

Designer Pages Twitter Program and Sponsorship Opportunities

Engage NeoCon East Attendees Using Twitter!

OLD MEDIA WAS PEOPLE READING ABOUT YOU, NEW MEDIA IS PEOPLE TALKING ABOUT YOU. NeoConEast, in collaboration with DesignerPages.com, is proud to announce #NeoConEast09, an exciting Twitter-inspired installation, which first launched with wide embrace at NeoCon Chicago in June.

So what is it? #NeoConEast09 is real-time conversation. Who's talking? Everyone from attendees, exhibitors, show management and you. Anyone who includes the hashtag "#NeoConEast09" anywhere within the body of their tweet will have their message captured and published live via displays scattered throughout the show floor. Additionally, we're partnering with various web sponsors to guarantee this conversation reaches an international audience across the blogosphere.

TWEET TWEET TWEET YOUR WAY towards DISCOUNTS AT NeoCon East 2010.

A little competition never hurt anyone... Get in on the Tweefle (Raffle) that's taking NeoCon East by storm. This is a game of engagement: which of you exhibitors can set off more conversation about yourselves? Yes, you're going to talk about yourself on Twitter. That's easy. But more important, you want attendees talking about you... mentioning your company name and mentioning your product names. We'll keep score by looking for "@" and "RT" usage speaking towards your brand names. Whichever exhibitor inspires the most conversation about themselves wins. **The Prize: Discounts towards your exhibit participation at NeoCon East 2010. Score! Who doesn't want to save a bit of cash next year?**

What can you expect? Let's talk facts. In just three days at NeoCon Chicago, 733 unique people contributed 8,234 tweets (comments) and 1,846 photos. Above and beyond those individuals viewing this conversation on site at the Mart, 310,000 unique people viewed this conversation online via Twitter and the blogosphere. Accordingly, #NeoConEast09 promises reach and influence like you've never experienced before. Learn more with our promotional video, which we think accurately captures the magic. <http://neocon.designerpages.com>.

MMPI and DesignerPages.com want to help you maximize exposure...

Basic Sponsor :: \$500 (only 50 sponsors)

As part of this social exercise described above, MMPI and DesignerPages.com will gift #NeoConEast09 t-Shirts to all attendees. Each t-Shirt will include a pre-scripted tweet about the show: for example, "I got lucky at #NeoConEast09." As a Basic Sponsor, this pre-scripted tweet will be about you! Accordingly, you'll have your company name included over fifty (50) t-Shirts, placing your brand at the forefront of this guerrilla marketing effort.

Premier Sponsor :: \$2,500 (only 10 sponsors)

In addition to the items included in the Basic Sponsorship, Premier Sponsors will receive uniquely branded Twitter Treatments (to include company name and logo) that will come into view on the various displays scattered throughout the Baltimore Convention Center and throughout the many outlets online. This is your chance to engage design professionals and steer conversation towards your own brand, place your company at the vanguard of this premier social-web installation.