

August 12 - 13, 2009 | Moscone Center | San Francisco, CA
www.opensourceworld.com

Marketing and Promotional Opportunities How will YOU stand out at the show?

The combination of OpenSource World, Next Generation Data Center and CloudWorld is the largest single gathering of IT and data center professionals building solutions for business infrastructure and enterprise networks. Position your company as a key player in the enterprise IT market by becoming a sponsor at these events. Your event marketing strategy at the show will:

- Build brand affinity & loyalty
- Create media buzz
- Allow you to meet customers face-to-face and create relationship-building opportunities
- Generate highly qualified, valuable leads

Whatever your goals, budget, or products and services are, these sponsorships and marketing & promotional opportunities (MPOs) will work for you. We offer numerous programs to maximize your presence, enhance your participation and highlight your solutions.





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Pre-show MPO Opportunities

White Paper Connection

The White Paper Connection featured on the events' website contains the most recent technical documentation on trends in the open source, cloud computing and enterprise data center management marketplaces. Visitors to the White Paper Connection can download your white paper or case study at no charge. Leads are guaranteed, number of leads dependent on length of posting.

Web Banner Promotions

Opportunity to post 468x60 run-of-site web banner(s) on the events' web site. Sponsor to provide web banner(s) and link URL of choice. Web banner promotions are not exclusive. Web banner will post at time of signed contract through 30 days post event.

Registration Confirmation Sponsor – *Exclusive*

Be the first sponsor to make an impact with attendees as part of the Registration Confirmation sponsorship. Your company's messaging will go out to every attendee that registers for the event in the confirmation email. Sponsor to provide logo, 25 word blurb & URL of choice.

On-site MPO Opportunities

Advertisement on Digital Signage

Get your message in front of the audience throughout the event by having your ad appear on digital signage. Your ad will run on plasma screens located in the several heavily trafficked areas. The ad should be a static PowerPoint ad (no movies or sound available). Sponsor to provide ad based on Show Management specifications.

Unlock the Box – *Limited to 5 Sponsors*

Drive traffic to your booth and promote your brand, products, and services by participating as an 'Unlock the Box' Game Sponsor! Attendees will be given a key and you have one of five locked boxes that contain a prize.

Speaker Lounge – *Exclusive*

Sponsor the speaker lounge, a place for our industry leaders, experts, personalities, and pundits to go to relax, check their email, grab a snack, and network with each other. Maximize your exposure by hanging or displaying a banner or sign with your company logo and messaging within the lounge. You may also distribute your company's marketing collateral or other materials within the lounge. Sponsor to produce, ship and distribute materials.



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Back of Badge Branding – *Exclusive*

Have your company's logo appear on the back of the badge given to every attendee, media member and conference faculty. Everyone will see your name and branding every time they look at their badge, which is worn throughout the duration of the show. Show management to produce badge; sponsor to provide logo.

Conference Attendee Tote Bag - *Exclusive*

Let your brand "walk" and become the exclusive sponsor of the conference attendee tote bag. This amenity given to all attendees will provide your company the utmost on-site branding possible. Sponsor to produce and provide tote bag.

Badge Lanyard – *Exclusive*

Place your company's name around the neck of every attendee and speaker at OpenSource World, NGDC and CloudWorld with the Badge Lanyard sponsorship. Show management will produce, ship and distribute lanyards.

Conference Track Sponsorship

Generate highly qualified leads by targeting attendees with a shared interest. Place your company's materials in session rooms of the conference track you choose to sponsor. Program includes digital signage, post show leads, and a daily seat drop! Sponsor is responsible for producing, shipping and distributing materials.

Conference Attendee Lounge

Sponsor the lounge, where all attendees go to relax, plan their trip around the Showcase, check their email, grab a snack, and network with each other. Maximize your exposure by hanging or displaying a banner or sign with your company logo and message within the lounge. You may also distribute your company's marketing collateral or other item within the lounge. Sponsor is responsible for producing and shipping the banner or sign and items to be distributed, and installation and dismantling of banner or sign. Cost is dependent on specifications of sponsorship.

Evening Showcase Reception

Leave a lasting and fun impression on the attendees of OpenSource World, NGDC and CloudWorld. Sponsorship includes major promotion. Show Management is responsible for food, beverage, etc. Cost is dependent on specifications of sponsorship.