

April 28-29 • Boston, Mass.

# SaaS 2G & SLAM 2009

Software as a Service, Sales, Licensing, Alliances &  
Marketing for Software and SaaS Companies

## Designed Specifically for:

Chairmen, CEOs, Presidents and  
Owners of SaaS Companies

CEOs of Vertical Software Companies

CFOs, Accounting Team Members and  
Financial Advisors

Product Managers

Venture Capitalists

Integration Professionals

Product Managers for ISVs

Alliance & Channel Managers

Sales & Marketing Managers

- Integrate Seven Habits of Highly Successful SaaS Companies
  - Discover New Opportunities For Software Providers
- Gain a Competitive Advantage in A Challenging Economic Climate
  - Build, Manage and Grow Your SaaS Business
- Network with Key Executives From Leading SaaS and Software Companies

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# SaaS 2G & SLAM 2009



**SaaS 2G & SLAM 2009** is focused on developing, managing and expanding software as a service strategies and the successful business development models, sales strategies, growth opportunities and marketing issues facing software companies. This two-day conference, April 28-29 in Boston, Mass., is designed for CEOs, presidents, vice presidents, division directors and managers of SaaS and software companies.

The SaaS 2G (second generation) tracks are designed for companies that are looking to improve and expand their SaaS operations, providing in-depth topics and strategies. The SLAM (Sales, Licensing, Alliances & Marketing) track will provide insights and plans for action to increase business and revenue.

The conference will focus on increasing SaaS adoption, capabilities and revenue as well as successful business development models, sales strategies, licensing technologies, partnering, channel development, growth opportunities and marketing issues facing software companies. The sessions are designed to help grow and improve your company's revenues, opportunities, profits and operations.

## At a Glance Schedule

### Monday, April 27<sup>th</sup>

8:00 - 5:00  
Pre-Conference Workshops

### Tuesday, April 28<sup>th</sup>

7:00 Registration Opens & Networking Breakfast  
8:00 Welcome and Introductions  
8:05 Keynote Presentation  
9:10 Featured Presentation  
10:00 Exhibit Hall Opens / Networking Break  
10:30 General Sessions  
11:45 Networking Lunch & Round Table Discussions  
1:00 General Sessions  
2:45 Networking Break  
3:15 General Sessions  
4:30 Featured Presentation  
5:00 Cocktail Reception

### Wednesday, April 29<sup>th</sup>

7:30 Registration Opens & Networking Breakfast  
8:00 Keynote Presentation  
9:00 Featured Presentation  
10:00 Exhibit Hall Opens / Networking Break  
10:30 General Sessions  
11:45 Networking Lunch  
1:00 General Sessions  
3:00 Conclusion of Conference



## Our Commitment to You

Whether this is your first time participating at the SaaS and SLAM conferences, or if you have attended in the past, the 2009 event will provide you with the most up-to-date developments and strategies in the SaaS and software market.

- Learn first-hand the latest strategies for success in the software business from top executives.
- Network with key executives and managers from leading SaaS and software companies engaged in a variety of markets.
- Learn new marketing and sales strategies for SaaS and software companies.
- Find the best revenue models for licensing, services, E-business and online sales of your offerings.
- Hear market and growth opportunities for SaaS and software companies.
- Discuss your particular needs during the round-table discussions.



## Contact Us

Registration: Julie Williams at [juliew@infowebcom.com](mailto:juliew@infowebcom.com).  
Exhibit/Sponsorship: Jessi Albers at [jessia@infowebcom.com](mailto:jessia@infowebcom.com).  
Program/Speaking: Shannon Given at [shannong@infowebcom.com](mailto:shannong@infowebcom.com).



## Hotel Information

SaaS 2G & SLAM 2009 will be held at the Hyatt Harborside at Boston's Logan International Airport. A special room rate of \$229 is available for attendees. Be sure to reserve your room by April 6<sup>th</sup>, 2009, to receive this special rate. Mention Webcom Communications when reserving.

**Save an additional \$200 off your full conference registration when you book your stay at the Hyatt Harborside by April 10<sup>th</sup>.** In order to receive this discount, you must enter this Code upon check out: "SaaS\_SLAM\_Hotel". Note: in order to receive this discount you must supply us with your hotel confirmation number; please email to: [marshag@infowebcom.com](mailto:marshag@infowebcom.com).

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## Monday, April 27<sup>th</sup>

**8:00 am - 12:00 pm**

### **Packaging and Pricing: Always Important to SaaS Success... Critical Now**

Successful software companies align their packaging and pricing with value and make sure that value is clear to customers. In the SaaS world, where sales cycles must be short and Sales involvement is often limited, effective packaging and pricing is even more important. And, in today's economic environment, it can be critical to success.

This half-day workshop shows how a SaaS company can make the best use of the various pricing levers available. Attendees will broaden their knowledge of the fundamentals and learn tactics that can be particularly effective in today's economy.

Workshop content covers both the fundamentals of pricing and how they apply specifically to the SaaS delivery model and cloud computing. Workshop content will also address the challenges presented by today's economy.

**Presented by:** Jim Geisman, Principal and Founder • Software Pricing Partners, Inc.

**Registration:** Available only to Full Conference Attendees: \$399.

**1:00 pm - 5:00 pm**

### **Doing Deals in a Downturn**

Given the current worldwide economic turmoil, many firms have been forced to rethink their exit options. We'll examine the dynamics of the current M&A market for software and IT companies, and how both strategic and financial buyers have adjusted their models for acquisition of smaller software firms. We'll also examine trends in the M&A market, valuation metrics, evolving deal structures, and how you as a seller can position for maximum value. This workshop will cover:

- The impact of recession on software M&A
- Lessons we learned from the dot.com meltdown
- Why you may want to consider an exit now
- Which sectors are hot, and not
- Why smaller company M&A is still strong
- What strategic buyers look for in a deal
- Why you can't ignore financial buyers
- Why IPO freeze should matter to you
- What recent transactions tell us
- Where valuations are headed
- How deal structure is changing
- Why SaaS is still an attractive model
- Why you must look globally in an M&A search
- What you can do now to survive the downturn and build value

We'll also look at proper preparation for an exit, and the things you can do to attract an acquirer and successfully manage the challenges of due diligence. Learn how experts approach valuation discussions, and how to negotiate the best deal for your shareholders and employees. M&A is by far the most likely exit for most companies, and an event you can prepare for long in advance to assure a positive outcome when the timing is optimum.

This is a must-attend session for anyone serious about taking advantage of today's M&A market or building a software or IT company for an eventual M&A exit.

**Presented by:** Ward Carter, President • Corum Group

**Registration:** Full Conference Attendee: Free; Non-Conference Attendee: \$199.



# Conference Program



## Tuesday, April 28<sup>th</sup>

**SLAM Track • SaaS CEO Track**  
**SaaS Sales & Marketing Track**

**(Sessions will be Running Simultaneously)**

**7:00 Registration Opens & Networking Breakfast**

**8:00 Welcome and Introductions**

**8:05 Keynote Presentation**  
**Seven Habits of Highly Successful SaaS Companies**

So you want to build your SaaS company but don't know how to begin. How do you take advantage of the SaaS model to effectively build your business? Learn how companies are successfully executing on SaaS strategies to create strong businesses, not just strong applications. Take home valuable tools and actionable ideas to apply to your own company. This session will help you extend SaaS DNA throughout your company.

*Mark Trang, Director ISV Marketing • salesforce.com*

**9:10 Featured Presentation**  
**Overcoming the Biggest Barrier to Enterprise SaaS Adoption**

Several recent studies have shown that among enterprises considering SaaS solutions, integration remains the number one barrier to adoption. ISVs and developers know that the future success of SaaS relies on their ability to provide an effortless way for the end customer to quickly integrate their SaaS solutions with other SaaS, PaaS, IaaS and on-premise software. This panel will explore the needs of and the options available to SaaS ISVs and developers looking to increase the enterprise adoption rate of their service(s) by demonstrating how to implement an on-demand business model.

*Christopher Cabrera, Founder • Xactly*  
*Tien Tzuo, Founder & CEO • Zuora*

*Mark Trang, Director ISV Marketing • salesforce.com*  
*Moderated by Bob Moul, CEO • Boomi*

**10:00 Networking Break**

**10:30**  
**The Evolving Innovation Market – New Opportunities for Software Providers**

An estimated \$125 billion of intellectual property is currently locked up in US enterprises, much of it in the form of applications that are used only for internal purposes or languishing on “the shelf” because they don't fit into the company's product portfolio. This presentation will discuss the transition from closed to open innovation, explore the opportunities it presents to software providers and explain why it is an attractive alternative to traditional growth options of internal product development or acquisition through M&A.



*Chris McKinzie, CEO • Fluid Innovation*

### Software as a Service Models

For established software vendors, the transition to a pure on-demand model can be daunting. Even vendors that aren't looking to make the transition are likely getting inquiries from their customers about how or when a SaaS version of their product will be available. So what steps do traditional software vendors take to strategically implement an on-demand service into their suite of services?

*Jeff Saling, Senior Vice President, Callidus On-Demand*  
*• Callidus Software*



### How to Integrate and Manage Strategic Partnerships, Alliances And Sales Channels into A SaaS-Based Company

Within an overall business plan there are key elements and the economics of establishing the feasibility and viability of the business, capital needed to support the organization, operational infrastructure and sales and marketing strategy and requirements. This presentation will zero in on the key areas for success for sales, marketing, partnerships and alliances, including creating the right revenue projections, creating the right marketing strategy and execution plan and defining partner profiles and the recruitment strategy.

*Linda Moffat, Chief Collaborator and Principal*  
*• Evolving Collaborations*



**11:10**  
**Enabling Channel Partners**

Enabling channel partners is about transferring knowledge and anything else that has to be done to get partners ready to produce revenue for themselves and for the vendor(s) they represent. How channel partners are enabled can make all difference when it comes to accelerating sales and reaching markets that will otherwise not be possible. By investing wisely in the development of your channel's capabilities, you can exponentially grow sales and create fanatical customers for your products and services.

*William Vanderbilt, President • Innovative Learning Channels, Inc.*



### My Marketing's Not Working – Why?

Some companies hire expensive consultants to analyze and prophesize why they aren't getting value from their marketing spend. Others simply cut marketing and then wonder why the sales team is spending so much time building a pipeline. Both rescue attempts are costly and usually not corrective. This session will provide a concrete check list to diagnose and correct the marketing problems at your company. You will leave with answers to why things are not working, how to fix them, and most importantly, how to keep them on track forever. More than a tune up, this session aims to overhaul your marketing approach and breathe a whole new life into your company's ability to generate quality leads and close sales quickly and profitably.

*Alyssa Dver, Chief Executive • Mint Green Marketing*



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# Conference Program



## Creating Communities as a Service to Your Brand

Today both large and small brands are looking for ways to engage their audience for customer support and brand loyalty. Social media software as a service offers brand marketers and community managers the means to keep up and engage the online community. Learn how to evaluate the success a customer has had in integrating social media applications in their existing Internet branding infrastructure, assess the value potential of social media applications to a brand for marketing or other company goals and understand the social media components that can be used for a successful campaign and how the SaaS model allows for greater strategic adaptability.



*Russell Williams, Senior Vice President, Channels and Business Development • Mzinga*

## 11:45 Networking Lunch & Round Table Discussions

1:00

### Raising Capital in a Slowing Market

Within the high-tech start-up field, securing venture capital can be a challenge. Hear the emerging economic concerns regarding start-up funding and the best ways to counter a slowing Venture Capital market. The session will discuss raising money at technology start-ups; from angel to VC; discuss methods for crafting a pitch that resonates and underscore the importance of partnering with the right investor for your company.



*Stephanie Fohn, CEO • WhiteHat Security*

## Sales Compensation For SaaS

Sales compensation for SaaS is intended for sales, HR and finance executives within the industry interested in how to develop more aligned, motivating and financially responsible sales compensation programs. This presentation will combine benchmarking, the latest sales incentive design theory and real world practice to help SaaS providers assess the effectiveness of their current sales compensation program and develop more aligned, motivating and financially responsible sales compensation programs.



*David J. Fritz, President • Growth Solutions, LLC  
Christopher Cabrera, Founder • Xactly*

1:40

### Essential Building Blocks for Successful Software Marketing

Building and sustaining an effective marketing organization requires three key components: people, processes and plans. Learn how to build your marketing organization, the tools and information you should have to maximize their efforts and what programs and events are best in generating awareness and leads. This session will help you answer questions like: What roles should I hire to build my marketing organization? Should my marketing plan include search engine marketing/optimization, conferences, webcasts and white paper syndication? What are the "tricks of the trade" to optimizing these programs?

*Steven L. Yellen, Vice President of Product/Market Strategy  
• Aperture Technologies*

### Efficient Monetization Platform for Software as A Service

SaaS and Cloud computing service vendors must assess and understand exactly how to charge their customers for the service that they provide. In a cloud computing pay-as-you-go model, revenue is generated based on thousands, hopefully millions, of customer interactions. The SaaS delivery model often shifts a company's revenue stream from a small number of large transactions to a large number of small transactions. This calls for a very efficient financial operations model, much like the model utilities follow. This presentation is geared toward informing business leaders about the implications of monetizing online offerings and introducing components of an efficient SaaS monetization platform.

*Ranjit Nayak, Founder and President of Marketing • eVapt*

### Sales and Marketing When it Comes to SaaS

Selling and marketing a SaaS organization requires a different formula than most traditional sales and marketing models. Everyone in a SaaS organization is a part of a customer-focused culture. There is not one sale which has not included marketing and not one marketing effort which has not included sales. In this session attendees will learn some of the best practices to sell and market a SaaS organization. Attendees will walk away with new understanding about where distribution comes into play and how to keep distributors, tools to track leads from online and what to do with client feedback.

*Sean Bisceglia, CEO • TalentDrive*



2:20

### Triumph and Pain in Utilizing Marketing Automation to Improve Sales

Learn how a growing professional services provider has used sales and marketing automation to leverage online and offline lead generation activities in order to increase sales and improve their return on marketing investment. This session will feature a case study review of an online lead generation / lead capture and marketing automation integration solution that uses SugarCRM integrated with a small MySQL database script that forms a simple solution for lead capture, visitor tracking and nurture marketing solution.

*Brian Briggs, Managing Director • ApexTwo, Inc.  
Michael Kriz, Founder and CEO • Acclaro, Inc.*



# Conference Program

## Strategic Operating Benchmarks for SaaS Companies

Operating metrics, along with benchmarks from comparable companies, provide important context as SaaS companies look to build out their strategic plans and run their businesses on a daily basis. Discover the key operating benchmarks for SaaS companies and review different operating models related to different strategic goals: fast growth versus profitability with slower growth versus transitioning from a traditional perpetual license business model to a subscription model and the different benchmarks associated with each model.

*Lauren Kelley, Founder • OPEXEngine*

## Growing Your Business in a Slow Economy

As recent news reports confirm the reality of the suspected recession, what is the best way for SaaS vendors to exploit lower price points, simplified implementation, ease-of-use and user satisfaction to turn a “soft” market to their advantage? Do they grab margins or market share? This presentation will explore the competitive benefits and challenges of being a SaaS company in a down market.

*Matt Steinfort, President and CEO • Envysion*

## 2:45 Networking Break

3:15

## Negotiating Software License Disputes

If your business is involved in a software licensing dispute, will you know the best way to strategy to employ? Learn key strategies resolving software licensing disputes. Topics covered include overcoming legal obstacles, restoring trust and communication, sharing information without jeopardizing your legal position and understanding both sides business and emotional drivers to document new license agreements that fit both parties' current business requirements.

*Robert Scott, Managing Partner • Scott & Scott, LLP*



## Ensuring Success with Your SaaS Provider Beyond Today

Choosing a SaaS infrastructure provider to meet your needs today and beyond is critical to the success of your business. To ensure your path to migration is forward-thinking with minimal risk there are several key areas to look for in a SaaS provider. As your application expands your infrastructure will need to grow. With the right provider you can remain focused on what you do best and ensure a successful partnership well into the future.

*Larry Steele, Vice President of SaaS • SAVVIS, Inc.*

## Step Back, Breathe Deeply, Avoid Panic Pricing

When there are fewer customers and fewer sales, many companies hit the panic button and slash prices. Lowering prices may get you a few customers, but those customers will likely expect lower prices in the future. Even worse, future prospects may also expect lower prices. Are there ways to manage customer or prospect expectations of lower prices? Can you really lower prices without actually lowering prices? Can discounts do more than lower prices overall? We will discuss how to get the greatest competitive advantage, now and in the future, using licensing and packaging options, selective discounting and price levels.

*Jim Geisman, Principal and Founder • Software Pricing Partners*



3:55

## Maneuvering the Web 2.0 Security Landscape

As organizations embrace Web 2.0, it is important for them to begin developing a comprehensive security strategy. Often the question is asked, where do I start? Security should be considered from the beginning of a project but is commonly overlooked until the end. In formulating a security strategy, we will review the OWASP top 10 Web application security vulnerabilities, regulatory compliance, corporate policy, testing tools, coding best practices, certification/accreditation and the right questions to ask a vendor when selecting an end-point/network security solution.

*John Pirc, Product Line and Services Executive  
• IBM Internet Security Systems*

## SaaS Sales Strategies: Leveraging Sales Benchmarking to Grow Revenues

Learn how SaaS providers are turning to sales benchmarking to learn what it takes to build a world-class sales force, increase revenue per sales head, decrease sales costs as a percentage of revenue and grow enterprise value through improved return on sales (ROS). Attendees will leave this session understanding how to assess the capabilities of your sales infrastructure, identify the type of sales force best suited to their offerings, which metrics they should be monitoring and how to get access to and leverage best practices from world-class sales forces.

*Greg Alexander, CEO • Sales Benchmark Index*



## 4:30 Featured Presentation

### Simplicity is What Works: Product Development and Go to Market Models for Fast ROI

There is a widening gap today between what software users experience in their work environment and what is available on the Web. As the line between work and home life blurs, people expect the applications they use at work to be as clear, simple and user-driven as the applications they use to run their personal lives. Companies today are much smarter about purchasing software. They're insisting on solutions that have a faster time-to-market, higher ROI and better end-user adoptability. Enterprise vendors must embrace the philosophy of simplicity in business software or risk being sidelined by innovative, emerging vendors in the near future.

*Chris Sault, Director of OEM Alliances • QlikView*

## 5:00 Cocktail Reception

Register Online at [www.SoftwareBusinessOnline.com](http://www.SoftwareBusinessOnline.com)



## Wednesday, April 29<sup>th</sup>

### SLAM Track • SaaS CEO Track

(Sessions will be Running Simultaneously)

#### 8:00 Keynote Presentation SaaS Market Outlook and Opportunities: Dare to be Different

Everyone is jumping on the SaaS bandwagon. Competition is tough and getting tougher. There are three startups for every SaaS sector and PaaS is helping traditional ISVs to enter the market. Where are the opportunities for success in SaaS? This keynote presentation will discuss how SaaS companies that emulate enterprise software solutions are likely to fail, while those that break new ground and embrace the Internet can create new markets and competitive advantage. Specific examples will highlight how creative startups are taking SaaS to the next level.



Joel York, Chief Marketing Officer • Xignite

#### 9:00 Featured Presentation How to Build, Manage and Grow Your SaaS Business

Running a software-as-a-service company is very difficult. Do you know the SaaS specific metrics, the different SaaS sales strategies, or the technologies than non-subscription companies need in order to build, manage and grow? Learn strategies to help determine what technologies are must-haves from the beginning, and what can wait until certain growth points and find out what the biggest challenges are for growth and how to overcome them.



Tien Tzuo, Founder and CEO • Zuora, Inc.

#### 10:00 Networking Break

#### 10:30 Predictive Selling: Integrating the Art of Selling With Behavioral Science to Drive Greater Sales

Performance in today's highly competitive environment, software companies are challenged more than ever to gain greater productivity from their sales organization. Research and case studies show that getting a 5 percent improvement in your "B" and "C" sales reps will yield a 70 percent increase in revenue when compared to the same improvement from the "A" players. The secret lies with identifying the DNA of the top performers, the "A" players and benchmarking the rest of the team against the "A" profile, enabling sales managers to focus on those skills that need improvement.



Stephen D'Angelo, Co-Founder and CEO  
• Spring Lake Technologies

#### Adding Cloud to IT - Preparing to Address the Paradigm Shift

As IT organizations shift their paradigms from on premise to the cloud, they will need to shift their focus to visibility, governance and effective processes to manage the future of IT. Learn how IT can handle the massive amount of data explosion, device proliferation, cloud applications and multi-vendor dependencies while ensuring the service levels, security and performance of their new IT. SaaS for IT Management can be the answer by allowing CIOs to address these growing requirements and continue to up-level the focus on adoption rather than running software.

Scott Kupor, Vice President and GM, SaaS  
• Hewlett-Packard Software Services

#### 11:10 Online Marketing for Software Companies is Different

Today, people search the Web 24/7 for information about your brand, product or service and compare it to your competition before there is any other interaction. However, the technical buyer is a different breed. Their sophistication, group buying process and abhorrence of sales people, makes Internet software sales and marketing a complex process. This presentation will discuss online marketing techniques for the software industry, including how to be seen by potential buyers, defining your target audience and how to turn leads to sales on your site.

Susan Dorn, CEO and Founder • RingMaster Software  
Tish DiRuocco, Marketing Analyst • Spring Above Marketing



#### SaaS on the Desktop

Customers demand ability to access and use applications more quickly than ever. Users want access to applications when they need it, not just when connected to the Internet cloud. The explosive growth of Software as a Service is fulfilling immediate access to applications, but with drawbacks: minimal user interface and tether to the network. On-premise software developers offer richer applications and offline capabilities, but traditional download technology and hard media distribution doesn't fulfill the "get it now" mentality of SaaS. The result is an on-premise software vendors moving toward a Web-based offering while Web-native SaaS providers are moving to the desktop.

Brian Duckering, Senior Product Marketing Manager, Endpoint Virtualization • Symantec Corp.

#### 11:45 Networking Lunch



# Conference Program

**1:00**

## **Distribution, Customer Service and Support**

This presentation highlights how establishing a customer self-service center can help boost your company's competitive edge through better customer support, and reduced product delivery and support costs. It starts out defining the base functionality that a customer self-service center should have and how the customer can be empowered to act when and how they feel it necessary while having their needs better serviced. The flip side is the company downloading support costs, streamlining distribution and reducing service calls. The presentation outlines the goals and discusses how a phased approach can provide tactical wins while addressing strategic goals such as increased sales, marketing, business intelligence and internal productivity gains and reduced time-to-market.



*T.J. Caveney, Vice President, Sales and Marketing  
• OMS Safe Harbor*

## **Virtual Appliances Bring SaaS to the Clouds**

Many organizations have embraced SaaS to mitigate the challenges of delivering traditional, software by replacing on-premise applications with hosted ones. Now, cloud computing services provide a new model for on-demand application delivery. Enabled by virtual appliances, cloud computing becomes a compelling way to deliver SaaS without requiring an investment in infrastructure. This session showcases the flexibility, scalability and financial savings that result from leveraging virtual appliances and cloud computing to provide a SaaS experience. This presentation will provide a strong case that virtual appliances deployed in the cloud represent a watershed opportunity to fundamentally change the way applications are delivered.



*Brett Adam, Vice President of Engineering • rPath*

## **1:40 SaaS: Software M&A's Bright Spot - Building and Harvesting Value in a Downturn**

Although SaaS companies have not escaped the economic downturn, valuations are still strong relative to other software companies, and the inherent benefits of SaaS make it even more attractive to customers in a downturn. Learn how buyers and investors view SaaS, and how you can maximize your chances for a successful exit, either now or in the future. We'll cover a case study on a deal from original decision to go SaaS to the ultimate exit, and review current deal valuations, structures and buyer profiles.

*Ward Carter, President • Corum Group*

## **2:30 Conclusion of Conference**



## **Registration Information**

**Two Day Pass** - Provides access to both days of the conference. Includes all networking and expo activities and reception.

Register after 3/13: (1 person) (2 people) (3 people)  
\$1295 \$1195 \$1095

**Single Day Pass** - Provides access to either one of the individual days of the conference.

Register after 3/13: \$695

**Federal Pass** - Discounted rate for Federal, State, County and local entities, including military.

Register after 3/13: \$695

**Expo Only Pass** - Provides access to the exhibit area only. Exhibit Only Pass does NOT include conference CD-ROM, admittance to conference sessions or food/beverage.

Expo Only Pass: \$50

**Pre Conference Workshops:** See page three for pricing information.

### **Ways to Register**

By Phone: 800-803-9488

By Web: [www.softwarebusinessonline.com](http://www.softwarebusinessonline.com)

### **Cancellation policy:**

To receive consideration, all cancellations must be received in writing. Upon receipt, a refund or credit will be issued towards a future event produced by Webcom Communications, less a 25 percent administrative fee. (Cancellations which do not indicate preference will be issued credit.) No refunds will be issued within two (2) weeks of the event. Webcom Communications, Corp. will not be held responsible for cancellations or delays in programming due to acts of God, war, government disorder, curtailment of transportation facilities, or other emergency making it inadvisable, illegal or impossible to hold the meeting.

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SaaS Infrastructure Providers  
Venture Capital, Banks and M&A Management Firms  
Leading SaaS Companies Looking for Applications

Vendors of products and services used by software companies such as:

- Software Distribution and Licensing Services
- Customer and Technical Support Products and Services
- Internet and Network Products and Outsource Services
- Financial, Legal and Administrative Services
- Localization Services and Translation Products
- Marketing Products and Services
- Development Tools and Development/Programming Services
- Software Platform Providers seeking to inform and influence ISVs and vertical market software companies about the opportunities and benefits of developing applications for and supporting your platform or system.

Contact Jessi Albers with questions or for more information about sponsoring or exhibiting at 720-528-3770 ext 124 or [jessia@infowebcom.com](mailto:jessia@infowebcom.com).

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