

SEMPO Colorado presents

# A NIGHT AT THE MUSEUM

Alive for one night only...

**Presenter:**



**Andy Cotten**, Senior Sales Manager,  
Yahoo! Search Marketing and Display Advertising



**Topics include:**

- Behavioral targeting
- Case studies on media buying

*The history of search shows us that change is inevitable.*

*Yahoo! moves outside the Search Box and shows us how successful marketers/brands combine search with advanced techniques to drive awareness, traffic and sales.*

**Thursday, October 15th, 2009**

**Colorado History Museum**

1300 Broadway, Denver, CO 80203

Located in the Golden Triangle Museum District, walking distance from the 16th St. Mall, State Capitol, and Denver Art Museum.

**Networking at 5 pm; Presentation at 5:30 pm**

**Cost: Member \$25, Non-Member \$35**

Register at [denversempo.org](http://denversempo.org)



Sponsors: ZoZo Group, Faction Media, Green Chair Marketing, Prospecta Marketing, Hyper Dog Media, Location3 Media.