

ARIZONA DIVORCE CONFERENCE AND RESOURCES (ADCR)

*Survive, Cope, Plan,
and Begin Anew*

Last year in Arizona for every 100 marriages there were 73 divorces — an amazing ratio.

Divorce and separation are tough, even for the strongest of us. Some good happens, some bad happens. But now there's help for those facing these often overwhelming situations — The Arizona Divorce Conference and Resource (ADCR). This 2-day event will change their lives forever as they hear speakers who have been there and done that and learn from experts how to cope physically, emotionally, and financially.

Imagine the myriad of daunting problems and questions those in a divorce or separation situation face. Is reconciliation an option? What does divorce cost? Who gets the kids? How will I start over?

The ADCR provides the answers, resources, and advice to overcome the emotional, physical, and mental angst surrounding divorce. Being single again has its challenges but also opportunities to build a better life. There are services, products, and networking to help plan a new path to happiness.

The ADCR is a perfect opportunity for your company

Attendees to ADCR are at a crucial, vulnerable time. Their lives and families are in flux. They are looking for needed answers, services, and products. They will appreciate your company's participation. What a perfect branding and selling opportunity for your organization—pre-qualified prospects in a controlled, trusting, and caring environment being introduced to your products and services. As a sponsor and/or an exhibitor your company gains high-visibility and face-to-face contact with interested people searching for help that you can provide.

The ADCR offers an abundance of relevant and timely information to individuals who are planning, going through, or coming out the other end of a divorce. It

addresses the legal, financial, parenting, employment, living situation, and other issues to help decide, design, plan, and make a cohesive transition.

ADCR brings together individuals at various stages of troubled relationship: 1) those hoping to save a marriage or long-term relationship; 2) those separated; 3) those in the process of a divorce; and 4) post-divorce. Its goals are to provide support, insights, and education to the individuals affected. The event includes speakers, educational sessions, experts from various fields, product demonstrations, birds of a feather roundtable sessions, a Web site presence, publicity, and a blog.

Why Your Company Should Participate!

1. Connect face-to-face with pre-qualified clients who actually need your services and products
2. Drive traffic to your Web site
3. Demonstrate your products or services
4. Increase brand loyalty
5. Create new mailing lists
6. Enhance visibility with partners and prospects
7. Gain exposure, appreciation and increase sales

How We Reach Your Customer

1. ADCR website and blog
2. Direct email campaigns
3. Co-marketing with visibility partners
4. Marketing through sponsor and exhibitor vehicles ie. Web links
5. Co-marketing with relevant non-profits and other suppliers.
6. Press relationships – over 30 local newspapers, non-profit newsletters & magazines
7. TV advertorials, Channel 12
8. Article placement in print and on internet





Event Details

This two day event features two inspiring key note speakers, six informative sessions, 36 Birds of a Feather hosted roundtable discussions plus dozens of products and service exhibitors.

Location

Fiesta Resort Conference Center
2100 South Priest Drive
Tempe, AZ 85282
www.fiestaresortcc.com

Located midway between Arizona State University and Sky Harbor Airport and is only 15 minutes to downtown Phoenix.

Conference Schedule

January 22, 2011

Saturday, 9:30-5:30 (exhibits open 10:30 to 5:00)

January 23, 2011

Sunday, 9:30-5 (exhibits open 10:30 to 5:00)

Childcare: 10 to 5 daily

Keynote Speakers

Speaker or panel each day 9:30-10:30 AM

Informative Sessions and Exhibits

Eight conference presentations will be held over the two day program. Session formats include keynote, panels, and expert presentations. A wide range of exhibits will bring together a well rounded group of products and services to support attendee needs.

Birds of a Feather Roundtables (BOFR)

BOFR are roundtable tables of 8-10 chairs offered to conference registration attendees. The purpose of BOFRs is to provide single topic discussion from an expert to individuals who choose to sit at any given table.

BOFRs are an opportunity to identify prospects who have specific interest in the host's expertise. Table attendees have identified themselves as strong prospective clients.

Thirty-six opportunities are available to the following services sectors: Legal, Financial, Insurance, Real Estate, Mediation, Family Therapy/Psychologist, and Personal Growth.

BOFR hosts will determine along with the event Producers the topic(s) to be discussed at their table(s) and will provide an expert knowledgeable in the topic. Topics will not be duplicated therefore it is beneficial to a host to confirm their participation and select a topic on a first come basis. A table expert must be available for all sessions. Hosts may promote their company via collateral and brief introduction but will not 'pitch' attendees. Hosts pitching will be cancelled on site with no reimburses of fees.

Demo Stage

Located in proximity to the exhibit floor, these fifteen minute demonstration sessions showcase personal services such as beauty, health products, makeovers, cosmetic services, fashion, exercise etc.

About ConnectedIn Media Inc.

The company was founded in 2002 to provide internet marketing and event solutions to a wide range of small and large clients. Linda Kazares, founder, has over 28 years of product, event development, online marketing, and social media strategic development. She has developed and hosted over 50 conferences, seminars series for 25 to 2,500 attendees. She was Vice President for the largest technology event producer and planned events of 20,000 executive attendees for companies including Sun Microsystems and Intel. Over 25 years of marketing, internet communications, and event development are an ideal combination of experience and skills that will create a successful series of events addressing the issues surrounding divorce.

To take advantage of this unique opportunity to participate in the Arizona Divorce Conference and Resources and request a sponsor and exhibitor pack contact:

Linda Kazares, ConnectedIn Media Inc., 480-488-0221, lkazares@gmail.com

Demographics: Facts and Statistics *

Marriage and Divorce Statistics – Maricopa County**

Year	Marriages ~	Divorces ~	Highest Divorce Month ~	% Div Marriages ¹
2002	20,864	17,653	April	84%
2003	20,976	15,371	January	73%
2004	22,731	15,878	April	69%
2005	23,361	15,805	August	67%
2006	23,379	15,771	January	67%
2007	23,964	15,859	January	66%
2008	23,183	15,263	April	66%
2009	19,252	14,088	January	73%

The Phoenix metro target market is comprised of:

- 25-39 Years Olds
- 928,208 in the Phoenix metro area
- 14% have homes valued between \$200,000-\$249,000
- 21% of households make more than \$100K annually
- More than half has at least some college education
- 65% own a home
- 48% have white collar jobs
- 76% have kids in the household

**Source: State of Arizona

¹ This statistic indicates the difference in number of marriages vs. the number of divorces, it does not imply a divorce rate.

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- 40-59 Year Olds
- 1,095,855 residents in the Phoenix metro area
- 25% own a home between \$350,000-\$499,999
- 32% of households make over \$100K
- 66% have some college education
- 82% own their home
- 58% have white collar jobs

*Source: 2009 Phoenix Scarborough based on azcentral.com and Arizona Republic audiences