

About Hanapin Marketing & PPCHero.com

Hanapin Marketing is a search engine marketing firm based in Bloomington, Indiana that specializes in website development, pay per click management and search engine optimization. Founded in February 2004 by a sole entrepreneur, Pat East, Hanapin Marketing originally began as a pay per click management firm, using PPC to grow clients' businesses. In 2006, Hanapin Marketing expanded its services to include website development and search engine optimization. Hanapin Marketing is now responsible for publishing the blogs www.ppchero.com and www.seoboy.com on the topics of pay per click management and search engine optimization.

About the Hero Conf

You're invited to the 1st Annual 2012 Hero Conf; brought to you by Hanapin Marketing the publisher of www.ppchero.com and www.seoboy.com. Grab your cape and get ready for this one day event packed full of knowledge on internet marketing. This year we expect up to 100 attendees at the event; in-house marketers with titles ranging from PPC Coordinator to VP of Paid Search and agency specialists with titles ranging from Account Executive to Senior Paid Search Specialist to CEO and software companies for paid search. The Hero Conf has many ways for your company to gain exposure at the event and even the opportunity to attend and network with attendees at our reception.

Hero Conf Production Partner: Professional Development Group

Professional Development Group (PDG) is the Hero Conf event manager and will be the main contact for sponsors. If you have questions, please call or email anytime! PDG can be contacted at 812-339-6374 or info@prodevmeetings.com.

Conference Hotel

Hero Conf 2012 will be held at the Indianapolis Marriott Downtown located in Indianapolis, IN. The Hero Conf has been able to secure a special room rate of \$159 single/double (plus tax). In order to receive this rate call 317-822-3500 and mention you are attending Hanapin's Hero Conf.

Sponsor Opportunities

Platinum Sponsor: \$5,000. Exclusive sponsorship. **Sold Out**

- ~~Sponsored session of your choice~~
- ~~Three complimentary registrations~~
- ~~Top-tiered listing on conference signage~~
- ~~Company logo and link to company website on HeroConf website~~
- ~~Recognition as Platinum sponsor in pre and post marketing efforts~~
- ~~Electronic conference registration list~~
- ~~Company logo in conference materials~~
- ~~Ad in conference materials~~
- ~~Recognition as Platinum Sponsor in event announcements~~
- ~~Table space to engage with attendees throughout event~~
- ~~Interview or product review on PPC Hero~~
- ~~Choice of providing one of the following promotional items to event attendees: tote bags, ink pens, lanyards, USB flash drives. (For an additional charge of \$750, Hanapin Marketing will handle all logistics for promotional items.)~~



Adamantium Sponsor: \$4,000. Limited Sponsorship.

- Two complimentary registrations
- Prominent listing on conference signage
- Company logo and link to company website on HeroConf website
- Electronic conference registration list
- Company logo in conference materials
- Ad in conference materials
- Recognition as Adamantium Sponsor in event announcements
- Table space to engage with attendees throughout event
- Choice of providing one of the following promotional items to event attendees: tote bags, ink pens, lanyards, USB flash drives. (For an additional charge of \$750, Hanapin Marketing will handle all logistics for promotional items.)

Gold Sponsor: \$3,000. Limited sponsorship. Act Quickly, Almost Sold Out!

- One complimentary registrations
- Prominent listing on conference signage
- Company logo and link to company website on HeroConf website
- Recognition as a Gold Sponsor in pre-and post-marketing efforts
- Electronic conference registration list
- Company logo in conference materials
- Ad in conference materials
- Recognition as a Gold Sponsor in event announcements
- Table space to engage with attendees throughout Networking Break
- Choice of providing one of the following promotional items to event attendees: tote bags, ink pens, lanyards, USB flash drives. (For an additional charge of \$750, Hanapin Marketing will handle all logistics for promotional items.)

Silver Sponsor: \$2,000. Limited sponsorship.

- One complimentary registration
- Listing on conference signage
- Company logo and link to company website on HeroConf website
- Recognition as a Silver Sponsor in pre-and post-marketing efforts
- Electronic conference registration list
- Company logo in conference materials
- Recognition as a Silver Sponsor in event announcements

Pre-Conference Networking Event Sponsor: \$2,000. Exclusive Sponsorship. (Sunday night)

- One complimentary registration
- Prominent listing on networking event signage
- Company logo and link to company website on HeroConf website
- Recognition as Networking Event Sponsor in marketing efforts
- Electronic registration list
- Company logo in conference materials
- Recognition as reception sponsor in event announcements



Networking Event Sponsor: \$1,000. Exclusive sponsorship. (Monday night) SOLD OUT

- ~~One complimentary registration~~
- ~~Prominent listing on networking event signage~~
- ~~Company logo and link to company website on HeroConf website~~
- ~~Recognition as Networking Event Sponsor in marketing efforts~~
- ~~Electronic registration list~~
- ~~Company logo in conference materials~~
- ~~Recognition as Reception Sponsor in event announcements~~

Wireless and Electricity Sponsor: \$2,500. Exclusive sponsorship. SOLD OUT

- ~~Wireless network named after sponsor~~
- ~~Charging capabilities at tables with signage including company logo~~
- ~~Company logo on HeroConf website~~
- ~~Company logo placed on signage for wireless in general session room~~
- ~~Recognition as Wireless and Electricity Sponsor in event announcements~~
- ~~Electronic conference registration list~~

Speakers' Dinner: \$2,000. Exclusive sponsorship. (Sunday night)

- One placing at dinner with all Hero Conf speakers
- Signage during dinner
- Company logo and link to company website on HeroConf website
- Recognition as dinner sponsor in conference materials
- Recognition as dinner sponsor in event announcements

Break Sponsor : \$2,000. Exclusive sponsorship.

- Sponsorship signage at all breaks
- Table for demo or exhibit during Networking Break
- Company logo and link to company website on HeroConf website
- Company logo in conference materials
- Recognition as Break Sponsor in event announcements

Roundtable Lunch Sponsor: \$2,500. Exclusive sponsorship.

- Sponsorship signage during roundtable lunch
- Table to engage with attendees during lunch
- Option to provide marketing materials on lunch tables
- Company logo and link to company website on HeroConf website
- Company logo in conference materials
- Recognition as Roundtable Lunch Sponsor in event announcements

Breakfast Sponsor: \$850. Exclusive sponsorship.

- Sponsorship signage during breakfast
- Table to engage with attendees during breakfast
- Option to provide marketing materials on breakfast tables



- Company logo and link to company website on HeroConf website
- Recognition as Breakfast Sponsor in conference materials
- Recognition as Breakfast Sponsor in event announcements

Giveaway Sponsor: \$250 plus giveaway.

- Provide a product or service for us to giveaway during the conference
- Company logo and link to company website on HeroConf website
- Company logo in conference materials
- Recognition as Giveaway Sponsor in event announcements

Tote Bag Sponsor: \$750 or provide 200 tote bags.

- Provide tote bags with company logo for event attendees to use during the conference
- Company logo and link to company website on HeroConf website
- Company logo in conference materials
- Recognition as sponsor in event announcements

Lanyard Sponsor: \$750 or provide 200 lanyards. **SOLD OUT**

- ~~Provide company lanyards for event attendees to wear during the conference~~
- ~~Company logo and link to company website on HeroConf website~~
- ~~Company logo in conference materials~~
- ~~Recognition as sponsor in event announcements~~

Pen Sponsor: \$750 or provide 200 pens.

- Provide company pens for event attendees to use during the conference
- Company logo and link to company website on HeroConf website
- Company logo in conference materials
- Recognition as sponsor in event announcements
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USB Flash Drive Sponsor: \$750 or provide 200 USB flash drives.

- Provide flash drive with company logo to distribute to conference attendees with event presentations loaded
- Company logo and link to company website on HeroConf website
- Company logo in conference materials
- Recognition as sponsor in event announcements



Conference Registration Form

Instructions

Please return this form and a 100-200 word company description to the conference management company Professional Development Group. Fax: 812-339-0138 E-mail: info@heroconf.com. Payment due in full upon receipt of invoice. In all cases, contract must be paid in full prior to sponsor receiving sponsorship benefits. Payment can be made by check to Hanapin Marketing, 501 N Morton St, Suite 212, Bloomington, IN 47404.

Vendor/Sponsor Information

Company Name: _____

URL: _____

Address: _____

City: _____ ST: _____ Zip: _____

Contact Name: _____

Title: _____ Phone: _____

Fax: _____ E-mail: _____

*Attendee #1 (Onsite Contact) Name: _____

Title: _____ Phone: _____

Fax: _____ E-mail: _____

**Only applies for Platinum, Adamantium, Gold, Silver, Pre-Conference Networking Event Sponsor, or Networking Event Sponsor. Inquiries about registering additional attending sponsors can be directed to info@heroconf.com.*

	Price	Reserved
Platinum Sponsor	\$5000 (call for availability)	_____
Adamantium Sponsor	\$4000	_____
Gold Sponsor	\$3000	_____ (ACT QUICKLY, ALMOST SOLD OUT!)
Silver Sponsor	\$2000	_____
Pre-Conference		
Networking Event Sponsor	\$2000 (call for availability)	_____
Networking Event Sponsor	\$1000	_____
Wireless and Electricity Sponsor	\$2500 (call for availability)	_____
Speaker's Dinner	\$2000	_____
Break Sponsor	\$2000	_____
Roundtable Lunch Sponsor	\$2500	_____
Breakfast Sponsor	\$850	_____
Giveaway Sponsor	\$250 plus giveaway	_____
Tote Bag Sponsor	\$750 or provide 200 tote bags	_____
Lanyard Sponsor	\$750 or provide 200 lanyards	_____
Pens Sponsor	\$750 or provide 200 pens	_____



USB Flash Drive Sponsor

\$750 or provide 200 USB flash drives _____

Total \$ _____

The person signing this document expressly represents and warrants to Hanapin Marketing that they are authorized by Sponsor to bind it to the terms and conditions herof. The person signing this document understands and agrees that they are personally bound and liable pursuant to the terms and conditions herof in the event such authority to bind the Sponsor does not actually exist. The undersigned acknowledges that they have read and accept the terms and conditions as set forth on this page of the contract.

Authorized Signature & Title: _____

Printed Name: _____ Date: _____

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- 1. Prohibited Activities:** The following activities are prohibited by any Sponsor within the general session, concurrent session, meal and break facilities: sale of goods or taking orders for the sale of equipment, products, services or supplies; conducting lotteries, raffles or drawings; Food, alcoholic and non-alcoholic beverages may not be brought in from outside sources.
 - 2. Failure to Attend:** The complimentary registration that comes with the purchase of SUPER Hero or Hero Sponsorship must be utilized at the event. No refunds or discounts will be given if company purchasing the registration or Sponsorship cannot send a representative.
 - 3. Social Functions:** Sponsors may not conduct social functions during the scheduled conference events and sessions. Social functions shall be at a time which will not interfere with Hero Conf/Hanapin Marketing scheduled activities. Hanapin Marketing must receive a copy of the function announcement or invitation two weeks in advance.
 - 4. Publicity Material, Photographs and Media:** Hero Conf/Hanapin Marketing reserves the sole right to use any photographs, recordings, electronic images or publicity material received by or obtained by Hero Conf/Hanapin Marketing in the course of the event for whatever use deemed proper by Hero Conf/Hanapin Marketing and has the exclusive right to include photographic, video and other visual portrayals of attendees, Sponsors, in any pictorial medium of any nature whatsoever for the purpose of trade, advertising, sales, publicity and otherwise, without compensation to Sponsor, and all rights titled and interest bearing (including all worldwide copyrights therein) will be PDG's sole property, free of any claims of Sponsor or any persons deriving any rights or interest from the Sponsor .
 - 5. Security & Insurance:** Sponsors, Attendees and Speakers shall exercise reasonable care for the protection of their belongings at the event. Hero Conf/Hanapin Marketing, Professional Development Group II, Inc, either's offices, directors, members and staff are not responsible for the safety of the property of Sponsors, Attendees and Speakers; their agents, or employees, or harm or damage to such persons resulting from theft, fire, accident, or any other cause.

Company Name: _____

Initials of Authorized Signature: _____ Date: _____