



**Connect**

**Because**

**You**

**Can**

Thank you for your interest in SoCon12

Put your brand in front of hundreds of professionals across the spectrums of marketing, social media, digital media, PR, and the executive ranks as they attend the Southeast's premier social media networking event, now in its sixth year!

SoCon12.com  
the original social media conference



# SoCon Attendee Demographics

## Top Professions Represented

- Marketing
- Digital Media
- Public Relations
- Social Media

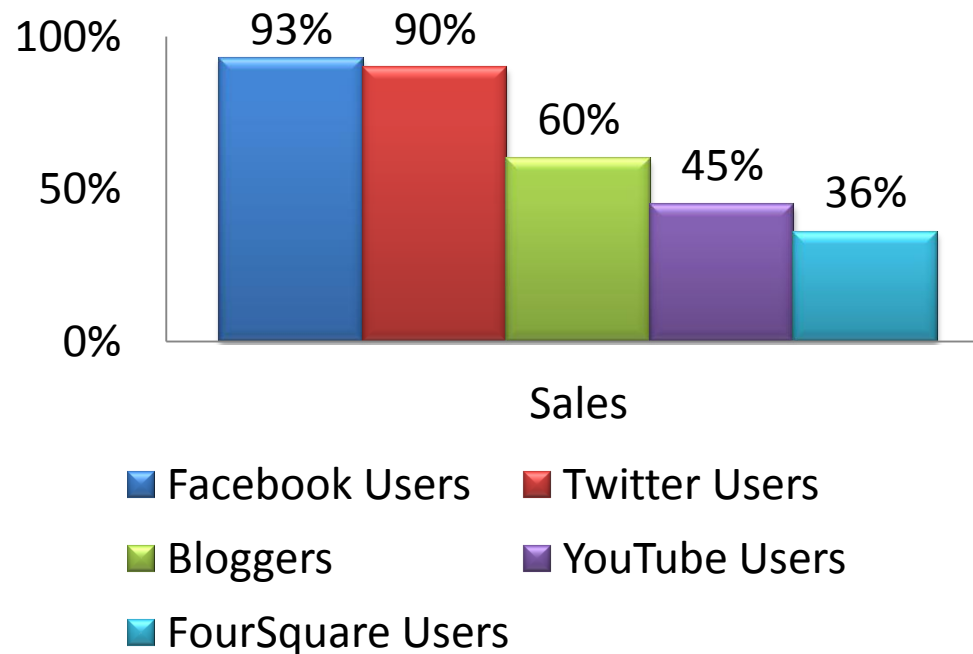
## Top States Represented

- Georgia
- North Carolina
- South Carolina
- Tennessee
- Florida

**36 % are Small Business Owners**



## SoCon Attendee Social Networking Demographics





**When:** February 3 – 4, 2012

**What:** Celebrating 6 years, SoCon brings together professionals interested in digital media engagement to connect, network and share. Facilitated in a “barcamp” style format, speakers and sessions are highly interactive.

**Who:** Projected 2012 Attendees: 325  
2011 Attendees: 325  
*sold out early last two years*





# Speaker Highlights



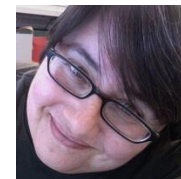
Carol Kruse  
Vice President, Global  
Interactive Marketing  
The Coca-Cola Company



Dan Siroker  
Deputy New Media Director  
Obama Presidential  
Transition



David Vigilante|  
Assoc General Counsel  
Turner Broadcasting  
System Inc.



Marla Erwin |Interactive Art  
Director  
Whole Foods Market



Olivier Blanchard  
Senior Strategist  
|BrandBuilder Marketing



Sam DeLaGarza  
Product Marketing Manager  
Ford Fiesta



Meredith Artley  
VP and Managing Editor  
CNN.com



Victor Hernandez|  
Director of Domestic  
Newsgathering  
CNN/U.S.



## **Become a sponsor and connect your BRAND to influencers!**

The 2011 Sponsorship Program lets you maximize the exposure of your brand on-site and even sooner via pre-show marketing. We offer unique opportunities to connect with customers and showcase your company's innovative products and solutions.

### **Top Reasons to Sponsor:**

1. Unbeatable bundled pricing !
2. Network with hundreds of attendees at both Friday Night Networking Event and SoCon12 Saturday and increase booth traffic
3. Raise brand awareness
4. Target marketing to key influencers and decision makers
5. Generate new leads
6. National coverage
7. Social media marketing

*Align your company with a sponsorship today and start benefiting now.*



## SoCon12 Sponsorship Levels

### **Supporting Sponsor (\$250)**

- One free pass to Friday Night Networking Event and Saturday SoCon12 (\$119 value)
- Company name/link on the SoCon12 website
- Company name listed in the onsite Conference Guide
- Mention and link in one blog post
- Opportunity to include one premium item in the Speaker gift basket, courtesy of your company (subject to approval to ensure the item is of suitable quality)

### **Featured Sponsor (\$500)**

- Two free passes to Friday Night Networking Event and Saturday SoCon12 (\$238 value)
- Logo/link on the SoCon12 website
- 75 word description of your company/products/services in the on-site Conference Guide
- Mention and link in one blog post
- Opportunity to include one premium item in the Speaker gift basket, courtesy of your company (subject to approval to ensure the item is of suitable quality)
- Opportunity to include one piece of collateral or giveaway in the attendee bag
- Mention and link in one press release
- Mention and link in one CSJ Facebook post
- Mention and link in one CSJ tweet



### **Exhibiting Sponsor (\$1,000)**

All the benefits of Featured sponsorship, plus:

- An additional free pass to Friday Night Networking Event and Saturday SoCon12 for a total of three (\$357 value)
- One Table top exhibit in the exhibitor area (includes a draped 6' table, two chairs, wireless Internet)
- Ability to sponsor any of the add-on opportunities (see below for details)

### **Silver Sponsor (\$1,500)**

All the benefits of Exhibiting sponsorship, plus:

- Two additional free passes to SoCon12 for a total of five (\$595 value)
- A 75 word description of your company/products/services in one press release
- Two additional mentions and links in CSJ Facebook posts, for a total of three
- Two additional mentions and links in CSJ tweets, for a total of three
- Two additional mentions and links SoCon12 blog posts, for a total of three

### **Gold Sponsor (\$2,500)**

All the benefits of Silver sponsorship, plus:

- Your logo included on on-site signage and on conference wireless landing page
- Logo with URL link to sponsor company web site on SoCon12 home page
- Thanks during the conference's opening remarks
- Ability to place 1 handout or piece of promotional collateral on the sign-in table
- One SoCon12 400-500 word blog post highlighting your company/products/services.





## SoCon12 Additional Sponsor Opportunities:

### **Lanyard Sponsor (\$1,500 – not including lanyard cost)**

(Limited to one) Everyone knows the high visibility a branded lanyard offers as it hangs around the neck of every attendee. We'll work with you to order the lanyards you'd like, or if you have them in-stock you can provide your own.

### **Attendee Bag Sponsor (\$1,500 – not including bag cost)**

(Limited to one) Attendees will be receiving bags that include desired swag and other goodies. In addition to their on-site usefulness, attendee bags will provide visibility for your branding long after recipients have left SoCon12. We'll work with you to order the bags you'd like, or if you have them in-stock you can provide your own.



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