



SALES & MARKETING LEADERSHIP CONFERENCE

Monday, April 11, 2011

Fairmont Scottsdale Princess Hotel
Scottsdale, AZ

sales & marketing

leadership™
CONFERENCE

"The best day out of the field I have spent in years! A day packed with information, ideas, best practices and passion for the profession of Sales. I would recommend to any leader who wants to improve their understanding of the sales process."

- Steve Gately, National Sales Manager - Anesthesia, Spacelabs Healthcare

AUDIENCE PROFILE

The Sales Leadership Conference is attended by sales leaders from companies with \$30 million in annual revenue and a minimum of 25 salespeople employed. Attendees will have the following job titles:

- CEO, CSO, President
- National Sales Manager
- Executive VP of Sales
- VP of Sales Operations
- Vice President of Sales
- Regional/Division VP of Sales
- Regional Sales Manager
- Vice President of Channel Sales
- Sales Manager

PAST SALES LEADERSHIP CONFERENCE ATTENDEES

- Chairman and CEO, Heartland Payment Systems
- Area VP, CareerBuilder
- Managing Partner, CSO Insights
- General Manager, DHL Express
- Regional Sales Manager, 3M
- VP of Sales & Marketing, Carestream Health Inc.
- Director of Sales, PGP Corporation
- Area VP, Cisco Inc.
- VP of Sales, Hoover's
- General Sales Manager, AT&T
- Chief Sales Officer, GES
- VP of Business Development, Bally Tech
- President, EGS International
- Marketing Director, NetApp
- VP of Sales, Hyatt Hotels
- CEO, Online Marketing Connect
- VP, Harrah's Entertainment
- Executive Director of International Sales Strategy, US Postal Service
- VP of Global Sales, Fairmont Raffles Hotels International
- VP of Sales Effectiveness, Experian
- VP of Sales, Santander Consumer USA Inc./Drive
- Director of Global Training, Apple
- VP of Midmarket Sales, Grainger
- VP, Central Region, Microsoft Corporation
- VP of Sales, Shaw Industries
- VP, CORT
- Regional Sales Leader, Honeywell
- Regional Manager of National Sales, Bank of America
- Global Sales Director, Wyndham Hotels & Resorts
- General Sales Manager, AT&T Advertising Solutions
- Executive VP, Xpedx
- Executive VP, Kelron Logistics
- Division Manager of Sales Development, Tyson Foods Inc.
- Director of Sales, Iron Mountain Inc.
- CEO, Track-USA
- Director of Sales, Deloitte

SPONSORSHIP LEVELS

PLATINUM SPONSORSHIP: \$15,000

- 10-foot-wide exhibit booth space (10-foot-wide exhibit backdrop, Selling Power provides 6-foot-wide table)
- Color logo on printed conference marketing materials (print ads, direct mail)
- Premium position on conference Website and on all pre- and post-event emails
- Special offer to attendees in one Selling Power post-event email
- Two white papers posted in conference Website's Resource Library for attendees to access post-conference
- One customer to participate on a panel discussion at the conference (Some restrictions apply. Speaker must be approved by Selling Power.)
- Sponsor recognition on conference slides at beginning of meeting
- Extra recognition on conference slides to be posted during lunch
- Three conference/booth passes for your company representatives (includes access to sessions)
- Five complimentary attendee passes for your customers and prospects (must meet requirements)
- Company flyer in conference bags distributed to event participants
- Exhibit directory listing (included in conference material), up to 90 words plus color logo
- Full-page, black-and-white ad in attendee conference brochure

GOLD SPONSORSHIP: \$12,500

- 10-foot-wide exhibit booth space (10-foot-wide exhibit backdrop, Selling Power provides 6-foot-wide table)
- Color logo featured on conference Website and all pre- and post-event emails
- Sponsor recognition on conference slides at beginning of meeting
- One white paper posted in conference Website's Resource Library for attendees to access post-conference
- Three conference/booth passes for your company representatives (includes access to sessions)
- Four complimentary attendee passes for your customers and prospects (must meet requirements)
- Company flyer in conference bags distributed to event participants
- Exhibit directory listing (included in conference material), up to 75 words plus color logo
- Full-page, black-and-white ad in attendee conference brochure

SILVER SPONSORSHIP: \$8,500

- Table exhibit space (6 feet wide)
- Color logo featured on conference Website and all pre- and post-event emails
- Sponsor recognition on conference slides at beginning of meeting
- One white paper posted in conference Website's Resource Library for attendees to access post-conference
- Two conference/booth passes for your company representatives (includes access to sessions)
- Two complimentary attendee passes for your customers and prospects (must meet requirements)
- Exhibit directory listing (included in conference material), up to 50 words

SPONSORSHIP TERMS AND CONDITIONS

Terms of Payment: All payments are due on signing, by check or credit card.

Confirmation: Your sponsorship will be guaranteed after the receipt of the sponsorship agreement and payment.

Cancellation: Cancellations must be in writing. Companies requesting refunds prior to January 30, 2011, receive a 50 percent refund. After January 30, 2011, no refunds will be given.

Sublet: Sponsors may not sublet or apportion part of the exhibit to advertise or distribute literature for other organizations.

For sponsorship opportunities, please call Larissa Gschwandtner at 713/ 874-0898 or email larissa@sellingpower.com.

