

## 2011 Sponsorship Packages

	<b>**Platinum Sponsor</b>	<b>Silver Sponsor</b>	<b>Table Top Display Only</b>
<b>Marketing:</b>			
Listing as 'PLATINUM Sponsor' on all promotional material including web sites, early-bird brochures, main brochures and any advertising (print only)	✓		
Listing as 'SILVER Sponsor' on all promotional material including web sites, early-bird brochures, main brochures and any advertising (print only)		✓	
Introduce Symposium Keynote or Roundtable Discussions (1st contracted selects)	✓		
Corporate logo displayed on all on-site banners	✓	✓	
Corporate logo and 150 word company description in the sponsor section of Conference Guide & event web site	✓		
Corporate logo and 75 word company description in the sponsor section of Conference Guide & event web site		✓	
50 word company description in the sponsor section of Conference Guide			✓
<b>Event Presence:</b>			
Symposium days: double table top display area (two 6' tables)	✓		
Symposium days: single table top display area (one 6' table)		✓	✓
Workshop days: table top display area (open to attendees during non-symposium days)	✓		
<b>Advertising:</b>			
Inclusion of full page ad in Conference Guide	✓		
Sponsor email to pre-registered attendees, as part of pre-show logistics email – includes company name, 75 word description and link to company web site	✓		
Keynote speaker or roundtable discussion seat drop (1st contracted selects & material to be approved by DBC prior to event)	✓		
Inclusion of one marketing piece or item in the attendee conference bags (material to be approved by DBC prior to event)	✓	✓	
<b>Mail List:</b>			
Two-time use of pre and/or post event mail list	✓		
One-time use of pre or post event mail list		✓	
<b>Email List:</b>			
One-time use of pre or post event email list (email produced by sponsor & approved and distributed by DBC)	✓		
<b>Passes:</b>			
4 VIP Guest Passes for your clients and/or staff for the Symposium days 1 VIP All Access Guest Pass for your client or staff for the Workshop days	✓		
2 VIP Guest Passes for your clients and/or staff for the Symposium		✓	

**\*\* Limit of 2 platinum sponsors per event**

- All access to pre and post show attendee mail lists are through a 3rd party bonded mail house.
- All deliverables are subject to Diversified Business Communications (DBC) deadlines.
- Event presence display areas are the responsibility of the sponsor. DBC does not provide displays.

**2011 Events:**

City	2011 Dates	Projected Attendance	Platinum Level	Silver Level	Table Top Display Only
PS & BAW: Philadelphia	April 4 - 7	200 – 300	\$6,500	\$2,500	\$1,250
BAW: Calgary	April 11 – 12	180 - 250	\$5,000	\$2,250	\$1,000
PW & BAW: Toronto	May 16 - 19	1500 – 2000	\$9,500	\$6,500	\$2,750
PS & BAW: Minneapolis	June 13 - 16	100 – 200	\$5,000	\$2,250	\$1,000
PW & BAW: Vancouver	October 11 - 14	400 – 500	\$7,000	\$2,750	\$1,500
PS & BAW: Boston	October 24 - 27	400 – 500	\$7,000	\$2,750	\$1,500
PS & BAW: Las Vegas	November 10 – 11	200 – 250	\$6,500	\$2,500	\$1,250
PS & BAW: Chicago	November 14 - 17	250 – 350	\$6,500	\$2,500	\$1,250
BAW: Atlantic Canada	November 22 - 23	120-150	\$5,000	\$2,250	\$1,000
BAW: Ottawa	November 28 – 29	150-170	\$5,000	\$2,250	\$1,000

PS = Project Summit PW = ProjectWorld Canada BAW = BusinessAnalystWorld  
 Where BAW is by itself- we are offering only the BAW brand and 2 day Symposium event.

**Multi-Product discount pricing applies as follows:**

- 3 – 5 products = 5% off each price point
- 6 – 8 products = 10% off each price point
- 9+ products = 15% off each price point

**\*\* Additional marketing deliverables are available or develop a personalized participation package \*\***