



SaaS 2G & SLAM 2009

Hyatt Harborside at Boston's Logan International Airport
Boston, MA
April 28-29, 2009

Sponsorship and Exhibit Opportunities

To sponsor this value-packed event, there are several options available, one or more of which is sure to fit your company's promotional goals and budget. Sponsorship will enable you to:

- *Interact with key decision-makers.*
- *Increase exposure for your company and its products and services.*
- *Display your products and explain your services in an intimate, "non-show" environment.*
- *Develop highly qualified leads.*
- *Network with other industry leaders and potential business partners.*
- *Educate industry colleagues about your products, services and future plans.*

Upper Level Sponsorships

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
- ✓ Register additional booth staff for \$250 per person. This will give them access to all food and beverage as well.
- ✓ 100 Free Expo Only Passes. Expo passes are to be used only from 5-7pm on Day One.
- ✓ Premium Logo Placement and Sponsorship Recognition in All Event Promotions including Advertisements, Press Releases, Brochure, Program, Proceedings and Website Promotion
- ✓ Company Description in Conference Brochure Promotional Pieces (over 50,000 to be distributed)
- ✓ Prominent Company Description in Program
- ✓ 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

Webcom Communications Corp.

A Premier Producer of Advanced Technology Events

7355 East Orchard Road, Suite 100 • Greenwood Village • Colorado • 80111

Phone: 720-528-3770 or 800-803-9488 • Fax: 720-528-3771 • www.infowebcom.com

Platinum Sponsorship

1 Available

\$14,000 each

- ✓ Featured Session Speaking Opportunity
- ✓ Premium Exhibit Space (10x20) at Front of Exhibit Area
- ✓ Three Complimentary Conference Registrations
- ✓ Register additional booth staff for \$250 per person. This will give them access to all food and beverage as well.
- ✓ 100 Free Expo Only Passes. Expo passes are to be used only from 5-7pm on Day One.
- ✓ Premium Logo Placement and Sponsorship Recognition in All Event Promotions including Advertisements, Press Releases, Brochure, Program, Proceedings and Website Promotion
- ✓ Company Description in Conference Brochure Promotional Pieces (over 50,000 to be distributed)
- ✓ Prominent Company Description in Program
- ✓ 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

Gold Sponsorship

3 Available

\$10,000 each

- ✓ Concurrent Track Session Speaking Opportunity
- ✓ Prominent Position Exhibit Space (10x10) Near Front of Exhibit Area
- ✓ Two Complimentary Conference Registrations
- ✓ Register additional booth staff for \$250 per person. This will give them access to all food and beverage as well.
- ✓ 75 Free Expo Only Passes. Expo passes are to be used only from 5-7pm on Day One.
- ✓ Prominent Logo Placement and Sponsorship Recognition in All Event Promotions Including Advertisements, Press Releases, Brochure, Program and Proceedings and Website Promotion
- ✓ Company Description in Conference Brochure Promotional Piece (over 50,000 to be distributed)
- ✓ Prominent Company Description in Program
- ✓ 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

- ✓ General Session Panel or Concurrent Track Speaking Opportunity
- ✓ Exhibit Space or Tabletop Display in Exhibit Area
- ✓ Two Complimentary Conference Registrations
- ✓ Register additional booth staff for \$250 per person. This will give them access to all food and beverage as well.
- ✓ 50 Free Expo Only Passes. Expo passes are to be used only from 5-7pm on Day One.
- ✓ Prominent Logo Placement and Sponsorship Recognition in all Event Promotions including Advertisements, Press Releases, Brochure, Program and Proceedings and Website Promotion.
- ✓ Company Description in Conference Brochure Promotional Piece (over 50,000 to be distributed).
- ✓ Prominent Company Description in Program
- ✓ 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

\$3,000 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
- ✓ Register additional booth staff for \$250 per person. This will give them access to all food and beverage as well.
- ✓ 25 Free Expo Only Passes. Expo passes are to be used only from 5-7pm on Day One.
- ✓ 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 + Demonstration Package

6 Available

\$3,600 each

- ✓ 10x10 Exhibit Space
- ✓ One 6 ft. Display Table and Chair
- ✓ Two Complimentary Conference Registrations
- ✓ Register additional booth staff for \$250 per person. This will give them access to all food and beverage as well.
- ✓ 25 Free Expo Only Passes. Expo passes are to be used only from 5-7pm on Day One.
- ✓ 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)
- ✓ Scheduled Speaking and Product Demonstration is for 15 minutes at your booth. This will appear on the conference agenda.

Exhibit Hours

Day 1: 8am-7pm. Cocktail reception for exhibitors and conference attendees in the exhibit hall from 5pm-7pm.

Day 2: 7:30am-3pm.

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Other Sponsorship Opportunities

Reception Sponsorship

1 Available

\$6,000

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

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

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Conference Bag Sponsorship	1 Available	\$2,500
<ul style="list-style-type: none"> ✓ Sponsor Recognition in Event Promotions ✓ Placement of up to 4 PDF Pages of Company Information on Proceedings CD 		
Lanyard Sponsorship	1 Available	\$1,500
<ul style="list-style-type: none"> ✓ 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
<ul style="list-style-type: none"> ✓ 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
<ul style="list-style-type: none"> ✓ Advertisement PDF on Proceedings CD 		

**For more information, contact
Jessi Albers: 800-803-9488 ext. 124 or jessia@infowebcom.com**

Payment Terms and Conditions:

All sponsorship and exhibit opportunities are first-come, first-serve. A non-refundable fee of 50% must be paid upon signing the contract in order to reserve the opportunity. The remainder must be paid no later than 90 days prior to the event. Participants entering into contract within 90 days of the event are required to pay in full upon submission of application.

The conference is organized by Software Business magazine and produced by Webcom Communications Corp., the magazine's publisher.