



# marketingsherpa lead gen summit 2013

Sept 30 - Oct 3 • San Francisco



# 5 Reasons to Attend

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## 1. Real lessons from your peers in the trenches

After reviewing more than 100 applications, we chose nine brand-side marketers to speak at Lead Gen Summit 2013. There will be no selling from the stage, just real-world case studies from your peers at companies like SAP, IBM and Siemens. **Every presentation will include transferrable principles** you can take back to the office and use to improve your own lead generation process.



## 2. Learn to build the best lead capture form through A/B split testing

During Summit, we will run a live lead capture test with one of our sponsors, share real-time results and highlight the key takeaways. In addition, there will be a live optimization session where we will take real lead capture forms from attendees, display them on the big screen, and then brainstorm testing ideas for how to improve the capture and/or qualification system.



## 3. Get custom one-on-one advice from lead generation experts

We've assembled a team of MECLABS researchers, testers and technology experts who can answer your most pressing issues related to inbound marketing. Reserve personal time to meet one-on-one with our coaches where you can ask questions and receive professional advice on how to improve your current marketing efforts.



## 4. Learn how to overcome today's most prevalent challenges in generating sales leads

MarketingSherpa Lead Gen Summit 2013 will attract professional marketers from around the world who are interested in learning what is and isn't working in lead generation today. Such focused peer collaboration can produce incredible discoveries and provide invaluable networking opportunities for marketers across a wide array of industries. Topics range from keyword strategies to social lead generation to content development.



## 5. Advance your career with professional certification credentials

Set yourself apart from the competition and increase your chances of earning a promotion by becoming a subject matter expert in Lead Generation and Value Proposition Development. We will provide two certification workshops where you will learn about lead capture, qualification and nurturing strategies as well as how to craft your company's unique value proposition and its three derivatives.



# Who attends Lead Gen Summit?

AARP Services  
Adbeat  
Adobe  
Adobe Systems, Inc.  
ADP  
American Time & Signal Co.  
Arena Solutions  
Ariba  
Autodesk  
AutoZone  
Avaya  
AvidXchange  
Bank of America  
BEA Systems  
BearingPoint  
Berklee College of Music  
Bizo, Inc.  
Black and Decker  
BNSF Railway  
Bomgar Corporation  
BPC, Inc.  
Brightcove  
BroadPoint Technologies  
Brocade  
Buffet Crampon USA  
Bulbs.com  
Business.com  
CA Technologies  
Callidus Software  
CareerBuilder  
Caterpillar Inc.  
CBSSports.com  
CCH Canadian Limited  
CDW  
CFO Publishing  
Chief Marketer Network  
Cisco Systems, Inc.  
Citrix Systems  
Clayton Homes  
CNET  
Cox Target Media  
Credit.com  
Crowe Horwath LLP  
Cummins Allison Corporation  
Danaher Corporation  
Dell  
Delta Dental  
Deluxe Corporation  
Demandbase  
DemandGen  
Dow Corning Corporation  
Duke University  
Dun & Bradstreet  
DuPont  
Eaton Corporation  
ECI Telecom  
Ecolab  
Egencia  
EMC Corporation  
EMI Music Publishing  
Epicor Software Corporation  
Ernst & Young  
ESRI  
Experian  
F5 Networks  
Fair Isaac Corp  
Fidelity Investments  
Fiserv, Inc.  
Forrester Research  
Frost & Sullivan  
Fujitsu  
Gannett Company, Inc.  
Gartner  
GE Energy  
Google  
Guidewire Software  
GXS  
Hach  
Harte-Hanks  
Harvard Business School Press  
HD Supply  
Herman Miller, Inc.  
Hewlett-Packard  
Hitachi  
Hoovers  
HubSpot  
IBM  
Intel Corporation  
Intuit Inc.  
Iowa State University  
Iron Mountain Inc.  
Juniper Networks  
Kaiser Permanente  
Keurig  
Kofax  
KPMG LLP  
LeadFormix  
Lexmark International, Inc.  
LG Corporation  
Life Technologies  
LifeLock  
LifeWay Christian Resources  
Macmillan Publishers Ltd.  
Manhattan Associates  
MasterCard Worldwide  
Matrikon Inc.  
McAfee, Inc  
McKesson Corporation  
Microsoft  
Motorola  
NCR Corporation  
NetApp  
NetLine Corporation  
NetSuite Inc  
New Scientist  
Newell Rubbermaid  
Nielsen Company  
Nokia  
Nortel  
NVIDIA  
Olympus Corporation  
Oracle  
Panasonic  
Penton Media  
Prudential Financial  
Qwest Communication International, Inc.  
Rosetta Stone Ltd  
Royal Bank of Canada  
Salesforce.com  
SAP  
Sermo  
Siemens  
SME Digital  
Sony Corporation  
Standard & Poor's  
Symantec Corporation  
Tektronix, Inc.  
Texas Instruments  
The Associated Press  
The Bergquist Company  
The Economist Group  
The Western Union Company  
TheLadders.com  
Thomson Reuters  
T-Mobile USA  
Toll Brothers, Inc.  
Trend Micro  
TripAdvisor  
United Way  
UnitedHealth Group  
Universal McCann  
University of Florida  
University of Washington  
VeriSign, Inc.  
Verizon Wireless  
Volvo Construction  
Waggener Edstrom  
WeatherBug  
Wells Fargo  
ZoomInfo