

## ***Sponsorship and Exhibit Opportunities***

### *the european forum* **Office Document Technology**

**24-25 October 2007**  
**Mövenpick Hotel Amsterdam City Centre**  
**Amsterdam, The Netherlands**

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## Why is the Office Document Technology Forum Important to You?

For the mature office equipment industry, solutions represent **the** greatest growth potential available. Office document solutions is a market represented by a large population of unstructured document centric business processes that are managed in workgroup environments throughout small, medium, and large enterprise businesses.

InfoTrends, the leading market research and consulting firm for the office document and digital peripherals solutions industries, announces the first annual European “**Office Document Technology Forum (ODT)**,” scheduled for **24-25 October, 2007**.

The conference will provide informative and thought-provoking presentations and debates on a rapidly evolving category of document-centric solutions that address document capture, routing, workflow, document tracking and accounting, document storage, and records management requirements in the office workgroup. Attendees will gain the knowledge necessary for immediate and long-term success and profitability in this new and untapped market.

## Who is Shaping the Future?

InfoTrends estimates that the solutions market is worth approximately €237.6 million as of 2006, and is expected to grow to over €922.5 by 2010 demonstrating a CAGR of 42% over the forecast period. New business opportunities exist for companies that understand and interpret the underlying requirements for capitalising on this emerging market.

This sponsorship prospectus is designed to assist you in evaluating whether a sponsorship or exhibit package will help you generate visibility, build partnerships, and secure new business for your company. You should consider our offerings if:

- You want to demonstrate your leadership in this industry
- You want to drive growth in the office document solutions market
- You are responsible for cultivating partnerships and identifying new business development opportunities for your company
- You offer products, software, or services, and you're looking for new customers
- You would like face time with a select group of key industry executives

We're happy to work with you to identify a sponsorship package that is appropriate for your organisation.

## Sponsorship Benefits

This highly focused and interactive conference is perfect for networking, and the cost of sponsorship is kept reasonable to ensure satisfaction and maximum return on investment. Breakfasts, refreshment breaks and cocktail receptions are strategically positioned to maximise the visibility of each and every exhibit during the event. Here are just a few of the many sponsorship benefits:

- Intimate access to a group of industry decision-makers including vendors, suppliers and dealers
- 8 hours of networking time dedicated to making contacts and exchanging ideas
- Minimum of 1 conference pass
- Chance to demonstrate your solutions with an exhibit

Exposure will be given to all sponsoring companies for the duration of the 2-day conference, but don't underestimate the value of the exposure you'll receive through our direct marketing prior to the event. We use an integrated mix of marketing tools to attract the high-level executives you want to meet:

**Direct Mail** - customised mailings to the best prospects from our proprietary InfoTrends databases, as well as top industry association and publication lists.

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**eMarketing** - a comprehensive online marketing program will optimize the power of electronic communications:

- Targeted electronic mail
- Directory listings
- Prominent exposure on the InfoTrends web site
- Strategic links on top industry sites, and more

**PR** - we will work to generate maximum media attention, editorial coverage and excitement about attending The Office Document Technology Forum.

### **Dynamic Conference Program**

Attendees will benefit from the insights and market analysis provided by InfoTrends analysts and leading industry experts. Power-packed sessions will cover the entire office spectrum from hardware to software to solutions.

Session topics will include:

- Solutions & equipment market forecast & trends
- New technology advances
- Vertical market opportunities
- Mergers & acquisitions
- Developing channels
- Sales & marketing strategies
- Building customer relationships
- Developing an effective dealer business model

### **Audience Profile:**

**Manufacturers** will attend to:

- Maintain or improve their competitive position
- Validate existing solution strategies for today and the future
- Network and build relationships with key software players and service providers
- Learn what user organisations require from a hardware platform today and what they will demand in the future

**Software Suppliers & Developers** will attend to:

- Learn about the size, dynamics and trends driving the market
- Validate their existing strategies for product development, partnering, and go-to-market initiatives
- Network and build relationships with key hardware players and service providers
- Learn what user organisations require from software-based solutions today and what they will demand in the future

**Dealers, VARs and Distributors** will attend to:

- Understand where the hardware market is going and how to capitalise on emerging market trends to increase revenues and profitability
- Discover how to expand new business opportunities around software-based solutions that support office equipment
- Find out how fast the solutions market is growing, the dynamics and trends driving the market, and what user organisations require from a document solutions provider today and what they will demand in the future
- Network, build relationships, and learn how to become a player with key software providers

## USB Drive Sponsorship - € 5,500

This opportunity is available to only one company. With this sponsorship, conference attendees will each receive a USB drive with your company logo imprinted on the drive. Sponsoring company can choose to include promotional materials on the memory stick that attendees will have to take away with them.

The USB Drive Sponsor will receive the following:

- Recognition as a sponsor in the conference brochure (assuming confirmation is before the print date of the brochure)
- Recognition on all event signage
- Two full conference passes to attend the 2-day event (a €2,100 value)
- A tabletop display in the technology showcase (6' draped tabletop with 2 chairs)
- Recognition on appropriate promotional and collateral material (subject to the discretion of InfoTrends)
- The conference Web site will feature your name and logo, and will link to your Web site

*\* Pricing includes the cost of the USB and production – vendor to be selected by InfoTrends*

## Exclusive Break Sponsorship - €5,250

This opportunity is available to only one sponsor. You will be promoted as the exclusive sponsor of the conference breaks throughout the 2-day event - a total of 6 breaks (excludes luncheons and receptions).

The Exclusive Break Sponsor will receive the following:

- Travel coffee mugs imprinted with the sponsor's logos and available for attendees to use during the breaks
- Recognition as a sponsor in the conference brochure (assuming confirmation is before the print date of the brochure)
- Recognition on all event signage and a 22" x 28" showcard welcoming attendees to the refreshment break, featuring your company logo
- Two full conference passes to attend the 2-day event (a €2,100 value)
- A tabletop display in the technology showcase (6' draped tabletop with 2 chairs)
- Recognition on appropriate promotional and collateral material (subject to the discretion of InfoTrends)
- The conference Web site will feature your name and logo, and will link to your Web site

*\* Pricing includes the cost of food and beverage – menu to be selected by InfoTrends*

## Networking Reception - 1 Available - €4,000

**Wednesday, 24 October 2007 (2 hours)**

The Networking Reception Sponsorship is a very popular sponsorship option. Executives find value in networking with influential market leaders in a relaxed, after-hours setting. The reception will be held immediately following the conclusion of day 1 of the conference. Networking Reception Sponsor will receive the following:

- Recognition as a sponsor in the conference brochure (assuming confirmation is before the print date of the brochure)
- A 22" x 28" showcard welcoming attendees to the cocktail reception, featuring your company logo
- Acknowledgment during the general session
- Two full conference passes to attend the 2-day event (a €2,100 value)
- A tabletop display in the technology showcase (6' draped tabletop with 2 chairs)
- Your company logo on the InfoTrends web site with a link to your home page
- Company profile (200 word description) on the InfoTrends web site
- You may provide promotional materials to be used during the reception (this may include your logo on a banner or signage, cups, or giveaways)

*\* Pricing includes the cost of food and beverage – menu to be selected by InfoTrends*

## Luncheon - 2 Available - €3,500 each

**Wednesday , 24 October 2007 (1 hour)**

**Thursday, 25 October 2007 - SOLD**

The Luncheon Sponsorship is only available to two companies. The luncheon sponsorship is also a high-visibility sponsorship option. Luncheon sponsors will receive the following:

- Recognition as a sponsor in the conference brochure (assuming confirmation is before the print date of the brochure)
- A 22" x 28" showcard welcoming attendees to the luncheon, featuring your company logo
- Acknowledgment during the general session
- One full conference pass to attend the 2-day event (a €1,050 value)
- A tabletop display in the technology showcase (6' draped tabletop with 2 chairs)
- Your company logo on the InfoTrends web site with a link to your home page
- Company profile (200 word description) on the InfoTrends web site
- You may provide promotional materials to be used during the luncheon (this may include your logo on a banner or signage, cups, or giveaways)

*\* Pricing includes the cost of food and beverage – menu to be selected by InfoTrends*

## Pads & Pens Sponsorship - €3,000

This opportunity is available to only one company. The sponsoring company's logo will be imprinted on the official conference pens and notepads and provided to each conference attendee.

The Pad & Pen Sponsor will receive the following:

- Recognition as a sponsor in the conference brochure (assuming confirmation is before the print date of the brochure)
- Recognition on all event signage
- One full conference pass to attend the 2-day event (a €1,050 value)
- A tabletop display in the technology showcase (6' draped tabletop with 2 chairs)
- Recognition on appropriate promotional and collateral material (subject to the discretion of InfoTrends)
- The conference Web site will feature your name and logo, and will link to your Web site

*\* Pricing includes the cost of the pads, pens and production – vendor to be selected by InfoTrends.*

## Lanyard Sponsorship - €2,500

This opportunity is available to only one company. The sponsoring company's logo will be printed on the official conference lanyard and given to each conference attendee.

The Lanyard Sponsor will receive the following:

- Recognition as a sponsor in the conference brochure (assuming confirmation is before the print date of the brochure)
- Recognition on all event signage
- One full conference pass to attend the 2-day event (a €1,050 value)
- A tabletop display in the technology showcase (6' draped tabletop with 2 chairs)
- Recognition on appropriate promotional and collateral material (subject to the discretion of InfoTrends)
- The conference Web site will feature your name and logo, and will link to your Web site

*\* Pricing includes the cost of the lanyard and production – vendor to be selected by InfoTrends*

## Show Bags - €2,500

This opportunity is available to only one company. The sponsoring company's logo will be imprinted on the official conference show bag and provided to each conference attendee.

The Show Bag Sponsor will receive the following:

- Recognition as a sponsor in the conference brochure (assuming confirmation is before the print date of the brochure)
- Recognition on all event signage
- One full conference pass to attend the 2-day event (a €1,050 value)
- A tabletop display in the technology showcase (6' draped tabletop with 2 chairs)
- Recognition on appropriate promotional and collateral material (subject to the discretion of InfoTrends)
- The conference Web site will feature your name and logo, and will link to your Web site

*\* Pricing includes the cost of the bags and production – vendor to be selected by InfoTrends*

## Tabletop Display - €2,250 each

**Wednesday-Thursday, 24-25 October 2007 (open during all breaks and receptions)**

Each sponsor will receive a draped 6' tabletop with 2 chairs at the conference for displaying literature, new products, or new technologies. Sponsors bring their own equipment, and power may be ordered in advance of the event through InfoTrends. You can also rent computer monitors, TVs, Internet access, and other equipment from us if you place your order 30 days in advance of the conference. Tabletop browsing will take place in the morning, early evening, during the breaks, and during the lunches. Exhibitors receive the following:

- Recognition as an exhibitor in the conference brochure (assuming confirmation is before the print date of the brochure)
- Recognition on all event signage
- Acknowledgment during the general session
- One full conference pass to attend the 2-day event (a €1,050 value)
- A tabletop display in the technology showcase (6' draped tabletop with 2 chairs)
- Your company logo on the InfoTrends web site with a link to your home page

## Select Packages

### Customised Packages

Customised sponsorship packages tailored to the needs of your specific company can be developed. If you wish to participate, please fill out the completed contract with arrangements for payment.

### Combined

We will also be holding our annual **ODT US** event **November 7-8, 2007** at the Boston Quincy Marriott Hotel in Quincy, Massachusetts. If you would like to take a bundled approach to active, integrated participation in the Office Document Technology marketplace, become a worldwide sponsor. Value-priced packages that deliver premium visibility are available for interested exhibitors/sponsors.

For more information or for questions regarding the conferences please contact:

**Jennie Lewis**  
**+ 44 1582 698060**  
**e-mail: [jennie\\_lewis@infotrends.com](mailto:jennie_lewis@infotrends.com)**

**Office Document Technology Forum  
Sponsorship Contract  
24-25 October 2007**

*Please fill out the following two pages and fax back to +44 1582 411001*

**To:** Jennie Lewis

**Fax:** +44 1582 411001

**Tel:** + 44 1582 698060

**Email:** jennie\_lewis@infotrends.com

Yes, my company would like to participate as a sponsor at this event in the following capacity:

- USB Drive Sponsorship**..... €5,500
- Exclusive Break Sponsorship** ..... €5,250
- Reception Sponsorship (1 available)**..... ~~€5,000~~ **SOLD**
- Luncheon Sponsorship (1 available)**..... €3,500 each
- Pads and Pens Sponsorship** ..... €3,000
- Lanyard Sponsorship** ..... ~~€3,000~~ **SOLD**
- Show Bags** ..... ~~€3,000~~ **SOLD**
- Exhibitor - Tabletop Display**..... €2,250 each

**Sponsorship Terms and Conditions** – Sponsor recognises that the benefits of sponsorship are limited to what is outlined in our sponsorship invitation. Sponsor must participate in the complete 2-day event (24-25 October 2007). Tabletops may not be broken down before the last break on the second day of the event. No exceptions will be made. Sponsorships are limited and granted on a first-come, first-served basis. Conference fees are nonrefundable. Upon receipt of this agreement and a PO number, InfoTrends will issue an invoice for the amount of the sponsorship.

**Company Information:**

Sponsoring Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Country: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Office Document Technology Forum  
Sponsorship Contract (continued)**

**Contact Information:**

Primary Contact: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Secondary Contact: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Signature: \_\_\_\_\_

Sponsorship Description: \_\_\_\_\_

Date/Time (if participating in a break): \_\_\_\_\_

Purchase Order # (if applicable)

Total Amount Due: \_\_\_\_\_

**Payment Information:**

Credit Card Number: \_\_\_\_\_ Expiration Date \_\_\_\_\_

Credit Card Company: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Title: \_\_\_\_\_

Cardholder's Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ Country \_\_\_\_\_ Postal Code \_\_\_\_\_

Authorised Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Please make all checks payable to InfoTrends

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