

2010 State-of-the-Cloud Executive Conference

Sponsorship Prospectus

February 22, 2010

Sponsor and Exhibitor Prospectus

The following sponsorship package entitlements are suggested entitlements for each package. Please note that each sponsor package can be customized to fit your needs.

Platinum Sponsor \$35,000

The Platinum Sponsor package has it all – premium exhibit location, sponsorship of key Conference functions, prominent logo placement on promotional materials, and more! Your Platinum Sponsorship entitlements include:

2 Speaking opportunities to entire conference delegation

Luncheon Keynote

- 15 minute presentation during the Luncheon Keynote
- Sponsor banner hung in Luncheon Keynote
- Sponsor literature displayed at Luncheon Keynote

Panel Session

- Participation on one conference panel

VIP Dinner exposure

VIP Reception and Dinner

- (1) Table of 8 people for the VIP Reception and Dinner
- Company logo on the invitation to the VIP Reception and Dinner
- Sponsor literature displayed at the VIP Reception and Dinner

Additional marketing and on-site exposure

- Company logo and link to your website included in attendee email distribution
- Company logo and link to your website on the Conference website
- Company logo on all printed Conference materials including signage and onsite program
- (1) Full-page color ad in a Mass High Tech's April, 2010 issue
- Premium Exhibit / display area strategically placed within heavy traffic areas
- (20) full Conference passes *

Gold Sponsor \$20,000

Reach a highly targeted group of professionals and leaders of the industry through the Industry Reception and Dinner as well as receiving exposure throughout the Conference. Your Gold Sponsorship entitlements include:

2 Speaking opportunities and exposure

Dinner or Breakfast

- 10 minute presentation prior to Dinner or breakfast speaker
- Sponsor banner hung in Dinner or Breakfast room
- Sponsor literature displayed at Dinner or Breakfast room
- Company logo on the invitation to the VIP Reception and Dinner (if applicable)
- (1) Table of 8 people for the VIP Reception and Dinner

Panel Session

- Participation on one conference panel

Additional marketing and on-site exposure

- Company logo and link to your website included in attendee email distribution
- Company logo and link to your website on the Conference website
- Company logo on all printed Conference materials including signage and onsite program
- (1) half-page color ad in a Mass High Tech's April, 2010 issue
- Premium Exhibit / display area strategically placed within heavy traffic areas
- (10) full Conference passes *

*Please note that the SOTC Executive Conference has been designed for SVP level attendees and above.

Silver Sponsor

\$10,000

Capture the attention of attendees as they navigate through the Conference by taking part in this Silver Sponsor package. An intense full-day Conference program demands for one key item – Coffee! The Silver Sponsor package includes the sponsorship of all coffee break areas throughout the Conference starting with the attendee breakfast and guarantees exposure to all participants.

- Company logo on all coffee break areas with Breakfast and 2 Break locations
- Company logo and link to your website included in attendee email distribution
- Company logo and link to your website on the Conference website
- Company logo on all printed Conference materials including signage and onsite program
- (1) Quarter-page color ad in Mass High Tech's April, 2010 issue
- Display area strategically placed within heavy traffic areas
- Participation on one conference panel
- *Optional sponsor logo on cocktail napkins to be placed at Coffee Break stations. Additional costs apply for production.

Panel Sponsor

\$8,000

Get you company exposure to the entire conference audience with this value speaking opportunity. In addition to exposure on-site at the event, your logo will be highlighted on conference website and in other marketing materials, all for a lower cost than other sponsor opportunities.

- Company logo and link to your website included in attendee email distribution
- Company logo and link to your website on the Conference website
- Company logo on all printed Conference materials including signage and onsite program
- Participation on one conference panel

Bronze Sponsor

\$5,000

Branding opportunities exist for organizations to become corporate sponsors of the Conference. This sponsorship allows you to select from the opportunities listed below to have your company logo appear and message related to all participants. In addition, each package below comes with (1) Table-top display with (2) exhibitor badges for each company.

Registration Area

Welcome all attendees to the Conference by sponsoring the Registration Area. Stand out with signage in the area through which all attendees pass to enter the Conference. In addition, everyone has to wear a name badge at the Conference and lanyards are the preferred method of displaying name badges at the show. Imprinted with your company name and/or logo in your choice of color, these are strong, well-made promotional items that attendees will keep and use again and again. *Note: price of sponsorship does not include the cost of production for lanyards.

Conference Bag

Your company will have the exclusive right to distribute Conference Bags at the Conference entrance. Everyone wants to have a bag to hold literature while at Conference. We will provide the Conference Logo to print on one side of the bag while you feature your sales message on the other. Your company may also insert its own literature inside each piece. Conference management requires approval of all text and content in the bags.

Official Pen

Everyone needs a pen at a Conference. Upon entering the Conference, attendees will receive an Official Conference Pen, courtesy of your company. These pens are used to take notes while talking to exhibitors as well as for extensive note-taking during the Conference program. *Note: price of sponsorship does not include the cost of production for pens.

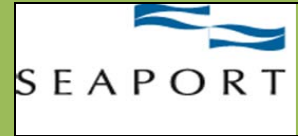
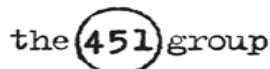
Exhibit Only Package

\$3,500

- Table-top display strategically placed within heavy traffic areas
- Company logo and link to your website on the Conference website
- Show program listing
- (2) exhibitor badges for conference



Below outlines a few of the organizations which we are currently working with to develop the SOTC Executive Conference.



Contact Information

Sponsorship Details:

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