



**SocialMediaAZ.org**

## **SMAZ 7 – Sponsorship Information**

**May 28-29, 2014 at ASU SkySong in Scottsdale**

### **Content:**

- Overview
- Price Sheet
- Audience breakdown

## Overview

SMAZ is the largest Social Media event in Arizona with a focus on business. SMAZ Sponsors connect with event attendees on a deeper level, free from the “hard sell” environment of trade booths and exhibit floors from other events.

Sponsors get the opportunity to reach the audience as thought leaders by being present at the SMAZ event. SMAZ has also partnered with national education networking partners to maximize the opportunity for our sponsors.

What’s new about SMAZ 7?

- An ticketed evening “meet and greet” with the Keynote Speaker, Jeff Rohrs to include a copy of his newest book
- Two distinct tracks for attendees – novice and advanced to insure meeting everyone’s needs
- Ability to register for live streams of selected seminars and panels

**Audience:** Capped at 300 attendees on site with infinite attendees live stream; attending companies include a mix of local, small to mid-market and Fortune 500 brands.

SMAZ 7 uses relationships with startups, incubators, angel groups, universities and other organizations nationally to help drive a startup focused audience.

**Promotional Reach:** 300 attendees day of event attendees and 35,000 via SMAZ direct Partners

**Sponsorship:** from \$495 to \$2895 (leads purchasing an additional option with no SPAM agreement)

**SMAZ is a non-profit event – any funds remaining after costs will be donated to charity**

## Sponsorship Opportunities

### SocialMediaAZ.org - SMAZ - Social Media for Business Event

Contact: Margie Albert for more information – [Margie.albert@gmail.com](mailto:Margie.albert@gmail.com) or 480-201-9098

	Web Ad only	Bronze	Silver	Gold	Platinum
Quantity Available	10	3	5	3	2
	\$495	\$795	\$1,195	\$1,895	\$2,895
Grey scale Logo/Link on Website	1 (small) Sponsorship Page	1 (small) Sponsorship Page	1 (medium) Sponsorship Page	1 (medium) Sponsorship Page	1 (Large) Sponsorship Page
Introduce Speaker	N/A	1	1	2	3
Logo everywhere (maps, posters, flyers, pr, agenda, etc)	N/A	N/A	1	1	1
List of Attendees**	N/A	N/A	N/A	\$750	\$650
Send email on your behalf	N/A	N/A	N/A	\$195	\$95
Discount Code (25 Tickets)	N/A	25%	35%	40%	50%
Discount Code (Unlimited)	25%	25%	25%	30%	35%
Guest Tickets Included	N/A	4	5	10	15

# Addendum A: Attendees, Readers and Members

## Media Type & Audience Demographics

SMAZ and its partner networks will reach over 35,000 marketing and business professionals in 2012.

**300**

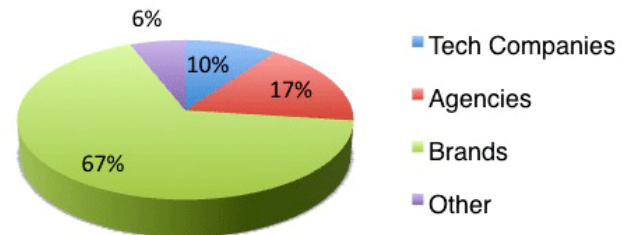
2013 SMAZ Event Attendees

**35,000+**

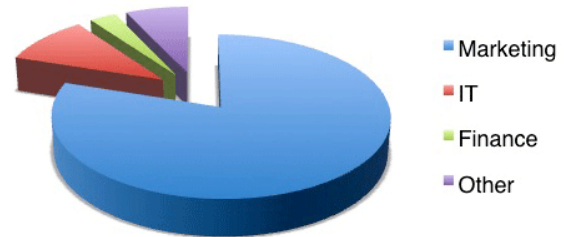
SMAZ Reach through direct partners

SMAZ is a business focused Social Media / Digital Marketing conference in Tempe Arizona with continued growth from event to event. Unlike many other larger Conferences, SMAZ drives both high-quality brand marketing and agency practitioner attendees that lead to unparalleled networking opportunities allowing for true engagement. Below is a brief summary of attendees.

### Company Type



### Job Category



### BtoB vs. BtoC

