

**ERIC KLINE** & **securenet**  
PRODUCTIONS *s·y·s·t·e·m·s*  
A FULL SERVICE PRODUCTION, MARKETING & DESIGN FIRM

**YOUR MARKETING**  
*is*  
**YOUR BUSINESS**

*NEW STRATEGIES FOR SUCCESS*  
*WORKSHOP & NETWORKING EVENT*

APRIL 10, 2010 9AM – 5PM  
HILTON  
DEERFIELD BEACH, FLORIDA



[www.EricKlineProductions.com](http://www.EricKlineProductions.com)

## OVERVIEW

Better Marketing = Better Leads = MORE Business.

At **YOUR MARKETING IS YOUR BUSINESS...**

you'll LEARN from top marketing & promotion professionals via a 360 degree approach to your marketing, promotion and branding

EXPLODE your business by learning strategies from EXPERTS...

- \* How to Market to today's consumer
- \* Creating a Unique Selling Proposition that makes YOUR business **STAND OUT**
- \* Define & maximize your marketing budget through Asset Allocation
- \* Changing your approach to how you market can make BIG profits
  - \* Learn immediately usable strategies, tips
  - \* Business Plan/Lines of Credit/Venture Capital

## OVERVIEW

**The first in a series of Small Business Marketing workshops and networking events in 2010. We plan on doing quarterly events.**

**This is a FULL day workshop and networking event for small businesses**

**Eric Kline Productions is the creative and production company behind the event.**

**Eric Kline and George Dubec (Marketing experts) to host event**

**Cheryl Davis (COO and VP of Events for the Eric Kline companies) will produce the event**

**SPEAKERS**

**Other marketing/media professionals to speak**

1. **Greg Evanguelidi - Sr. Account Exec. Comcast Spotlight**
2. **Andrea Johnson - Sr. Account Exec. Clear Channel S. Florida**
3. **Vince Gelormine – Internet Marketing Expert; Creator, Startup Business Boot Camp**
4. **Jairo Gomez - AVP, Business Banking, Chase Bank**

**and other service providers**

**THE ITINERARY**

**What makes your business stand out?**

- \*Unique Selling Proposition**
- \*Asset Allocation for Marketing**
- \*Customer retention programs, Marketing/Promotion**

**Push Marketing**

- \*Email marketing, Television, Radio**

**Pull Marketing**

- \*SEO and the first page of Google**

**THE ITINERARY**

**Conducting Business Online**

**\*Your Website – is it working?**

**\*12 Things You Can Do to Massively Increase the effectiveness of your website and generate more revenue**

**Design, Optimization and Website Marketing Strategy**

**\*Web Presence**

**Business Solutions**

**\*Transactions, Security and your Computer network**

## WHO ATTENDS

**Small business owners, marketers and consultants should attend!**

**Admission includes the following:**

- \*Full day workshop (9am -5pm)**
- \*15 minute free consultation with EKP and Securenet**
- \*Workbook**
- \*Attendee bag**

**Cost: \$99**

## PROMOTION

- Radio Show “The Internet Business Hour”
- Dedicated E-mail blasts to small business owners in area as well as inclusion in Local Adzine
- Comcast and Clear Channel internal marketing
  - Direct outreach
  - Internet Marketer Affiliates
  - Flyers and/or Post cards
    - Series of Webinars
    - Press Releases
  - Chamber(s) of Commerce

**PLATINUM SPONSORSHIP**

**Platinum Sponsors will receive the following:**

**2 Tickets to the event**

**5 minute audio/visual presentation at event to attendees**

**Logo/links on all aspects of marketing and promotion**

**Printed collateral to be placed in attendee bags\*\***

**Shared space on tables**

**Cost \$250**

**\*Deadline March 15, 2010**

**\*\*Inserts due no later than April 3**

**GOLD SPONSORSHIP**

**Gold Sponsors will receive the following:**

**1 Ticket to the event**

**Logo/links on all aspects of marketing and promotion\***

**Printed collateral to be placed in attendee bags\*\***

**Cost \$150**

**\*will be added upon sign up**

**\*\* Inserts due no later than April 3<sup>rd</sup>**

**ATTENDEE GROUP RATES**

Early bird deadline March 21<sup>st</sup>

Individual \$79 each

Group of 3 \$70 each

Group of 5 \$65 each

Regular price (after March 21<sup>st</sup>)

Individual \$99 each

Group of 3 \$80 each

Group of 5 \$75 each

*Your Marketing IS Your Business*

**SPONSORSHIP CONTACT**

If you're interested in a sponsorship, please contact

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