

2009 Software Business Conference

Sponsorship & Exhibit Opportunities

September 29-30 • Hilton La Jolla Torrey Pines • San Diego, CA

Diamond Sponsorship

1 Available
\$17,000 each

- Keynote Session before Evening Cocktail Reception on Day One
- Premium Exhibit Space (10x20) at Front of Exhibit Area
- Four Full Conference Registrations
- Half-Price Registration Fee (\$595) for Additional Company Representatives and/or Guests
- Booth Personnel Pass - Register additional booth staff for \$250 per person. This will give them access to all food and beverage.
- 100 Free Expo Only Passes (does not include food/beverage service or conference sessions)
- Premium Logo Placement and Sponsorship Recognition in All Event Promotions including Advertisements, Press Releases, Brochure, Program, Proceedings and Website Promotion
- Premium Placement for Logo, Description and Hyperlink on Event Website
- Premium On-Site Banner Space in Main Conference Presentation Area (sponsor provides banner)
- Placement of up to 15 PDF Pages of Company Information on Proceedings CD
- Unlimited Post-Event Use of Final Registrants Mailing List (e-mail addresses as available)
- Unlimited Use for One Year of 10,000-Name Mailing List of Key Target Attendees in North America

Platinum Sponsorship

1 Available
\$14,000 each

- Featured Speaking Presentation
- Premium Exhibit Space (10x20) at Front of Exhibit Area
- Three Complimentary Conference Registrations
- Half-Price Registration Fee (\$595) for Additional Company Representatives and/or Guests
- Booth Personnel Pass - Register additional booth staff for \$250 per person. This will give them access to all food and beverage.
- 100 Free Expo Only Passes (does not include food/beverage service or conference sessions)
- Premium Logo Placement and Sponsorship Recognition in All Event Promotions including Advertisements, Press Releases, Brochure, Program, Proceedings and Website Promotion
- Premium Placement for Logo, Description and Hyperlink on Event Website
- Premium On-Site Banner Space in Main Conference Presentation Area (sponsor provides banner)
- Placement of up to 10 PDF Pages of Company Information on Proceedings CD
- Unlimited Post-Event Use of Final Registrants Mailing List (e-mail addresses as available)
- Unlimited Use for One Year of 10,000-Name Mailing List of Key Target Attendees in North America

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Gold Sponsorship

3 Available
\$10,000 each

- Concurrent Speaking Session
- Prominent Position Exhibit Space (10x10) Near Front of Exhibit Area
- Two Complimentary Conference Registrations
- Half-price Registration Fee (\$595) for Additional Company Representatives and/or Guests
- Booth Personnel Pass - Register additional booth staff for \$250 per person. This will give them access to all food and beverage.
- 75 Free Expo Only Passes (does not include food/beverage service or conference sessions)
- Prominent Logo Placement and Sponsorship Recognition in All Event Promotions Including Advertisements, Press Releases, Brochure, Program and Proceedings and Website Promotion
- Company Logo, Description and Hyperlink on Event Website
- On-site Banner Space in Main Conference Presentation Area (sponsor provides banner)
- Placement of up to 5 PDF Pages of Company Information on Proceedings CD (\$2,500)
- One-time Post-Event Use of Final Registrants Mailing List (e-mail addresses as available)
- Unlimited Use for One Year of 5,000-Name Mailing List of Key Target Attendees in North America

Silver Sponsorship

3 Available
\$8,600 each

- Concurrent Speaking Session or Panel
- Exhibit Space or Tabletop Display in Exhibit Area
- Two Complimentary Conference Registrations
- Half-Price Registration Fee (\$595) for Additional Company Representatives and/or Guests
- Booth Personnel Pass - Register additional booth staff for \$250 per person. This will give them access to all food and beverage.
- 50 Free Expo Only Passes (does not include food/beverage service or conference sessions)
- Prominent Logo Placement and Sponsorship Recognition in all Event Promotions including Advertisements, Press Releases, Brochure, Program and Proceedings and Website Promotion.
- Placement of up to 3 PDF Pages of Company Information on Proceedings CD (\$1,500)
- Company Logo, Description and Hyperlink on Event Website
- One-Time Post-Event Use of Final Registrants Mailing List (e-mail addresses as available)

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Exhibits

20 Available
\$2,995 each

Spaces can be used for either a standard pop-up exhibit or a tabletop display. Each exhibit space includes:

- 10x10 Exhibit Space * *NOTE: 10x20 booth space available on a limited basis at \$5,690 each*
- One 6 ft. Display Table and Chair
- Two Complimentary Conference Registrations
- Half-Price Registration Fee (\$595) for Additional Company Representatives and/or Guests
- Booth Personnel Pass - Register additional booth staff for \$250 per person. This will give them access to all food and beverage.
- 25 Free Expo Only Passes (does not include food/beverage service or conference sessions)
- Exhibitor Recognition in Promotions including Website Hyperlink
- Company Description and 1 PDF Page on Proceedings CD
- One-Time Post-Event Use of Final Registrants Mailing List (e-mail addresses as available)
- Signage

Exhibit Hours

Day 1: 10am-6:30pm. Cocktail reception for exhibitors and conference attendees in the exhibit hall from 5pm-6:30pm.

Day 2: 10am-3pm.

Exhibitors are welcome and encouraged to attend the keynote sessions and continental breakfast each morning.

New to Software Business 2009: TechTrack

12 Available
\$3,200 each

If you provide development tools, components, services and technology to software or SaaS companies, and are looking to discuss these products with C-level software executives and development managers, then the TechTrack at Software Business 2009 is your forum.

TechTrack participants receive a table-top exhibit in the Software Business 2009 Exhibit Hall and a 15 minute speaking session during the conference. Use your speaking slot to introduce a new product, give a demonstration or highlight the benefits of your technology.

TechTrack companies include providers of:

- Code Generation & Tracking
- Utilities
- Installers
- Quality & Testing
- Collaboration Tools
- Application Engineering
- Outsource Development Services
- Licensing
- IDEs
- Hosting
- Software Development Kits
- Project Management
- Security & Encryption
- Tech Support
- Virtualization
- Update & Lifecycle Management
- Hardware
- Components for Web, Net, Wireless & Mobility

TechTrack participation is limited and will sell out. Sign up today to reserve your table-top and your speaking slot (speaking slots are appointed on a first-come basis).

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Other Sponsorship Opportunities

Reception Sponsorship

1 Available

\$6,000 each

Designation and promotion as reception sponsor held on the first evening: heavy Hors D'oeuvres and premium spirits served during the reception.

- Sponsor Recognition in Event Promotions
- Signage at Reception
- Placement of Banner in Reception Area (sponsor provides banner)
- Onsite Literature Display
- One Complimentary Conference Registration
- Discounted Registration Fee (\$595) for Additional Company Representatives
- Company Logo and Description in Program
- Placement of up to 2 PDF Pages of Company Information on Proceedings CD
- One-Time Post-Event Use of Final Registrants Mailing List (email addresses as available)

Luncheon Sponsorship

2 Available

\$3,000 each

The luncheon sponsorship includes:

- Sponsor Recognition in Event Promotions
- Signage at Luncheon Recognizing Your Sponsorship
- Onsite Literature Display at the Luncheon
- Placement of 1 PDF Page of Company Information on Proceedings CD
- One Complimentary Conference Registration
- Discounted Registration Fee (\$595) for Additional Company Representatives and/or Guests

Continental Breakfast Sponsorship

2 Available

\$1,500 each

Includes continental breakfast, or snacks & beverages, for the conference delegates, and:

- Sponsor Recognition in Event Promotions
- Signage at Breakfast
- Onsite Literature Display
- Placement of 1 PDF Page of Company Information on Proceedings CD

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Networking Break Sponsorship

3 Available

\$1,000 each

Includes Coffee and Sodas for the conference delegates, and:

- Sponsor Recognition in Event Promotions
- Signage at Break
- Onsite Literature Display
- Placement of 1 PDF Page of Company Information on Proceedings CD

Conference Bag Sponsorship

1 Available

\$2,500 each

- Sponsor Recognition in Event Promotions
- Placement of up to 4 PDF Pages of Company Information on Proceedings CD

Lanyard Sponsorship

1 Available

\$1,500

- Sponsor Recognition in Event Promotions
- Placement of up to 2 PDF Pages of Company Information on Proceedings CD

Conference Proceedings CD Sponsor

1 Available

\$2,000

- Your company logo on Proceedings CD which all attendees and exhibitors receive
- of up to 4 PDF Pages of Company Information on Proceedings CD

Proceedings CD PDF Advertisement

\$500 each

- Advertisement PDF on Proceedings CD

Contact Jessi Albers to reserve your sponsorship opportunity.

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