



**SOCIAL MEDIA, DIGITAL MARKETING  
& BUSINESS DEVELOPMENT CONFERENCE**

**SPRING 2020**

# WHEN

MAY **14TH & 15TH**  
**8AM – 5PM**

# WHERE

LOCATION ANNOUNCED  
**NOVEMBER 1ST**

# ABOUT

**LEXICON** Vegas is a Social Media, Digital Marketing & Business Development Conference that provides businesses and brands the tools they need for successful marketing that is in such high demand in the digital marketing world. LEXICON is a two-day conference that will offer top keynote speakers, panels and workshops from various areas of marketing to educate, inform and inspire the public on how to properly market their business on a digital scale.

**LEXICON** will also provide Las Vegas local companies the opportunity to get their product or service in front of hundreds of business owners throughout the two-day conference.

# OUR FOCUS

**SOCIAL MEDIA** OPTIMIZATION

**WEBSITE** MANAGEMENT

**BUSINESS** DEVELOPMENT

**SEO** MANAGEMENT

**DIGITAL** MARKETING

**BRAND** MANAGEMENT

**SCHEDULING** TOOLS

**INFLUENCER** MARKETING

**PPC** CAMPAIGNS



# SPEAKERS & PANELS

The conference presents a dynamic group of speakers that provide in-depth insight, as well as, actionable and practical tools for Social Media Optimization, Website Management, Website Development, SEO Management, Digital Marketing, Brand Management, Business Development, Influencer Marketing and PPC Campaigns.



# WORKSHOPS

**LEXICON** Vegas' hands-on workshops will dive deep into the tactics and techniques that aim business and marketing investments in the right direction, to get the ROI you demand for your company. You will leave these workshops well on your way to creating an effective business or digital marketing strategy and with the tools and references that are most appropriate for you.

# PAST PARTNERS



# TITLE SPONSOR

**\$25,000** EACH

(LIMITED TO 2)

**TITLE SPONSORS** will be featured on all marketing assets, conference website and advertising collateral including:

- A one hour workshop for attendees to learn about their brand or service
  - Exhibitor booth to promote/market their business and services
    - Conference step-and-repeat
- (10) Complimentary passes good for both days of the conference.
  - Highlighted page on Lexicon Mobile App
- All digital and print signage and social media marketing collateral
  - **LEXICON** Website Home page feature
- **LEXICON** Website sponsor page featuring logo, link to website, bio and contact info

# CONFERENCE SPONSOR

**\$5,000** EACH

(LIMITED TO 8)

**CONFERENCE** SPONSORS will be featured on marketing assets, conference website and advertising collateral including:

- A one hour workshop for attendees to learn about their brand or service
- Priority booth placement if sponsor wishes to purchase exhibitor booth
  - Highlighted page on Lexicon Mobile App
- (4) Complimentary passes good for both days of the conference.
  - Digital signage
- Social Media Marketing collateral mentions
  - **LEXICON** Website home page feature
- **LEXICON** Website sponsor page featuring logo, link to website, bio and contact info
  - Featured on **LEXICON** Social Media Marketing as a sponsor

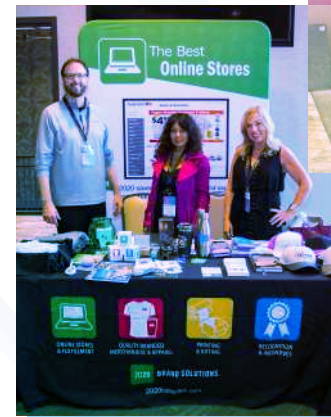
# CONFERENCE EXHIBITOR

**\$950** EACH

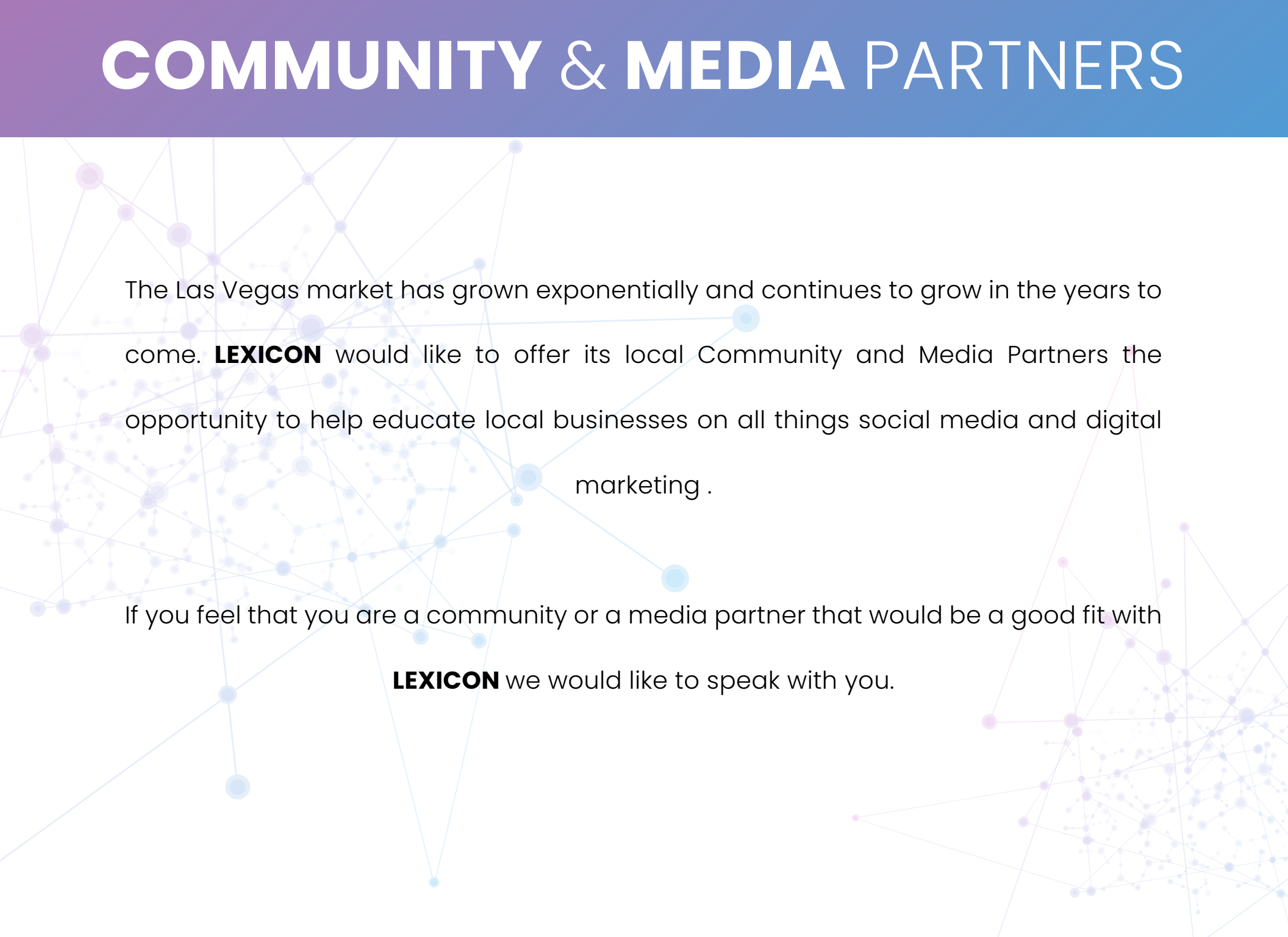
(LIMITED TO 10)

**LEXICON** offers Exhibitors the opportunity to get their product or service in front of hundreds of local business owners and the platform to network throughout the two day conference. **LEXICON** will provide Exhibitors with:

- (1) table, (2) chairs, and (1) black table cover.
- (2) Complimentary passes good for both days of the conference.
- Exhibitors will be mentioned on **LEXICON** website under Exhibitors.
- Exhibitors will be mentioned on the **LEXICON** social media marketing pages.



# COMMUNITY & MEDIA PARTNERS

The background of the slide features a complex, abstract network of nodes and lines. The nodes are represented by small circles in various shades of blue, purple, and pink, connected by thin, light-colored lines that form a web-like structure. This graphic is overlaid on a gradient background that transitions from a deep purple at the top to a light blue at the bottom.

The Las Vegas market has grown exponentially and continues to grow in the years to come. **LEXICON** would like to offer its local Community and Media Partners the opportunity to help educate local businesses on all things social media and digital marketing .

If you feel that you are a community or a media partner that would be a good fit with **LEXICON** we would like to speak with you.

# CONTACT

INFO@**LEXICON**VEGAS.COM

## QUESTIONS?

FEEL FREE TO CONTACT OUR MARKETING COMPANY



702.965.2016

INFO@SOFAKINGCREATIVE.COM