

# "How Can I Reach Philadelphia's Most Influential Business Owners?"



Join Us by Sponsoring the  
Reality Marketing™ Summit.

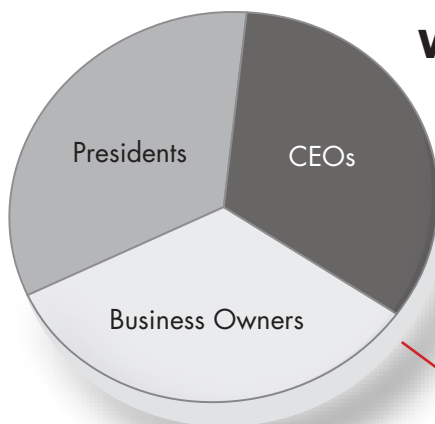
The next Reality Marketing™ Summit will be held **OCTOBER 23, 2007 at THE LOEWS PHILADELPHIA HOTEL.**

Targeted to Philadelphia-area entrepreneurs, the Reality Marketing™ Summit will offer business owners a crash course in Reality Marketing™. They will participate in the high-energy morning session and walk away with a marketing plan they can immediately execute to drive more leads and close more sales. The lunchtime panel will offer a "town hall" panel where business owners can ask their most burning questions regarding the state of entrepreneurial activity in the Delaware Valley to sponsors like you. You can address over 100 prospects in one shot! In the afternoon session, business owners will be exposed to the secrets of using the internet to market their companies and learn the four essential prongs to a successful internet strategy.

***If you do business in the Delaware Valley, this event is not to be missed.***  
To learn more about involvement in the Reality Marketing™ Summit, please contact [rmsummit@square2marketing.com](mailto:rmsummit@square2marketing.com) or **215-230-3373 X101.**

## Why Should I Become a Sponsor?

1. Position yourself as an expert in your field through active panel participation
2. Gain access to Philadelphia's most progressive business owners
3. Enjoy publicity for your firm through the high profile promotion of the event
4. Network with potential partners and affiliates to grow your business
5. Rejuvenate your company's marketing by learning new marketing techniques



## Who Will Be There?

The Reality Marketing™ Summit hosted by Square 2 Marketing will present sponsors with the exclusive opportunity to meet Presidents, CEOs, and business owners in the Philadelphia-area.

**100% of Attendees**

# Companies That Have Attended Past Events



20Nine Design Studios  
A Massage for Health  
Acme Cryogenics  
Advanced Recovery Services, Inc.  
Alpha Office Furniture,  
Flooring & Supplies  
American Society of Training and  
Development  
Arlington Capital  
Art 4 Business Inc.  
Arthritis Foundation  
Aubyntech Inc.  
Audge's Magic Moments  
BCW Tech  
Bondepus Graphic Design  
Bright Star Healthcare  
Capital 1031 Exchange  
Cardinal Systems  
Center for Independent Living  
Centre for Wellbeing  
Chesapeake Embroidery Promotions  
CILBC  
Cogent Training and Consulting, LLC  
Conlin's Digital Print and Copy  
Consolidated Technologies  
Crompton & Seitz  
D.I.Y. Direct Mail by R.B.  
Darndesigns.com  
Direct Solutions Network  
Distinguished Cleaning, LLC  
Diversified Information Technologies  
Donald F. Mullen, CPA  
Drake Press  
Dream and Go Travel  
Dutch Umbrella  
EBS Software Inc.  
Emergency Preparedness Partnerships  
Essential Data Corp.  
Fashion Fix  
Ford 3 Architects  
Four ChaplainsFoundation  
FutureSys  
Gray Consulting  
Gross Financial Services  
HappyLawn of America  
Harmonize Your Potential  
Healthy Living  
Herbalife International  
Hilltop Enterprises, Inc.  
Hindle Power Inc.  
Hire Ability

Hobart West Solutions  
iCue  
Independence Ballroom  
Intelligent Design  
Inverness Medical Diagnostics  
iWorkwell Inc.  
J. Cabot Catering  
John Prosock Machine  
Kean Co.  
Kimball Resources  
Lee Hecht Harrison  
M & P Associates Inc.  
Maregareet's Maid Service  
Mary Kay Cosmetics  
Modern Precast Concrete  
Money Mailer of Philadelphia  
Non-Profit Development Center  
One Fit Mama  
Parente Randolph, LLC  
PCG of New Jersey  
Penn Valley Group  
Philadelphia Weekly  
Phoenix Management Services  
Pipeline Interactive Inc.  
Puritan Products, Inc.  
Radisson Hotel  
Re/Max Centre  
Reading-Berks Physical Therapy  
Red Hippo, LLC  
Review Publishing  
Robbins Rehabilitation  
Romarc Corp.  
Rowland Printing  
S & L Plastics Inc.  
Sales Evolution  
Sealstrip Corp.  
SEPTA  
Siana, Bellwoar, & McAndrew  
Silberline Manufacturing Co.  
Sky-Trax Inc.  
Speck Plastics Inc.  
SSG, Inc.  
SST Security  
Stuart E. Rosenberg Architects  
Success Support  
Targeted Performance Group  
The Dubin Group  
The Outreprenuer Group  
The Payroll Factory  
Third Federal Bank  
Thomas Jefferson Hospital  
Titan Mobile Shredding  
Transwell  
Utopia Travel  
Verve Marketing and Design  
Wally Park  
Work Philly



# Sponsorship Packages

- **Premium Level - \$3,500 (only one Premium Level sponsorship available)**
  - Panel participation
  - Company logo on all direct mail, email, and marketing campaigns\*
  - Prominent display of sponsorship during event
  - Custom web page and content on conference web site
  - Marketing support to help drive attendance
  - Pre-and post-conference attendee lists (mailing and email addresses for both)
  - Five (5) complimentary passes to the conference
  
- **Not-for-Profit Level - \$2,500 (only one non-profit or institutional sponsorship available)**
  - Panel participation
  - Organizational logo on all direct mail, email, and marketing campaigns\*
  - Prominent display of sponsorship during event
  - Marketing support for your members or community to help drive attendance
  - Custom web page and content on conference web site
  - Pre-and post-conference attendee lists (mailing and email addresses for both)
  - Three (3) complimentary passes to the conference
  
- **Platinum Sponsor - \$495 (only four Platinum Sponsorships available)**
  - Panel participation
  - Company logo on all direct mail, email, and marketing campaigns\*
  - Post-conference attendee lists (mailing and email addresses for both)
  - Two (2) complimentary passes to the conference

*\*pending date of signed contract and remaining marketing campaigns*

# Event Schedule



## Wednesday, October 23th, 2007 (schedule subject to change)

8:00AM - 9:00AM	Continental Breakfast and Networking
9:00AM - 12:00PM	The 30 Minute Marketing Plan
12:00PM - 1:00PM	Buffet Lunch with Town Hall Meeting: State of Entrepreneurialism in Philadelphia
1:00PM - 3:00PM	How To Use The Internet To Drive Sales
3:00PM - 3:15PM	Wrap up and Final Comments

## Descriptions of sessions:

### The 30 Minute Marketing Plan

Go Back To Your Office With Ten Ideas To Grow Your Company...Guaranteed!

*"After one hour with these guys, I had three marketing ideas to work on when I got back to my desk. Wow!"*

This introduction to "Reality Marketing™" will give you a new perspective on how to market your company. You are not a Fortune 500 company, so don't advertise like one!

This workshop will show you effective techniques for marketing your company including unique discussions on "The Blue Red Test," "The Purple Cow," "The Scratch Out Drop In Test" and building a powerful "Marketing Machine™"

This might possibly be the most effective time you'll ever spend on marketing your company.

### Town Hall Lunch - Entrepreneurial Panel

Gain access to key entrepreneurial leaders from the Delaware Valley and ask them your burning questions about the state of business in the Delaware Valley, how to grow your business, improve your recruiting, increase sales, enhance marketing, streamline financial operations – all from local industry experts. Join our panel members in an interactive discussion on how the state of business in Philadelphia affects your business and what you can do to leverage recent trends.

### How To Use The Internet To Drive Sales

Understand The Four Critical Components It Takes To Make Your Website Cook!!!

*"Marketing on the internet was such a mystery for me. Now I understand it enough to realize I was silly not to utilize more until now - we've started a pay-per-click campaign on Google and an email campaign that have brought in more sales already!"*

This introduction to internet marketing will give you a new perspective on how to position your website as your marketing program's centerpiece. And, do it on a "shoestring budget"!

This workshop will take the mystery out of pay-per-click programs and search engine optimization, give you the ingredients needed for a smoking website and how email marketing is the most cost effective tactic to reach your clients and prospects.

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