

## SearchFest Fact Sheet

**Portland, Ore.** — Portland's leading annual search marketing and social media conference, SearchFest, is back for the eighth time. Industry specialists will discuss content marketing, digital and social advertising, search engine optimization (SEO), web analytics; local, mobile and social media marketing; online community building and using big data to make smart online marketing decisions. Hosted by professional trade group, SEMpdx, the [digital marketing conference in Portland](#) is set for **Friday, February 28<sup>th</sup>**, beginning with breakfast at 7:30 a.m. and the opening keynote presentation at 8:30 a.m.

**What:** SearchFest will offer a full day lineup featuring two keynote presentations by Joanna Lord, BigDoor Media Inc. and Jeremy Schoemaker, ShoeMoney Media Group. Including thirty additional captivating speakers, such as Todd Friesen with Salesforce and Dennis Goedegebuure with Airbnb, who will fill the day with 16 sessions via four tracks. An added bonus "Deep Dive" track will provide a variety of in-depth sessions on the industry's hottest topics, featuring a specialist per session.

A new SearchFest feature will be designated "old school" and "new school" tracks to fill the void that many digital marketing conferences have left as they now strictly focus on "new school" topics. For example keynote Shoemaker has been called the "pioneer of 'old school' SEO" and will expand on tried and true tactics such as website structure, affiliate sites, Google AdSense and link building. And keynote Lord will address "new school" topics such as online community building.

**When:** Friday, February 28, 2014  
7:30 a.m. - 5 p.m., with cocktail reception following and after party nearby at Punch Bowl Social

**Where:** Governor Hotel  
614 SW 11<sup>th</sup> Ave  
Portland, OR 97205

**Who:** SearchFest is hosted by [SEMpdx](#) (Search Engine Marketing Professionals of Portland), a Portland-based non-profit dedicated to nurturing the development of the digital marketing industry in the greater northwest. Ten percent of the organization's proceeds will benefit SEMpdx's charity of choice, the Cat Adoption Team (CAT). CAT is the Pacific Northwest's largest non-profit focused on working with the community to save the lives of unwanted and homeless cats and kittens by offering an adoption program, superior sheltering, fostering and veterinary services.

**Tickets:**

Pricing Level	Until February 27 <sup>th</sup>	Door
Member	\$429	\$699
Non-Member	\$599	\$699

**Web:** More information can be found online at: [searchfest.org](http://searchfest.org)

## SearchFest Fast Facts

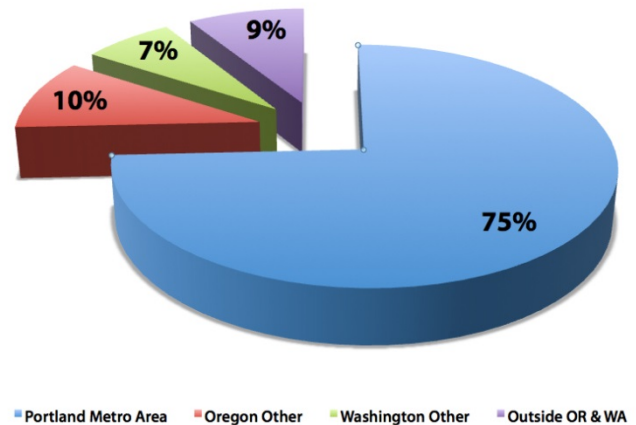
### All-Time Highs:

- Sponsorship engagement is at an all-time high, with a 62% increase in sponsorship revenue and 31% more sponsors compared to last year.
- Ticket sales are currently higher compared to this time one year ago. Once again SearchFest will surpass the previous year's record setting attendance.
- SEMpdx membership as a whole is on the rise. 2014 membership increased 58% compared to last year, with 279 active members.

### Attendees:

SearchFest attendees represent people from all kinds of organizations, from small businesses and agencies to large enterprises and nonprofits, with quite a spread of job titles from owners and VPs all the way down. Click [here](#) for a link to all the [job titles represented at SearchFest 2013](#).

Approximately 75% will be from the Portland metro area, 10% from other areas within Oregon, 7% from Washington, and 9% from other areas outside of Washington and Oregon (such as Florida and Canada).



### Organizations:

SearchFest draws many types of organizations, such as: Disney Interactive, Hewlett-Packard, Moonstruck Chocolate Company, New Seasons Market, Anvil Media, Multnomah County Library, Portland State University, REI, Stael Rives LLP, Xerox Corporation and more. Click [here](#) for a link to all the [organizations represented at SearchFest 2013](#).



## SEMpdx Fact Sheet

### About

SEMpdx is a nonprofit group dedicated to nurturing the development of the search engine and social media marketing industries in the greater northwest region. Created as a resource for both local industry professionals and area businesses, SEMpdx strives to build national credibility for Portland as a hub for the industry, as well as improve the quality of work and life for its professionals. It is the only search and social marketing trade group in the Pacific Northwest.

### Membership

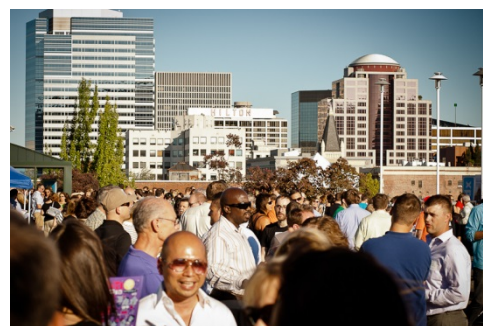
Currently with 279 active members, SEMpdx membership has steadily increased since being founded in 2006. Membership is comprised of all types of organizations, from Xerox to individual consultants, drawing job titles as varied as President and CEO to Community Manager.

As reported by *The Oregonian*: "Surveys by SEMpdx of its members show that, as of the latest data in 2010, about half worked for companies with three or fewer people and less than \$100,000 in revenues. About a quarter had four to 20 employees and \$100,000 to \$1 million in revenues. Another quarter had 20 or more employees with more than \$1 million in revenue. Total revenue of all member companies is in the range of \$100 million, the organization says." [Click here for full article.](#)

### Events

SEMpdx hosts monthly [educational events](#) focusing on topics such as "Advanced Markup for Semantic SEO" and "Holistic Content Marketing." Open to nonmembers, events allow time for networking over happy hour and attract roughly 75-100 attendees, frequently selling out.

SEMpdx's hallmark event is [SearchFest](#)—a full day search marketing and social media conference that has grown to offer a range of educational opportunities, from in-depth advanced SEO to entry-level social media marketing. In its eighth year, SearchFest always sells out.



The [SEMpdx Rooftop Networking Party](#) is the biggest and most highly anticipated networking celebration of the year. More than 500 local marketers attend this community event that brings similar trade associations and like-minded marketing professionals together.

### Charity of Choice

Each year, SEMpdx selects a Charity of Choice to support for a twelve month period, offering ten percent of its proceeds from the year, along with valuable pro-bono digital marketing expertise. A sampling of charities includes: Children's Cancer Association, Portland Police Bureau's Sunshine Division and the Oregon Humane Society.

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