

Annual Celebration of Social Media Day

Join Us

June 29 & 30

Addison, Texas

30+ Speakers and Sessions



## SPONSORSHIP OPPORTUNITIES

Conference Organizers

**Bernadette Coleman**

**Lissa Duty**

Questions: [Info@RocksDigital.com](mailto:Info@RocksDigital.com)  
(214) 763-4340

# Rocks Digital Marketing Conference 2015

Formerly DFW Rocks Social Media

[RocksDigital.com/2015](http://RocksDigital.com/2015)

We **ROCK** Content, Search & Social! [www.RocksDigital.com](http://www.RocksDigital.com)

## ROCKS DIGITAL MARKETING CONFERENCE 2015

The anticipated date and time has arrived! What time is that? Partnering with the 2015 Rocks Digital Marketing Conference through sponsorship.

This year the Dallas based annual social media day celebration encapsulates the merging of two national events, the DFW Rocks Social Media Day Conference organized by Lissa Duty and The Local Social organized by Bernadette Coleman.

### WHAT TO EXPECT AT ROCKS DIGITAL 2015

- 2 Keynote Addresses
- 15 Information Packed Break-Out Sessions
- 6 Merged-Room Presentations
- Premiere *“Rock Talks High-Energy High-Impact Digital Strategy”* with 5 experts
- Back by popular demand *“Rock Digital Marketing Q & A Expert Panel”*

This year’s digital marketing conference is bringing much needed education, information and resources to business owners, digital marketing agencies and enterprise level service providers.

### SPECIAL AFTER-EVENTS

- Social Media Day Tweetup / Speaker-Author Book Signing, *June 30*

### CONFERENCE LOCATION, DATE & TIMES

Addison Conference Center, 15650 Addison Rd, Addison, Texas, TX 75001. (972) 450-6241  
(Located off the North Dallas Tollway & Beltline Road)

Tuesday, June 30 (Social Media Day)

Registration Opens 9:00 am | Welcome 9:45 am | Ends 6:00 pm

After-Events Immediately Following (Onsite)

**Projected Attendance:** 300+

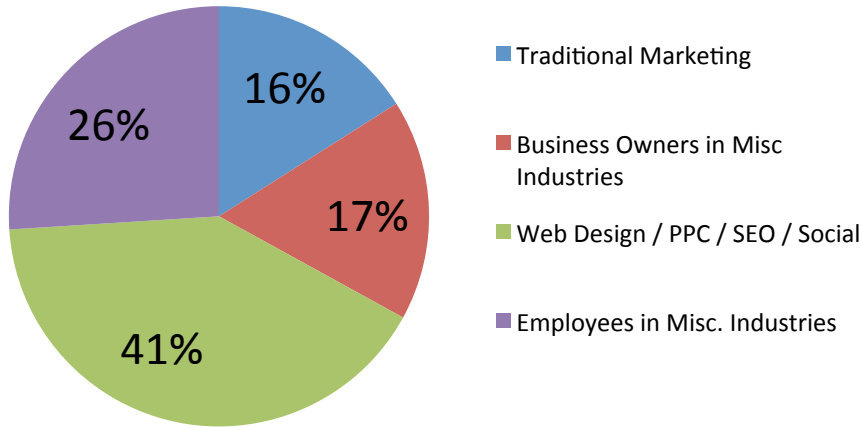
**Geographic Areas:** 75% Attendees from Texas and Surrounding States.

**Keynote Speakers:** Loren Baker, founder of Search Engine Journal, plus two additional to be announced for a total of three keynote addresses.

**30+ Speakers:** Laura Armbruster | Loren Baker | Candy Barone | Butch Bellah | Harrison Blum | Jared Carrizales | Tony Cecala | Bernadette Coleman | Lissa Duty | Elayna Fernandez | Natalie Gould | Byron Ingraham | Justin Liles | Rachel Morgan | Celine Matthiessen Jerod Morris | Robin Moss | Melanie Neal | Heather Nichols | Ryan Nielsen | John Nosal | Damian Rollison | Martin Shervington | Chris Silver Smith | Brian Sullivan | Eric Tung | Randall Turner | Jeremy Vest | Grant Wickes | Joe Youngblood

Event Details, Speaker Bios, and Presentation Descriptions available on the conference website:  
[www.RocksDigital.com](http://www.RocksDigital.com)

## Attendee Demographics



## Digital Imprint

The Rocks Digital website is a year-round content site which features the Rocks Digital Blog, Rocks Digital Audio Network, Rocks Digital Digital Resource Library and more. Sponsors not only get exposure at the conference, but on the website for the sponsored year.

Website visitors and conference attendees share on Facebook, Twitter, Pinterest, LinkedIn, Instagram, and Google+ with the #RocksDigital hashtag, which drives site traffic and exposure for the sponsors.

Hashtag trends on Twitter during the conference.

## Specifics

Website <http://RocksDigital.com>

Facebook Page: <http://facebook.com/RocksDigitalMarketing>

Twitter <http://twitter.com/RocksDigital>

LinkedIn <https://www.linkedin.com/company/rocks-digital>

Google+ <http://google.com/+Rocksdigital>

Hashtag #RocksDigital



*Lissa is my go-to girl for all things in the Twitter-sphere! She and the speakers are always a great source for keeping up-to-date on an ever-changing business. I will be there again to see what's new!*

~Carolyn Clark



*I can say, our business has grown by OVER 15% from this WONDERFUL Event. Make sure you set aside June 30th every year for Social Media Day as I have! ~Tonie Boaman, DashNotary*



*WOW! What an information packed, head spinning, hand cramping over whelming awe of all the great information that was shared and learned. I hope everyone will implement just one of the hundreds of tips, tricks, shortcuts given at DFW Rocks Social Media Day! I have already implemented two! ....Everyone who owns a business should attend! ~Kris O'Connor, A1 Affordable Garage Door*



*An annual family reunion of digital and marketing strategists where tribe leaders teach the rookies how to become successful community leaders. ~Cece Liekar*



*ALL IN! That is what you feel from each of the speakers this weeked at DFW Rocks Social Media 2014. They weren't holding anything back. All I could do was take as many notes as I could. Great insights and information! Thank you Lissa Duty for creating this gift of love for the business owners and social media managers. ~Patrick Dougher*



*As an attorney, the real cost of a conference is not so much the cost of admission to the conference itself, but more so losing two days of billable hours!! I must very carefully pick and choose those I deem are the most relevant and the ones I get the most ROI and this one is always at the top of my list!*

~Victoria Gallenberg Warner, Rowlett Family Law



*Well worth traveling for from California and I'm looking forward to it being bigger, better and more international next year too. I definitely got a pile of great tips for my social media marketing, videos, blogging, SEO and so much more that I put my team to work on some of it as soon as I got home!*

~ Katrina Sawa, The Jumpstart Your Biz Coach, Sacramento, CA



*Conference was a good blend of both practical "how to" speakers and those who gave inspiration from their personal stories, for both beginning and experienced social media practitioners.*

~Sharon Cooper



*Whew! What a weekend! Lots of great information on how I can get the word out about the work I love to do! It's the only time it's ok to be on smart phones, tablets or laptops while someone is talking!*

~Tiffany Henderson, Yoga Instructor and Bookkeeper

## Why and How We Got Started

In 2010 Mashable declared June 30th Social Media Day! Shortly thereafter, the city of Victoria, Canada officially also declared their Social Media Day as June 30<sup>th</sup>, then cities and countries across the globe declared June 30<sup>th</sup> Social Media Day, and joined in the celebration by having tweetups!

**About the Founder:** Lissa Duty has been a dedicated social media professional and enthusiast since starting her business in 2009. Lissa enjoys teaching, coaching, designing, and implementing successful social media campaigns for business and individuals.

### Past Events:

**2011:** Partnered with Fred Campos for a 2-hour Social Media Day event. 50+ in attendance.

**2012:** First annual DFW Rocks Social Media Day Conference launches with 100 in attendance. Featured 9 Speakers. 100% Sold Out. Host to Mashable's Social Media Day Tweetup. *Joined by DFW WordPress Group, DFW Social Media Marketing Group and Biz Link for after-event.*

**2013:** Second annual DFW Rocks Social Media Conference increases to a two-day conference with 10 Break-Out Sessions on the first day. 160+ Attendees. Featured 20 speakers with keynote address from Kate Buck, Jr. Added Speaker-Author Book Signing. Host to Mashable's Social Media Day Tweetup. *Joined by public for Speaker-Author Book Signing and Social Media Day Celebration after-events.*

**2014:** There were 2 separate conferences this year - DFW Rocks Social Media Day Conference organized by Lissa Duty and The Local Social organized by Bernadette Coleman.

### Sampling of Past Speakers:

J.R. Atkins, Loren Baker, Lori Barber, Mark Barrera, Jeff Brady, Kate Buck Jr., Fred Campos, Bernadette Coleman, Andra Dunn, Lissa Duty, Todd Ebert, Elysa Ellis, Patty Farmer, Chris Forbes, Giovanni Gallucci, Rob Garner, Greg Gifford, Mike Grehan, Renee Groskreutz, Larry Kim, Neil Lemons, David Leonnig, Nico Martini, Elizabeth McCormick, Mike D. Merrill, Rani Monson, Jerod Morris, Robin Moss, Debbie Mrazek, John J. Nosal, Pamela Parker, Eddie Reeves, Cynthia Sanchez, Johnny Tan, Andrea Vahl, Doug Vermeeren, A.J. Wood

**2015: We are going to ROCK the world!  
Let me tell you why...**

## 2014: Third Annual DFW Rocks Social Media Conference

Designed in a format to give attendees the important and essential information to help them succeed as a business owner online and offline.

Featured 35 Speakers. 200+ Attendees. Three Keynote Addresses.

Day 1 featured 16 Topic Specific Break-Out Sessions, Rock Your Social Media 12 Expert Track, Case Study Q & A Panel and Closing Keynote Shelly Kramer, *Social Media or Content Strategy? Not What You Need. Not By A Long Shot*. Added Vendor-Exhibitor Expo featuring sponsors. We ROCK Karaoke after-event sponsored by Advice Interactive Group.

Day 2 featured 7 large room presentations, starting with the Welcome and presenting of the Social Media Day Proclamation from the Mayor of Addison. Favorite moments included keynote presenter Amy Howell, *Telling Your Story Online: How Social Media Has Changed News & PR*, Mid-Day Keynote Neal Schaffer, Maximizing Google+ for Business, closing the day with Social Media Q & A Panel. Host to Social Media Day Tweetup. Again joined by the public and many other digital marketing groups.

2015 sponsors included Advice Interactive Group, DFW Search Engine Marketing Association, Social Media Club Dallas and Social Media Examiner.

## 2014: Second Annual Local Social

The Local Social, a grassroots networking collaboration of local marketing organizations, brought together well-known thought-leaders for discussions on search, social and content. The second event returned with four keynote addresses and a local and national panel. Daniel Wu and the Baidu/Gridsum team shared about the digital marketing landscape in China.

Keynote Mike Grehan shared about the past and future of digital marketing while keynote Larry Kim spoke on Search Engine Marketing (SEM) and Pay-Per-Click (PPC).

Companies represented included Copyblogger Media, Search Engine Journal, Search Engine Land, WordStream, Acronym and many more.

## 2015: Rocks Digital Marketing Conference

Lissa Duty and Bernadette Coleman merged the DFW Rocks Social Media Conference and the Local Social and re-branded as Rocks Digital. In October 2014, launched the Rocks Digital year-round content website. Site traffic has doubled each month since launch.

Sponsors of conference get exposure not only as conference sponsors, but website sponsors for their sponsor year.

2015 conference features 30+ speakers, sessions, two keynote addresses, after-events and vendor-exhibitor expo.



<b>Sponsorship Level</b>	<b>A la Carte</b>	<b>Logo</b>	<b>Bronze</b>	<b>Silver</b>	<b>Gold</b>	<b>Platinum</b>
Exhibitor Table <i>(Includes 1 Conference Ticket, Table and Table Cover, 1 Chair. 1 Floor Banner Only. Table Signage Allowed.)</i>	See Copper Level		✓	✓	✓	✓
Extra Conference Ticket	\$495			✓	✓	✓
Discount on Ticket Purchase <i>(\$225 per ticket up to 3)</i>	Not Eligible		✓	✓	✓	✓
Sponsor Listing on Website until Jan 2016 <i>(Includes link to website, 125 px logo and 600 character description)</i>	Not Eligible		✓	✓	✓	✓
Logo only in website slider on sponsor page until January 2016 <i>(Includes link to website and 125 px logo)</i>	\$250	✓	✓	✓	✓	✓
Sponsor Blog Profile on Conference Website <i>(Includes link to website, 125px logo and 600 words provided by client.)</i>	\$500					✓
Logo Placement inside Attendee Printed Agenda <i>(125px)</i>	\$250	✓		✓	✓	✓
Logo Placement on Back-Cover of Attendee Printed Agenda <i>(Includes Website Link, 125 px)</i>	\$500				✓	✓
Featured Logo Placement on Back-Cover of Attendee Printed Agenda <i>(Includes Website link, 200 px)</i>	Reserved for Platinum					✓
Sponsor Profile in Attendee Agenda <i>(Includes link to website, 125px logo and 600 words provided by client.)</i>	Reserved for Platinum					✓
Large Logo on Printed Conference Signage	\$1000					✓
Goody Bag Placement	\$250	✓	✓	✓	✓	✓
Sponsor Thank You Social Media Mention	Not Eligible	✓	✓	✓	✓	✓
Sponsor Thank You Tweet Sent Every Three Days through June 30, 2015 <i>(Includes Website Link)</i>	\$250				✓	✓
Sponsor Logo, Description & Website Link in Facebook Album & Pinterest Board	Not Eligible		✓	✓	✓	✓
Thank You Mention at Conference from Stage	\$500			✓	✓	✓
Sponsor Logo on Conference Marketing Emails <i>(125 px)</i>	\$500				✓	✓
Sponsor Mention in One Conference Email Blast	\$500				✓	✓

Commitment

\$500 (Unlimited)    \$1,000 (Only 5 spots available)    \$1,500 (Only 4 spots available)    \$2,500 (Only 2 spots available)    \$5,000 (Only 2 spots available)

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

After-Conference Networking Event  
To be held at conference center

Contact us directly to discuss these or additional sponsorship opportunities at [Lissa@RocksDigital.com](mailto:Lissa@RocksDigital.com).

## Frequently Asked Questions

Can I share my exhibitor booth with another vendor?

*Yes, but they have to buy a conference ticket to gain access to the venue. Max 2 exhibitors per booth.*

Is there a Logo only sponsorship without an exhibitor booth?

*Yes, it is the \$500 level.*

When is the sponsorship money due?

*Upon signing and return of sponsor contract. Special payment arrangements can be made with Rocks Digital.*

Can I put something in the conference "Goodie Bags"?

*Yes, the cost is \$225 and you mail your 300 items to Rocks Digital. Due to arrive no later than June 1st. Contact Lissa Duty for Mailing instructions. Items are subject to approval by conference organizer.*

Can I donate a door prize?

*Yes, absolutely. Love door prizes. Email [Info@RocksDigital.com](mailto:Info@RocksDigital.com)*

How can I learn more about the conference?

*Visit [www.RocksDigital.com](http://www.RocksDigital.com)*

Are there any customized sponsorship and networking options available?

*Yes, Email [Lissa@RocksDigital.com](mailto:Lissa@RocksDigital.com) or Call (214) 763-4340 for more information.*