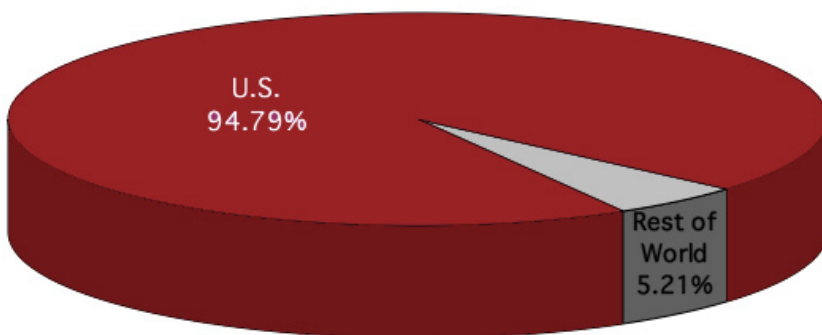


# The premier event for search engine marketing & optimization



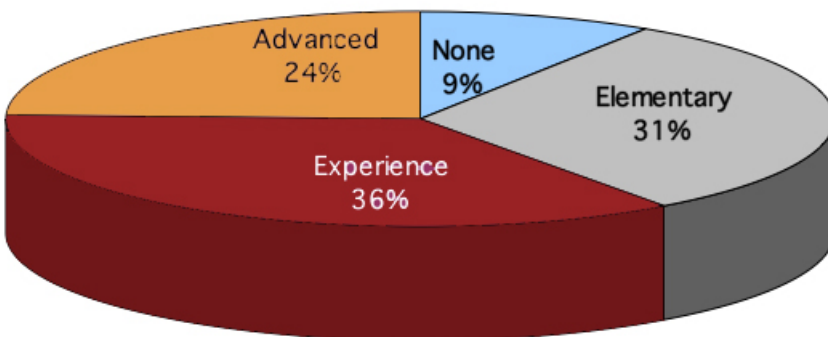
Aug. 20-23, 2007  
San Jose Convention Center

## US vs. Rest of World



While SES attracts visitors from around the world, the vast majority — more than 90% — of attendees to our San Jose event have been domestic.

## Levels of Experience



Employees from all SEM/SEO experience levels learn new information and strategies at our conferences. 60% of our attendees consider themselves advanced or experienced.

### Attendee demographics

- 6,000+ attendees per show
- 33% of returning attendees
- 67% new attendees at each show
- 82% of attendees can either recommend or make final purchasing decisions

### Testimonials

**“Thank you for a very good conference, my first. Kudos to Google for the great dance. This is something that will be on my schedule every year.”**

— Stephen Pitts,  
MBA Marketing

**“Great conference! My first time, and now [I will attend] at least a twice a year. Thanks; I think I now know what to do to fix my business.”**

— Thomas Weeks,  
Strollerdepot.com