

22ND ANNUAL Benefits FORUM & EXPO 2009

Protecting Your Employees
and Your Bottom Line
IN ROUGH ECONOMIC WATERS

► SEPTEMBER 13-15, 2009 | HILTON ATLANTA | ATLANTA, GA

INTERACTIVE ONLINE BROCHURE

**EXCLUSIVE SPONSORSHIP
SPONSORSHIP FEE: \$10,000**

Secure an exclusive sponsorship of our new interactive brochure, built on the cutting-edge Nxtbook Media™ platform! Our Benefits Forum 2009 Conference brochure will become an interactive experience, with animated 'call-out' buttons and audio clips from the conference speakers imbedded directly into the brochure file. This new format is sure to catch the eye of our customers, not only engaging our web site visitors, but providing one Sponsor with unprecedented branding and lead generation opportunities!

The Interactive Online Brochure Sponsorship Provides the Following:

- Your logo appears each time the brochure loads
- Once the file loads, your advertisement appears side-by-side next to the brochure cover. Your advertisement (provided to us in PDF or Flash format) can include hyperlinks to your website
- You receive all the leads (name/company/phone/email where available) captured from the individuals downloading the brochure through September 12, 2009. (expected to generate well over 1,000 leads)
- You receive incredible visibility of your brand, as SourceMedia pushes traffic to the brochure from our event website, from the *Employee Benefit News* site, from emails blasts and advertisements for 4 consecutive months.

How We Promote the Interactive Brochure:

- A link to download the brochure will be featured in 25+ emails to the SourceMedia database and databases of our media partners (a total of 600,000 emails)
- A link to download the brochure will be prominently displayed on the event website for 4 months leading up to the event, and at least 2 months after the event
- The interactive brochure will be mentioned in at least 4 advertisements in *Employee Benefit News Magazine* (280,000 impressions)
- Throughout the marketing campaign, we will imbed special discount coupons into the brochure to encourage people to view the brochure



**SAMPLE:
BROCHURE IS
PROMOTED IN WEBSITE
AND EMAILS!**

View a Sample Nxtbook

This sample shows some of the interactive capabilities of the Nxtbook platform.

[CLICK HERE TO VIEW SAMPLE](#)

Note how a sponsor logo (Sony) is displayed as the book loads, and the sponsor ad (Nissan) shown to the left of the brochure. These are the places where your ad and logo will be displayed.

WWW.BENEFITS-FORUM.COM

More Information

Contact Chris Frey at Christopher.Frey@sourcemedia.com or 212-803-6568 for more information about this sponsorship opportunity.



PRESENTED BY

EmployeeBenefit
news

EMPLOYEE BENEFIT
Adviser