



# SLAM 2007

Sales, Licensing, Alliances & Marketing for Software Companies  
June 6-7, Denver Colorado  
Hyatt Regency Tech Center

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## Sponsorship and Exhibit Opportunities

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### Upper Level Sponsorships

#### Platinum Sponsorship

1 Available

\$9,900

- ✓ Keynote Session Speaking Opportunity
- ✓ Premium Exhibit Space (10x20) at Front of Exhibit Area (\$5,590 value)
- ✓ Three Complimentary Conference Registrations (\$3,585 value)
- ✓ Discounted Registration Fee (\$495) for Additional Company Representatives and/or Guests
- ✓ 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
- ✓ Company Description in Conference Brochure Promotional Pieces (over 30,000 to be distributed)
- ✓ Full Page Corporate Profile in Software Business Magazine's Conference Preview Special Report (\$2,815 value)
- ✓ 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 Pages of Company Literature in Proceedings Binder (\$5,000 value)
- ✓ 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 (\$3,500 value)

#### Gold Sponsorship

2 Available

\$6,900

- ✓ General Session Speaking Opportunity
- ✓ Prominent Position Exhibit Space (10x10) Near Front of Exhibit Area (\$2,795 value)
- ✓ Two Complimentary Conference Registrations (\$2,390 value)
- ✓ Discounted Registration Fee (\$495) for Additional Company Representatives and/or Guests
- ✓ 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 Description in Conference Brochure Promotional Piece (over 30,000 to be distributed)
- ✓ Half Page Corporate Profile in Software Business Magazine's Conference Preview Special Report (\$1,825 value)
- ✓ 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 Pages of Company Literature in Proceedings Binder (\$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 (\$1,750 value)

Webcom Communications Corp.

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

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## Silver Sponsorship

3 Available

\$5,900 each

- ✓ Breakout Session Speaking Opportunity
- ✓ Exhibit Space or Tabletop Display in Exhibit Area (\$2,795 value)
- ✓ Two Complimentary Conference Registrations (\$2,390 value)
- ✓ Discounted Registration Fee (\$495) for Additional Company Representatives and/or Guests
- ✓ 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.
- ✓ Company Description in Conference Brochure Promotional Piece (over 30,000 to be distributed).
- ✓ Quarter Page Corporate Profile in Software Business Magazine's Conference Preview Special Report (\$1,535 value)
- ✓ Prominent Company Description in Program
- ✓ Placement of up to 3 Pages of Company Literature in Proceedings Binder (\$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)

## Exhibits

12 Available

\$1,995 each

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

- ✓ 10x10 Exhibit Space
- ✓ One 6 ft. Display Table and Chair
- ✓ Two Complimentary Conference Registrations (\$2,390 value)
- ✓ Discounted Registration Fee (\$495) for Additional Company Representatives and/or Guests
- ✓ 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-Page Flyer/Literature in Proceedings Binder (\$500 value)
- ✓ One-Time Post-Event Use of Final Registrants Mailing List (e-mail addresses as available)
- ✓ Signage

## Consultant Exhibitor Package

6 Available

\$1,495 each

- ✓ Literature Display Area
- ✓ One Complimentary Conference Registration (\$1,195 value)
- ✓ Recognition in Promotions including Website Hyperlink
- ✓ Company Description and 1-Page Flyer/Literature in Proceedings Binder (\$500 value)
- ✓ One-Time Post-Event Use of Final Registrants Mailing List (e-mail addresses as available)

### Exhibit Hours

Day 1: 10am-4pm. Cocktail reception for exhibitors and conference attendees in the exhibit hall from 5pm-7pm.

Day 2: 10am-2pm.

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

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## Other Sponsorship Opportunities

### Reception Sponsorship

1 Available

\$4,000

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 (\$1,195 value)
- ✓ Discounted Registration Fee (\$495) for Additional Company Representatives and/or Guests
- ✓ Company Logo and Description in Program
- ✓ Placement of up to 2 Pages of Company Literature in Proceedings Binder (\$1,000 value)
- ✓ 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 and at Luncheon
- ✓ Signage at Luncheon Recognizing Your Sponsorship
- ✓ Onsite Literature Display at the Luncheon
- ✓ Placement of 1 Page of Company Literature in Proceedings Binder (\$500 value)
- ✓ One Complimentary Conference Registration (\$1,195 value)
- ✓ Discounted Registration Fee (\$495) for Additional Company Representatives and/or Guests

### Continental Breakfast Sponsorship

2 Available

\$1,000 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 Page of Company Literature in Proceedings Binder (\$500 value)

### 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 Page of Company Literature in Proceedings Binder (\$500 value)

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**Conference Bag Sponsorship** **1 Available** **\$2,500**

- ✓ Sponsor Recognition in Event Promotions
- ✓ Placement of up to 4 Pages of Company Literature in Proceedings Binder (\$2,000 value)

**Lanyard Sponsorship** **1 Available** **\$1,500**

- ✓ Sponsor Recognition in Event Promotions
- ✓ Placement of up to 2 Pages of Company Literature in Proceedings Binder (\$1,000 value)

**Back of Proceedings Binder Advertisement** **1 Available** **\$2,000**

- ✓ Back of Binder Insert for Your Full-Page Advertisement, Flyer or Literature Piece
- ✓ Placement of up to 4 Pages of Company Literature in Proceedings Binder (\$2,000 value)

**Binder-Spine Advertisement** **1 Available** **\$1,000**

- ✓ Advertisement on Spine of Binder, 4-1/4" w x 1-3/8" d
- ✓ Placement of up to 1 Page of Company Literature in Proceedings Binder (\$500 value)

**Proceedings Binder Advertisement** **\$500**

- ✓ Advertisement Insert in Proceedings Binder for Your Full-Page Advertisement, Flyer or Literature Piece (8½ x 11)

#### **Exhibit Hours**

Day 1: 10am-4pm. Cocktail reception for exhibitors and conference attendees in the exhibit hall from 5pm-7pm.

Day 2: 10am-2pm.

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

**For more information, contact  
Jessi Carter: 800-803-9488 ext. 124 or [jessic@infowebcom.com](mailto:jessic@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.