (first come, first served)
- Coffee Break in Exhibit Hall: \$1,000 add'l (first come, first served)
- Ice Cream Break in Exhibit Hall: \$1,000 add'l (first come, first served)

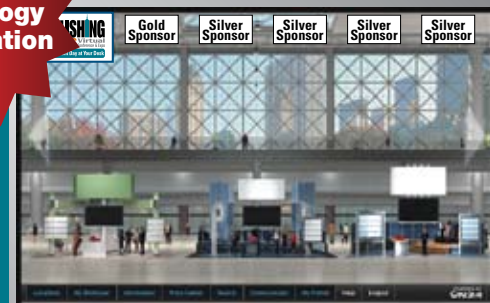
**Includes:**

- Featured as particular sponsor on promotional materials
- Receives registration information (for either giveaway winners or session attendees)

## Virtual Photo Gallery



The Virtual Plaza



The Expo Hall

**RESERVE BY  
8/20/09  
SAVE  
20%**