



InfusionCon 2X

SCOTTSDALE, AZ | MARCH 10 – 12, 2010

InfusionPedia Ad and Article Packages

InfusionPedia **DOUBLE Stuffed**

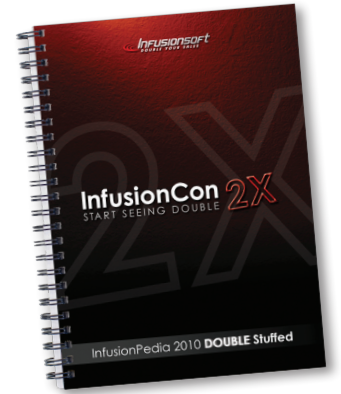
InfusionCon is the premier Infusionsoft customer training event of the year and we are giving you the opportunity to get in front of our client base in the InfusionPedia!

InfusionPedia *DOUBLE Stuffed* is the InfusionCon Conference Guide and Infusionsoft Desk Reference Guide – all in one!

The “pedia” will be packed with information including:

- The conference agenda, track sessions and descriptions, speaker bios, resort map, and notes
- Marketing tips and tricks
- Infusionsoft technical advice
- **30 pages of ad space**

The InfusionPedia will be a great take-away for our customers that they can keep as a reference guide throughout the entire year. For a small fee, your ad or article can be right at their fingertips!



Act now and reserve your space in the InfusionPedia *DOUBLE Stuffed*!

The InfusionPedia is a great investment for several reasons:

- **Your ad and directory listing will be distributed to an estimated 1,000 Infusionsoft customers and small business owners!** This is a FREE training event for our customers. Our users are small businesses with 1 – 25 employees. Last year more than 75% of those who attended the conference were the company owners. So you and your company's solutions will be front and center to those important people who make the decisions.
- **The InfusionPedia readers care about the content.** Last year was the first time we produced the pedia and it was a Hit! We handed out hundreds of them and our customers couldn't say enough about it (some even asked for extra copies). Since this event is free we are limiting attendance to our most involved customers. Those who attend this conference are actively investing in their marketing efforts and are extremely dedicated to growing their business. In other words, it's the perfect audience to offer your company's solutions and business expertise!
- **Become a part of our intimate community and connect with the best of the small business world!**

Don't miss out on this great opportunity. Secure one of these limited spaces today!

Please contact Nicole Shoots with any questions and to reserve your spot: call **480-289-6826** or email InfusionCon@infusionsoft.com

EVENT FACTS:

- Montelucia Resort and Spa
- March 10 – Welcome Reception at 6:00 P.M.
- March 11 – Conference from 8:00 A.M. to 5:00 P.M.
- March 11 – Networking Mixer at 5:00 P.M.
- March 12 – Conference from 8:00 A.M. to 4:00 P.M.

ATTENDEE PROFILE:

- Nearly 60% of our customers are entrepreneurs
- 27% are small business owners
- 60% have 1 – 4 employees
- 30% have 5 – 20
- 42% make between \$100k – \$500k annually

InfusionPedia Ad Packages and Articles

Half Page Ad \$1,000

- One half page full color ad in the InfusionPedia

Full Page Ad \$1,500

- One full page, full color ad in the InfusionPedia

Article written by Sponsor \$300

- Approximately 400 words plus byline

Article written by Infusionsoft for Sponsor \$500

- Approximately 400 words plus byline

All ads will be interspersed with articles about marketing and technical tips and tricks, meaning your ad is sure to be seen!

Ad and Article Specifications

Once you have reserved and paid for your ad or article please submit your electronic files in the following formats to be **RECEIVED** by **December 31, 2009**.

Ads: Adobe Acrobat PDF

- Embed all fonts
- PDF must be "press optimized"
- Create files in CMYK color
- 300ppi at actual size

Articles: Microsoft Word

- 400 word article
- byline

Submit electronic ad or article files to: InfusionCon@infusionsoft.com

- Please do not email files larger than 10MB
- If your file is over 10MB please compress it using "Stuffit"
- If your Stuffit file is over 10MB send a CD and hard copy proof of your ad to:


Infusionsoft
ATTN: Nicole Shoots
2065 W. Obispo Ave. Suite 103
Gilbert, AZ 85233

Deadline:

Payment and ad artwork or article copy due **December 31, 2009**

Questions:

Please contact Nicole Shoots by calling 480-289-6826 or email InfusionCon@infusionsoft.com



The image shows a spiral-bound notebook with a dark cover. The cover features the text 'InfusionPedia 2010 DOUBLE Stuffed' and 'InfusionCon 2X START SEEING DOUBLE'. The notebook is open, showing two pages with 'Your Ad Here' written on them. The notebook is positioned vertically on the right side of the page.

Half Page

Half Page

Half Page Ad:
4.75" w x 3.875" h
No bleeds

Full Page

Full Page Ad:
4.75" w x 8" h
No bleeds