

BtoB's NetMarketing Breakfast Series

NEW YORK – CHICAGO – SAN FRANCISCO – BOSTON – ATLANTA



For the eleventh straight year, **BtoB's** NetMarketing Breakfast series is stopping in New York, Chicago, San Francisco, Atlanta, and Boston. Each breakfast event considers new approaches as well as proven techniques for using the Internet as part of an integrated marketing plan. Top marketing executives at leading companies reveal best practices in search, email marketing, Webcasts, virtual trade shows, video and more. A few of the marketing experts who have appeared on our panels include:

- **Kristin Bockius, US State & Local Government Relationship & Social Media Marketing Manager, Microsoft**
- **Kenneth Godfrey, Manager, Worldwide Strategic eMarketing, IBM Software**
- **Beth LaPierre, Chief Listening Officer, Eastman Kodak**
- **Emily Riley, Research Director of Interactive Marketing, Forrester Research**
- **Tim Whiting, Senior Director of Brand and Integrated Marketing, Motorola Solutions**

Sponsorship Opportunities

Sponsorships include:

- Company brand recognition in NetMarketing marketing promotions (including: print, online, direct and email promotions, when applicable)
- Company signage on easel stands displayed prominently at the event
- Logo placement on the introductory slide during the event presentation
- Publisher recognition from the podium
- A tabletop at the event for collateral distribution
- Post-show attendee list
- Guest attendee passes

Sponsors in 2010 included Bizo, Business.com, Financial Times, Genius.com, Lyrus, NCM Fathom, ON24, Silverpop, and ZoomInfo. Add your company name to this distinguished list and make an impression on the senior marketers you want to reach.

For sponsorship rates and opportunities, please contact David Bernstein – Associate Publisher at DBernstein@crain.com or 212-210-0782 – or your account representative.

