



Type-A Mom Conference



About Type-A Mom Conference

The Type-A Mom Conference is a rare opportunity to reach the real moms who are influencing thousands of other moms. The attendees will be heavily blogging, tweeting, Facebook updating, Youtubing, Qik'ing, Ustreaming, Whrrling, Foursquaring, Flickr posting and otherwise documenting the conference and building buzz on numerous social media platforms.

The 2009 Type-A Mom Conference generated almost 6,000 tweets in the week surrounding the conference alone, as well as dozens of blog posts. It also prompted dozens of Facebook mentions, as well as 60 stories on Whrrl. There were at least 1,700 pictures uploaded to Flickr via the Type-A Mom Conference group.

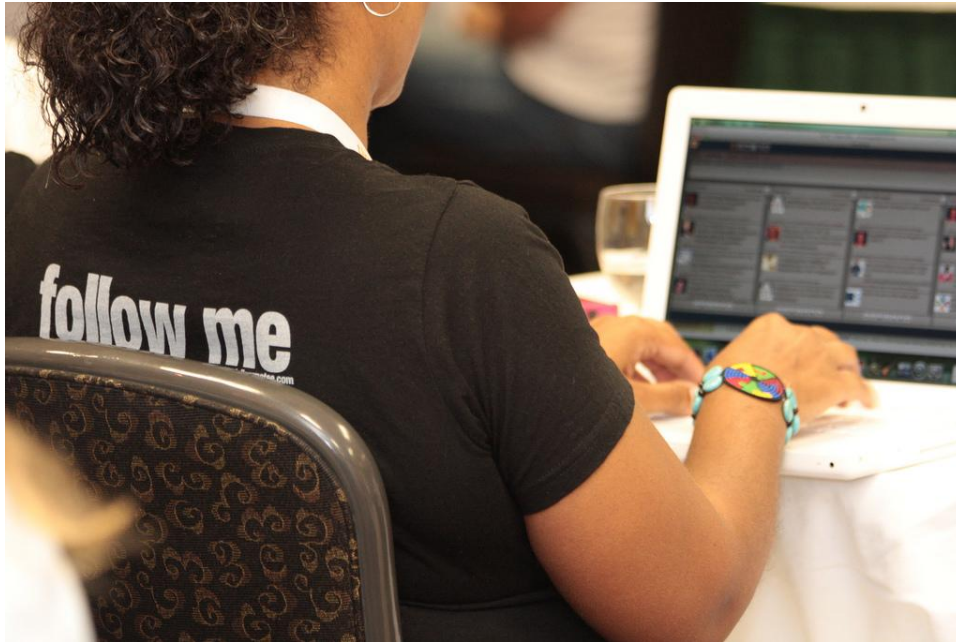
It's interesting to note that 639 people tweeted about the conference during that week, more than double those who attended. During the peak of the conference, there were 1,500 tweets in one day alone. Last year's sponsors included HP, Little Debbie, Disney World, Biltmore, iRobot, Lands End, Build a Bear, Creative Memories, Collective Bias, Chick-fil-A, Allstate, Samsung, Scholastic, Earth's Best and more.

Type-A Mom 2010 promises to be even more exciting, with an anticipated 400 attendees and new programs to help bloggers and sponsors connect and engage. It will be held Sept. 24-26, 2010 in beautiful Asheville, N.C.



The Type-A Mom Sponsor Experience

Type-A Mom sponsors get to be more than background noise or an unwelcome distraction. Our sponsors get the chance to interact and engage with the influential bloggers attending and speaking at the conference. We work hard to integrate your brand into the conference in a natural and welcoming way. You don't merely sponsor, but become part of the conference conversation.



Sponsors can connect through a variety of benefits available from a mix of sponsorship levels, and those can include:

- Focus group and networking with bloggers pre-conference
- Integration into meals, receptions or programming
- Social media promotion through official conference Twitter updates (21K-plus followers) and lists, and outreach via Facebook (1K-plus fans) and email (7K-plus members)
- Naming rights
- Expo tables
- Gift bag insertion specific to attendees, speakers and children of attendees

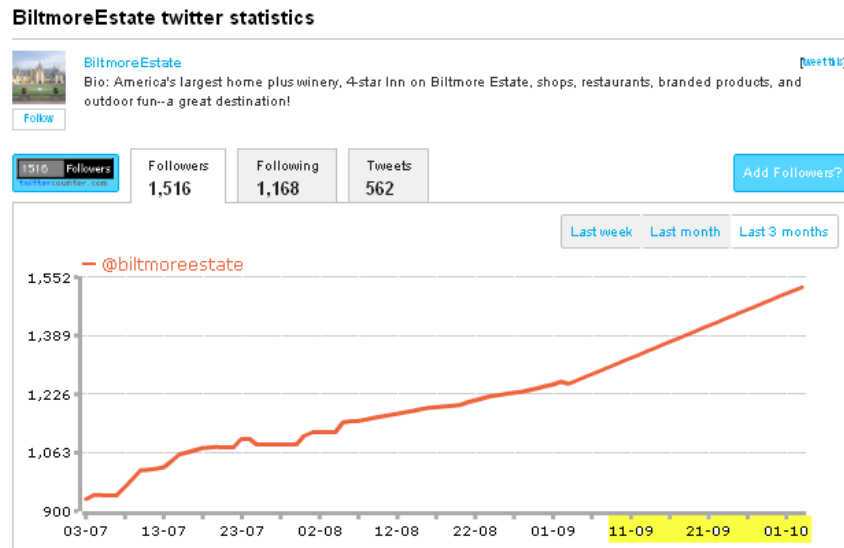
The Type-A Mom Conference was a fantastic place to be a corporate sponsor. We've never received such personal and attentive support from an event's organizers, and the result was a great partnership with excellent visibility for our client.

— David Griner, social media strategist, Luckie & Company

Sponsors Get Results

Type-A Mom sponsors get so many rewards. Yes, there are intangibles like the relationships that are born and blossom there, or the loyalty that is developed with influencers who view your brand as one that “gets it” and supports digital moms. Beyond that, sponsors get real, measurable return on investment. Biltmore, a sponsor for the 2009 conference, is an example.

A Boost in Twitter Followers



Biltmore’s Twitter account, @BiltmoreEstate, saw a steady climb in followers in the months leading up to Type-A Mom. As Type-A Mom approached, the increase was even more dramatic. On Sept. 3, 2009, the account had 1,261 followers. On Oct. 1, that number jumped to 1,507.

Buzz About Biltmore

- The positive coverage for Biltmore generated by Type-A Mom spanned the social media spectrum, including blogs, Whrrl, Twitter, MomTV, Twitpic and Flickr.
- There were three Whrrl stories with almost 5,000 combined views.
- There were five blog posts about the conference that focused primarily on Biltmore, all providing inbound links to their site and boosting Biltmore’s search ranking.
- There were dozens of images of Biltmore submitted to Flickr by conference attendees.

Connecting with the Queens of Social Media

Type-A Mom is a gathering of some of the most influential digital moms online today. To connect with them is to reach their followers and their readers, and to generate authentic conversation about your brand throughout the web. These moms (and new this year, dads) have both the wallets and the voices that can have tremendous impact on your company's visibility.



- 42 million U.S. women online weekly doing some form of social media activity¹
- Women report they are significantly more likely to make a purchase decision based on customer experiences reported on blogs¹
- In the U.S., women decide \$4.3 trillion in consumer spending each year²
- Women comprise 51.4% of the U.S. population, but make or influence 85% of all purchasing decisions²
- Moms currently make up 29.5 percent of all iPhone users³

¹ 2009 Compass BlogHer Social Media Study

² MayoSietz Media Monitor: The Power of the Purse

³ Greystripe Mobile Advertising Insights Report: The iPhone Mom Q3 2009

Reaching the Influencers

The Type-A Mom attendee is a powerful influencer and engages other parents throughout the social media spectrum. We surveyed the first 150 to register for Type-A Mom Conference 2010 and these were the findings:

- 92 percent are mom bloggers
- Asked to rate reasons for attending Type-A Mom Conference, 81.1% said networking with companies was important or extremely important
- 87.2 percent surveyed said they are likely or extremely likely to visit sponsors' expo booths to talk to companies
- Typical household income is \$76K-100K
- 66.7 percent are in their 30s
- The average attendee has two children, and 40 percent have three or four children
- 45 percent have more than 3,000 Twitter followers
- 45 percent have more than 500 Facebook friends
- The typical attendee plans to spend \$1,128 on gifts this coming holiday season



Why Type-A Mom

Type-A Mom provides a unique setting in the vibrant, artsy mountain city of Asheville, N.C., a place where writers and creative types like Thomas Wolfe and O. Henry have turned for inspiration for decades. The moms come to learn in an environment with their kindred, to take their passion for blogging to the next level, to learn to carve out their place in a new, fast-growing and exciting industry.

What makes Type-A Mom special is moms of all religious, political and ethnic backgrounds, moms with seemingly little in common but their blogs and their motherhood, all feel welcome and embraced. Type-A Mom is a conference to express anxiety and talk out controversies fearlessly through programming like the popular open forum style of the Blogger Town Hall meeting.



As relatively new practitioners in the world of social media marketing, we wanted to develop a stronger connection to mom bloggers and a deeper understanding of how we can work together. We thought our sponsorship would expose Biltmore to this influential group of online voices. What we did not expect was how much we would gain beyond exposure. We made contacts and created friendships with moms who love our estate and product offerings. We got great suggestions for ways to improve. Most importantly, by attending sessions as part of our sponsorship, we learned invaluable information that has shaped our marketing outreach. We look forward to doing it all again this year!

— Kathleen Moser, Director of Communication, Biltmore

Blogger Feedback About Type-A Mom



“This conference was a beautiful blend of panels and networking, teaching and connection. I leave inspired, energized, and content to be a part of this community.”

Janice Croze
@5minutesformom



“If I haven’t lost my count, I think Type-A Mom Conference was the 9th conference I attended this year. And it was the best so far... As I watched women laugh and bond, cry the tears of joy and sympathy while listening to each other, I realized that I had never felt so much sense of community in the entire time I have been blogging.”

Katja Presnal
@katjapresnal

New for Type-A Mom 2010

With a tagline like “take it to the next level,” Type-A Mom Conference strives to build and expand on the success of the debut conference last year. We are keeping and improving the things attendees loved: the intimate, comfortable atmosphere for networking, the open forum for discussion and debate, an engaging Kid Con so parents need not choose between family and attending a conference, and sessions that teach and interact with attendees. This year, we are taking it to the next level with the addition of:

- **Type-A Mom Business**, a one-day pre-conference experience with one track for companies and another for bloggers. The attendance will be limited so this day can be focused on sessions and workshops designed to provide the tools attendees need to step up their business and marketing skills.
- **Dad Track**, sessions geared at the ever-growing sphere of dads who blog. While dad bloggers have not gotten the level of attention that mom bloggers have, this is a hot social media realm and is one that companies need to watch closely.
- **Tribes**, small group power sessions to allow niches in blogging that often get overlooked at conferences to gather to brainstorm and network.



“When clients ask me which social media conference they should sponsor, I always suggest Type-A first. Unlike many other similar events, Type-A allows sponsors to connect with social media moms in an intimate way that generates brand loyalty and long lasting relationships. Your logo doesn't get lost among hundreds of others, and the organizers genuinely care about connecting your brand with the attendees.”

— Maria Bailey, author of Marketing to Moms, "Trillion Dollar Moms" and "Mom 2.0"

Platinum Sponsorship: \$50,000

The platinum sponsorship is the top level sponsorship for the conference, with multiple touch points and opportunities for engagement. There is **only one platinum sponsorship available** for Type-A Mom, and it includes a variety of benefits exclusive to this premier level.

Platinum benefits:

- Opening night cocktail reception exclusive sponsorship, naming rights and branding
- Top position for logo on conference site, top Twitter account on list of must-follow sponsors, conference sign and all conference materials, including program
- First choice of expo table location
- Naming rights to the Grand Ballroom, where general sessions and the main breakouts will be held and which will be referred to repeatedly in program and announcements
- Double-sized expo table
- Sponsored lunch Saturday or Sunday
- Lanyard sponsorship
- Option to provide official conference gift bags with company branding
- Gift bag inclusion
- Focus group/networking session with 8-10 bloggers pre-conference
- Official conference contest to encourage attendees to tweet entries with conference hashtag and link to company site and/or company Twitter account
- Five tweets from @typeamom account (23,000-plus followers) and @typeamomcon referencing company's sponsorship with link to company site and/or company Twitter account
- Option to book only remaining suite at conference location
- Six months of advertising on Type-A Mom
- Top banner on email newsletters sent to conference attendees
- Top banner on email newsletters sent to Type-A Mom members (7,200-plus)
- Message announcing sponsorship with trackable link to company site to Type-A Mom Facebook fans (1,000-plus)
- 8 tickets to Type-A Mom Conference plus 8 tickets to Type-A Mom Business



Gold Sponsorship: \$25,000

The gold sponsorship is a high level sponsorship with a wide variety of benefits and opportunities to build buzz among attendees.

- High position for logo on conference site (first gold sponsors booked, highest position), high Twitter account placement on list of must-follow sponsors, and high position on conference sign and all conference materials, including program
- Premier expo table location
- Sponsored meal Saturday or Sunday
- Gift bag inclusion
- Focus group/networking session with 8-10 bloggers pre-conference
- Official conference contest to encourage attendees to tweet entries with conference hashtag and link to company site and/or company Twitter account
- Four tweets from @typeamom account (23,000-plus followers) and @typeamomcon referencing company's sponsorship with link to company site and/or company Twitter account
- Six months of advertising on Type-A Mom
- Banner on email newsletters sent to conference attendees
- Banner on email newsletters sent to Type-A Mom members (7,200-plus)
- 6 tickets to Type-A Mom Conference plus 6 tickets to Type-A Mom Business



Bronze Sponsorship: \$15,000

- Logo on conference site, Twitter account on list of must-follow sponsors, and logo on conference sign and all conference materials, including program
- Expo table
- Sponsored snack break at conference or sponsored meal at Type-A Mom Business
- Gift bag inclusion
- Three tweets from @typeamom account (23,000-plus followers) and @typeamomcon referencing company's sponsorship with link to company site and/or company Twitter account
- Three months of advertising on Type-A Mom
- Banner on email newsletters sent to conference attendees
- Banner on email newsletters sent to Type-A Mom members (7,200-plus)
- 4 tickets to Type-A Mom Conference plus 4 tickets to Type-A Mom Business

Silver Sponsorship: \$3,000

- Logo on conference site, Twitter account on list of must-follow sponsors, and logo on conference sign and all conference materials, including program
- Expo table
- Gift bag inclusion
- One tweet from @typeamom account (23,000-plus followers) and @typeamomcon referencing company's sponsorship with link to company site and/or company Twitter account
- One month of advertising on Type-A Mom
- 2 tickets to Type-A Mom Conference plus 2 tickets to Type-A Mom Business

More Sponsorship Opportunities

There is a variety of specialty, exclusive, track and a la carte sponsorships available. Please see typeamomconference.com/sponsorship or contact us for details on benefits of the following.

- Friday evening Photowalk exclusive sponsorship: \$5,000
- Mom Market exclusive sponsorship: \$10,000
- Mom Market partial sponsorship: \$5,000
- Kid Con sponsorship: \$4,000
- Saturday evening theme reception partial sponsorship: \$7,500
- Sunday Bash with Stand-Up Blogging and Blog Slam sponsorship: \$6,000
- Speaker and Sponsor Cocktail Party sponsorship: \$5,000
- Speed Dating exclusive sponsorship: \$5,000
- Nursing and Expecting Mom room sponsorship: \$4,000
- Tribes track sponsorship: \$2,000
- Passions track sponsorship: \$2,500
- Practicalities track sponsorship: \$2,500
- Dad track sponsorship: \$2,000
- Type-A Mom Business sponsorship: \$2,000
- Entertainment sponsorship (entertainment provided by sponsor): \$2,500
- Vendor table: \$2,000
- Gift bag inclusion: \$2,000
- Speaker gift bag inclusion: \$1,000
- Kid Con gift bag inclusion: \$500



Type-A Mom Conference Contact Information



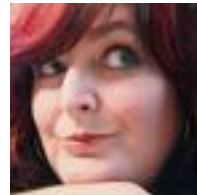
Kelby Carr
Founder and Organizer

828-348-0248
kelby@typeamomconference.com
@typeamom @typeamomcon
typeamomconference.com

Sponsorship Sales Team



Kris Cain
@littletechgirl
kcain@littletechgirl.com



Cecily Kellogg
@cecilyk
cecilyk@cecilykellogg.com



Shannan Powell
@slpowell
slpwriting@gmail.com



Angela England
@angengland
ang.england@yahoo.com

Photos by Rick Bucich of Tiny Prints, Casey Moosh of Moosh In Indy and Kris Cain of Little Tech Girl.