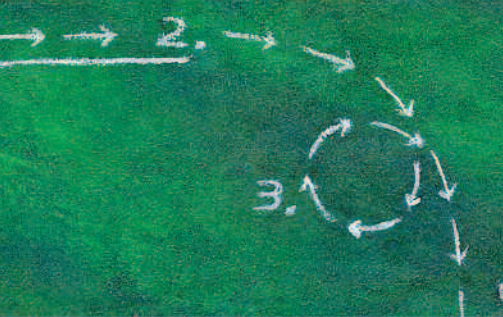


- ▶ GENERATE SALES LEADS
- ▶ BECOME AN INDUSTRY LEADER
- ▶ CLOSE DEALS IN A PERSONAL SETTING
- ▶ BUILD STRONGER RELATIONSHIPS

# *Custom Solutions*

EXECUTING YOUR VISION TODAY FOR TOMORROW'S CHANGING INDUSTRY





## SourceMedia Custom Solutions Clients Include:

- ▶ Accenture
- ▶ Agilysys (formerly Innovativ)
- ▶ AT&T
- ▶ BearingPoint
- ▶ Business Objects
- ▶ Computer Associates
- ▶ DataFlux
- ▶ Dun & Bradstreet
- ▶ FileNet
- ▶ Goodwin & Procter
- ▶ Guardian Life Insurance
- ▶ HP
- ▶ IBM
- ▶ Intel
- ▶ Loan Toolbox
- ▶ MasterCard Canada
- ▶ Microsoft
- ▶ Oracle
- ▶ Peppercoin
- ▶ SAP
- ▶ Sun Microsystems
- ▶ Sybase
- ▶ Wells Fargo
- ▶ ...and more

Custom Solutions enhance your relationships with current customers by allowing more focused selling time as well as gives customers the opportunity to share their business problems and needs with you. While Custom Solutions facilitate prospective customers along in the sales process, they are also an effective means of generating qualified sales leads. Custom Solutions promotes customer loyalty, builds brand and company awareness and provides a forum for connecting with a targeted audience.

## Partnering with SourceMedia Conferences & Events

As the leader in producing financial events, SourceMedia Conferences & Events provides you with the unique opportunity to develop and deepen relationships with current and potential customers. With more than 15 years experience, our highly professional team has a wealth of comprehensive resources and key industry relationships, enabling us to produce content-rich and expertly executed programs.

- ▶ Highly Targeted Databases with Thousands of Leads
- ▶ Audience Acquisition
- ▶ Comprehensive Integrated Marketing Initiatives (including email, mail, telemarketing, etc.)
- ▶ Operations and Logistics Planning
- ▶ Speaker Recruitment
- ▶ In-house Design Team
- ▶ Post-Event Analysis

## Custom Solutions Include:

**CUSTOM EVENTS:** Live, in-person seminars, executive roundtables, and roadshows provides you with the opportunity to build individualized marketing programs around your distinct goals and objectives and positions your company as an industry leader. These events are more efficient than sales calls. They provide you with the opportunity to deliver more in-depth product and service information. Custom events can allow you more focused selling time and give customers the opportunity to share their business problems and needs with you. You will have access to an expert team who will produce targeted custom meetings and conferences based on your needs to help build relationships with top clients and prospects.

**WEB SEMINARS:** SourceMedia's Web Seminars create a forum for the sponsor to communicate with a prime audience and receive feedback in real-time. These one-hour sessions include 45 minutes of a slide presentation and a 15-minute Q&A session with the audience. The technology also supports a real-time polling capability through which presenters can poll the audience on priorities, needs and challenges. To further enhance the ROI of sponsoring a SourceMedia Web Seminar, the archived event is hosted for six months on the SourceMedia publication's Web site. The audience of a Web Seminar can range from a small group of pre-selected companies to a large industry-wide event.

**USER/FOCUS GROUPS:** User Groups are geared towards the individual and are sales oriented, addressing the needs of more senior managers. These events promote networking among peers, didactic interaction and useful insights from the end users' perspective. Events range in size from 50 to over 1,000 professionals, including customers, associates, executives, and partners. Events can consist of keynote presentations, educational workshops, product demonstrations, networking opportunities, and interactive panel discussions on subjects that reflect the information needs of attendees.

### Example Format:

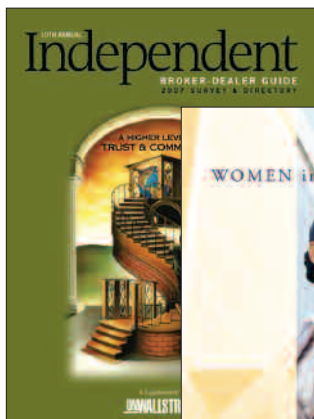
- ▶ Half-day or full-day event, including continental breakfast and/or lunch, cocktail reception
- ▶ High quality meeting space
- ▶ Moderated by industry expert who develops discussion guide with event sponsor

### Benefits:

- ▶ Lead generation vehicle to connect with senior executives
- ▶ Receive valuable input for product development, marketing and sales
- ▶ In-depth sales force interaction with customers and prospects
- ▶ Brand opportunity

**JOINT VENTURES/PARTNERSHIPS:** Joint ventures serve the purpose of educating, strategizing, and relationship building between you, your partners, and your customers, capitalizing on the core strengths of each participating group. We work with sponsors to develop conference themes and content, marketing initiatives, and event execution.

## Custom Marketing Solutions



The perfect add-on to your custom solution. Keep your content fresh in the minds of your attendees and reach prospects unable to attend. SourceMedia can create a dedicated, printed transcript of your event.

SourceMedia Custom Marketing creates targeted programs that help you build deeper and more profitable relationships with your customers.

Use the resources of SourceMedia, publishers of *American Banker*, *DM Review*, *Financial Planning*, *U.S. Banker* and other trusted industry publications. And that means you get premium editorial settings for your message and campaign – plus a rich, unmatched portfolio of customized solutions.

### Services Include:

- ▶ Strategic marketing consultation
- ▶ Industry-specific recommendations
- ▶ Project management
- ▶ Market research
- ▶ Writing and editing
- ▶ Creative services and design
- ▶ Production
- ▶ Online surveys and custom research
- ▶ White papers
- ▶ Supplements
- ▶ Custom publications
- ▶ Advertising
- ▶ Conference Dailies
- ▶ E-books
- ▶ Case studies
- ▶ Lead generation programs
- ▶ Thought leadership programs
- ▶ Web development and microsities

### Why Custom Solutions is Your Only Solution

- ▶ Greater resources available at lower costs than producing event in-house
- ▶ Widespread marketing effort to maximize attendance
- ▶ Experienced team to manage event logistics and operations
- ▶ Opportunity to interact with customers gaining insight into their business needs
- ▶ Networking between product users and strategic managers
- ▶ Access to over 800,000 top-quality names

### Call Today To find The Solution That's Right For You!

Submit your request for proposal online at [www.sourcemediaconferences.com/custom-events/rfp.html](http://www.sourcemediaconferences.com/custom-events/rfp.html)

*“It was a pleasure to work with SourceMedia — they brought their expertise, insight and enthusiasm to the table and collaborated closely with us, resulting in a very successful industry conference that came off seamlessly.”*

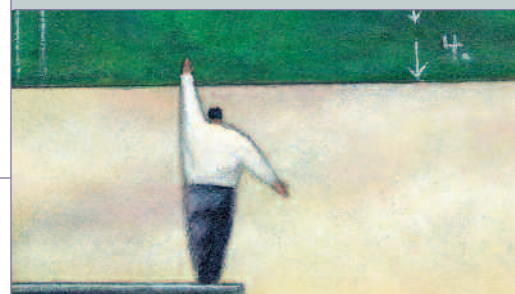
*– Victoria Hodgkins, Director of Business Development and Marketing, Peppercoin, Inc.*

*“SourceMedia did a terrific job in assisting us in achieving extraordinary success. Their guidance and experience was invaluable to us and made the learning curve of hosting twelve hundred attendees so much easier!”*

*– Tim Brabeem, CEO, LoanToolbox*

*“SourceMedia goes the extra mile to help ensure every detail of the program is well coordinated and professionally executed!”*

*– Beth Rieser, Marketing Manager, Financial Services and Insurance, FileNet Corporation*





# Custom Solutions

EXECUTING YOUR VISION TODAY FOR TOMORROW'S CHANGING INDUSTRY

SourceMedia Conferences & Events is the premier provider of essential, timely information for the banking, financial services, capital markets, accounting, technology, employee benefits management and mortgage industries. With databases of over 800,000 potential customers, SourceMedia Conferences & Events can reach your target audience.

ACCOUNTING TECHNOLOGY	COLLECTIONS & CREDIT RISK	MONEY MANAGEMENT EXECUTIVE
ACCOUNTING TODAY	CORPORATE SYNDICATE PERSONNEL	MORTGAGE INDUSTRY DIRECTORY
ADVISORMAX	THE DEALMAKER'S JOURNAL	MORTGAGE SERVICING NEWS
AMERICAN BANKER	DIRECTORY OF M&A INTERMEDIARIES	MORTGAGE TECHNOLOGY
ANNUITY MARKET NEWS	DM REVIEW	NATIONAL MORTGAGE NEWS
ASSET SECURITIZATION REPORT	EBN BENEFITS SOURCEBOOK	ON WALL STREET
ATM&DEBIT NEWS	EMPLOYEE BENEFIT NEWS	ORIGINATION NEWS
BANK INVESTMENT CONSULTANT	FINANCIAL IT SECURITY	PRACTICAL ACCOUNTANT
BANK LOAN REPORT	FINANCIAL PLANNING	PREPAID TRENDS
BANK TECHNOLOGY NEWS	FINANCIAL PROFESSIONAL'S DIARY & GUIDE	PRIVATE PLACEMENT LETTER
BENEFITNEWS ADVISER	HEALTH DATA MANAGEMENT	QUARTERLY DATA REPORT
BROKER	HIGH YIELD REPORT	SECURITIES INDUSTRY NEWS
BUSINESS INTELLIGENCE REVIEW	HOME EQUITY WIRE	SMB FINANCE
CARD INDUSTRY DIRECTORY	ID NEWSWIRE	THE BOND BUYER
CARD SOURCE ONE	INSURANCE NETWORKING NEWS	THE CREDIT UNION JOURNAL
CARD TECHNOLOGY	INVESTMENT DEALERS' DIGEST	THE MUTUAL FUND SERVICE GUIDE
CARDLINE	INVESTMENT MANAGEMENT WEEKLY	TRADERS MAGAZINE
CARDLINE GLOBAL	ISO&AGENT	U.S. BANKER
CARDS & PAYMENTS	MERGERS & ACQUISITIONS REPORT	WORK OUT WIRE
CLEARING QUARTERLY & DIRECTORY	MERGERS & ACQUISITIONS	

## Contact us today:

SALES MANAGER  
MELISSA BUONO  
melissa.buono@sourcemediacom.com  
212-803-6067

OPERATIONS MANAGER  
MARTINA MURTAGH  
martina.murtagh@sourcemediacom.com  
212-803-6095

MARKETING MANAGER  
ROSAN DACRES  
rosan.dacres@sourcemediacom.com  
212-803-6581

Submit your proposal today at [www.sourcemediaconferences.com/custom-events](http://www.sourcemediaconferences.com/custom-events) ▶ 212.803.6067