



Content Revenue  
Strategies



THE FIRST CONFERENCE AND EXHIBITION  
DEDICATED TO BRINGING TOGETHER ALL  
THE INDUSTRY PLAYERS: PUBLISHERS,  
DIGITAL ADVERTISERS, SEM PROFESSIONALS  
AND CONTEXTUAL ADVERTISING PROVIDERS

## WHY CRS?

**\$6.7** Billion Global Contextual  
Advertising Industry

CO-LOCATED WITH AD:TECH NEW YORK

**9,217** in attendance at ad:tech  
New York 2008 with...  
**50%** of ad:tech attendees interested  
in contextual advertising

**JAVITS CENTER, NEW YORK**

**EXPO:** NOVEMBER 4-5, 2009

**CONFERENCE:** NOVEMBER 5, 2009



EXCLUSIVE **EXHIBITION** AREA DEDICATED TO CONTEXTUAL ADVERTISING, RIGHT ON THE AD:TECH NEW YORK EXPO FLOOR!

**EXPO: NOVEMBER 4-5, 2009**

## Large, Fast Growing Market

The advent of programs such as **Google's AdSense** has created a dynamic new digital advertising channel, **Contextual Advertising**. It's already a multi-billion dollar global market with growth rates exceeding non-search (banner ads, classifieds, email...) forms of digital advertising.

## Why exhibit?

ad:tech's exhibition hall affords participating vendors unparalleled opportunities to reach brand advertisers, agencies, publishers and key members of the trade media.

- + **Generate New, Targeted Leads:** Publishers – meet top contextual advertisers in person and get an unparalleled opportunity to see your contextual advertising space!
- + **Exposure:** Direct Exposure to advertisers/publishers in the contextual advertising industry.
- + **Connect with Existing Clients:** In today's fast-paced virtual world, it's never been more important to connect in the real one.
- + **Marketing/New Product Launches:** Get maximum exposure and reach through ad:tech's network of attendees, partners, sponsors and associations.
- + **Press Coverage and Investor Visibility:** Upload your press releases to your company detail page for media and investor access. Uploaded press releases are distributed to all attending media.



## CRS Exhibition Zone

The CRS exhibition area will feature advertising platforms, optimization services, and technology developers that service the hundreds of thousands of Website owners and millions of advertisers who depend on contextual advertising for their livelihood.

- + In-text ad networks
- + Contextual ad networks
- + Affiliate and Lead Generation Networks
- + Social media and widget advertising
- + SEO and SEM
- + Large and small publishers monetizing through AdSense or other contextual networks

## CONFERENCE

Ten sessions and two keynote presentations from industry leaders, including Google, on how to optimize your contextual advertising programs. The conference is organized in two tracks, Publishers and Advertisers, to help each segment improve their businesses.



## CRS Content Revenue Strategies

SAMPLE AGENDA (FROM ADSPACE SAN FRANCISCO 2009)

PUBLISHER STRATEGIES	ADVERTISER STRATEGIES
OPENING KEYNOTE	
The State of Contextual Advertising	Tools & Technologies: Using Targeting and Optimization to Achieve Success
10 Proven Methods to Increase Your eCPM and Generate More Revenue	Measurement & Metrics
CRS LUNCH RECEPTION	
<b>AdSense Publisher Forum</b>	Workshop Series
Beyond Text Ads: In-Text, Affiliate, Lead-Gen, eBay and More!	Marketers Roundtable: The View From the Buy Side
The Secrets to Success: Tips & Tricks from Leading Publishers	Performance Branding
CLOSING KEYNOTE	

**Sponsorship Opportunities are Available!**

**CONFERENCE:  
NOVEMBER 5, 2009**

**CRS Conference Attendants will include:**

- + **Publishers:** Publishers that earn contextual advertising revenue. Individuals/companies who rely on AdSense or similar products for a significant portion of their revenue.
- + **Advertisers:** Companies currently spending or looking to spend marketing dollars on search engine marketing.

## ADVISORY BOARD



**Leora Blumberg**  
Co-Founder/VP Marketing  
DocLix



**Steve Hartman**  
Director of Publisher  
Development  
eBay Inc.



**David Rodnitzky**  
Director  
CRS LLC



**Paul Edmondson**  
CEO  
Yield Build



**Chris Lien**  
Co-Founder and CEO  
Marin Software



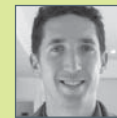
**Jennifer Slegg**  
CEO  
JenSense



**Rajeev Goel**  
Co-Founder and CEO  
Pubmatic



**Christine Volden Pereira**  
Product Sales Director  
AOL Search & Quigo AdSonar  
Platform A - AOL



**Jay Weintraub**  
CEO  
LeadsCon



**Drew Ianni**  
Programming Chair  
ad:tech



**Marc Phillips**  
Director  
CRS LLC



**Christina Wire**  
Manager  
AdSense North America,  
Online Sales & Operations  
Google

# EXHIBITION OPTIONS

#1

**Standard Single Booth**  
(10'x 10')  
Limited Availability!  
Cost is \$6,995.\*

#2

**Demo Pod** – Minimal cost  
and staffing requirements!  
Cost is \$3,500.

## LUNCH RECEPTION

12:30 – 2:00pm Thurs., November 5

### Recognition as an Official ad:tech Exhibitor

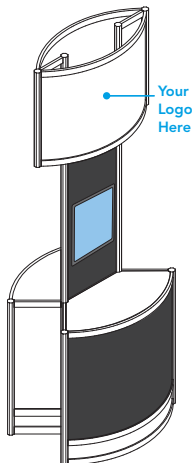
- + Company name, URL and 50 word description included in the ad:tech Event Guide and in the index of exhibitors on the event specific exhibitor page at [www.ad-tech.com](http://www.ad-tech.com). Company logo is included with the website listing.
- + Company name listed in the Quick Reference Guide and onsite floor plans.

+ **Prime visibility** in front of the gathered CRS conference attendees

+ **Focused networking time** with the CRS attendees for 2 dedicated hours

### DEMO POD **Only \$3,500!**

#### A Single Demo Pod Includes:



- + Part of a multi-pod exhibition area dedicated to contextual advertising
- + Use of one side of the two-sided unit
- + Branding with your company logo
- + Flat screen monitor
- + Wired internet access
- + Electrical power, 500 watts
- + Carpet and waste basket
- + Set-up, dismantling and daily cleaning
- + Stool/Chair

#### Benefits to You:

It's a low-cost, turnkey investment opportunity to position your product or service in front of the thousands of marketers and high-level decision makers that attend ad:tech events. **Savings include:**

**Booth Staff:** Pod can be effectively managed by 1 or 2 qualified sales people, which means low travel costs.

**Design and Construction:** No booth design, fabrication, shipping or handling costs.

**Logistical Coordination:** Low to no coordination required.

**Network:** With other companies in your niche to foster partnerships.

### CONTACT A SALES REPRESENTATIVE FOR AVAILABILITY

#### Raymond Norwood

VP, Sales & Business Development  
SearchForecast  
646.761.8878  
[r.norwood@searchforecast.com](mailto:r.norwood@searchforecast.com)

#### Jeff Valentine

Sales Manager, Accts A-G; U-Z  
ad:tech North America  
415.464.8514  
[jeff@ad-tech.com](mailto:jeff@ad-tech.com)

#### Toby Benstead

Sales Manager, Accts H-T  
ad:tech North America  
415.464.8579  
[toby@ad-tech.com](mailto:toby@ad-tech.com)