

Sponsorship Opportunities

Office Document Strategy Conference

September 30 - October 1, 2009

In conjunction with:



September 30 - October 1, 2009

September 30 - October 1, 2009 / Hyatt Harborside / Boston, MA

Office Document Strategy Conference
Creating Business Growth with Successful Office Document Strategies
September 30 - October 1, 2009 - Hyatt Harborside - Boston, MA

The **Office Document Strategy (ODS) Conference** has evolved into the premier event for peer-to-peer networking and information sharing in the office document industry. ODS offers a unique opportunity for OEMs, ISVs and channel players to create strategic partnerships and lasting relationships.

New for 2009 - Solutions Summit

Companies and organizations in today's economy must increasingly review and evaluate the costs associated with non-core business processes. As the pressure builds to reduce costs and maintain profitability, there is a greater need to understand and control the total cost of document production. Implementing an effective document management program can save organizations significant sums of money that flow directly to the bottom line. The proper mix of devices, software and services provides an attractive approach to producing high-quality documents on-time and at significant cost savings. However, few companies have the understanding and expertise to address the problem.

InfoTrends has added **The Solutions Summit** to run concurrent to our traditional conference program for 2009. The Summit will match leading vendors and service providers with an elite group of end-users and office product dealers. Meet one-on-one with VIPs to discuss their challenges and offer solutions – your solutions – to their business problems.

The Solutions Summit is a sponsor-based event with a highly focused marketing campaign and recruiting program. InfoTrends will recruit and confirm VIPs from medium-sized corporations in the legal, financial services, pharmaceutical, insurance, government, and education industries. Sponsors are matched with qualified buyers through the event in personal one-on-one meetings and breaks.

In addition to end-user participation, InfoTrends will also recruit leading office product dealers throughout the United States to meet with our sponsors. Office product dealers are a critical distribution channel for selling your products and solutions. Meet with dealers to discuss your products, understand their selling challenges, and forge new and profitable relationships.

Sponsorship Benefits

This sponsorship prospectus is designed to assist you in evaluating sponsorship and exhibit packages that are available to help you network, generate visibility, and build partnerships with a wide variety of leaders and innovators in the office document industry during 3 full days.

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 maximize the visibility of each and every exhibit during the event. Here are just a few of the many sponsorship benefits:

- Connect with the right people – InfoTrends brings in executives from the elite companies that are hard to reach and you need to meet.
- Maximize your time – pre-arranged meetings and a structured conference program insure you get the most out of your time.

- Create and deepen relationships – breaks, lunches, dinner and a special evening event provide great opportunities to build relationships. The program includes dedicated networking time to stimulate interaction between buyers and sponsors.
- Stay focused – go deep into the issues with OEM, ISV and channel companies that are very interested in this market.
- Educate the top “buyers” about the opportunity and your company – sponsors have opportunities to speak at keynote and special sessions and provide demonstrations at table top exhibits.
- Position your brand with the office document industry – InfoTrends marketing program will reach thousands of customers and you will be able to speak directly with the leading customers at the event.

Diversified Marketing Mix

Exposure will be given to all sponsoring companies for the duration of the 2-day event, 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 (15,500 Impressions) - customized mailings to the best prospects from our proprietary InfoTrends databases, as well as top industry association and publication lists.

eMarketing (63,400 Impressions) - 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 (4,750 Impressions) - we will work to generate maximum media attention, editorial coverage and excitement about attending The Office Document Technology Forum.

Who Will Attend?

In addition to traditional hardware manufactures, software suppliers/developers, VARs and distributors, InfoTrends will recruit leading companies from key market segments to participate as VIP guests. VIPs receive complimentary roundtrip airfare, accommodations and meals. As a sponsor you will be matched up with qualified buyers throughout the event in personal one-to-one meetings and breaks.

The following list is a sample of the companies InfoTrends is targeting as VIPs and conference attendees. We will also work directly with sponsors to identify and invite specific companies/individuals during the recruitment process.

End User Customers (VIPs) will attend to:

- Understand where the hardware market is going and how to capitalize on emerging market trends to increase revenues and profitability
- Learn about software-based solutions that support office equipment
- Validate existing solution strategies for today and the future

End user customers will be represented from the following vertical industries: legal, financial services, healthcare, government/education and manufacturing.

Hardware 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 organizations 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 organizations 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 capitalize 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 organizations 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 hardware and software providers

Past Sponsors/Exhibitors:



Sampling of Past Participating Companies

Representatives from multiple facets of the office hardware, software and solutions industry...from manufacturers to suppliers to dealer channels, will have a presence at this event. The list below is a sampling of attendees from the previous **Office**

Document Strategy Conferences:

Adobe	Mimeo.com
A.F. Smith	Monotype Imaging
AIIM	MOS Imaging Systems
Appleton	Muratec America, Inc.
BEI Services	Network World Magazine
BERTL	Nuance Communications
Blue Ridge Copier	NWPSI
BTA	Oce
Business World, Inc.	OfficeMax, Inc
Canon Europe	Omtool
Canon USA	Peerless Systems Corp.
Captaris	Pelican
Cardinal Cartridge	Pitney Bowes
Columbia Soft Corporation	Preti, Flaherty, Beliveau, Pachion & Haley LLP
Dealer Marketing Systems	Print Audit Software
Dictronics	Print, Inc.
DocuLex	Pro Source
Document Dynamics	Questex Media
DocuWare Corp.	R.J. Young
Eastman Kodak Company	Ricoh
eCopy	Ricoh Innovations
EFI/MWA	Scotts Office Equipment
Equitrac Corp.	Sharp Electronics Corporation
Erie Copy Products	Silex Technology America
Fraser Advanced Information Systems	Smile Business Products
General Mills	Stan's Office Technologies
Global Graphics Software	Stargel Office Solutions
Herrin Document Systems	Teco Image Systems Co. Ltd.
HP	Text 100 Public Relations
IKON Office Solutions	Tomorrow's Office
ImageSource/ITEX	TOPCALL International
Imagistics International	Toshiba
Intermate	Visioneer
Kofax	Xerox Corporation
Konica Minolta	Xerox Global Services
Kraft Business Systems	Xerox Office Services
Macdurgin Business Systems	
Major Imaging Systems	

Opportunities At-A-Glance

Benefit	Gold	Silver
	\$10,000	\$5,000
VIP Educational Sessions 45-minute sessions in a boardroom setting with a small group of buyers.	2	1
One-to-One Meetings 45-minute one-to-one appointment based meetings with key industry buyers.	10	5
Research Initiative Sponsors participating will have access to the full results from research initiatives.	X	
Tabletop Display One draped 6' tabletop with 2 chairs in a dedicated exhibit area for displaying literature, new products, or new technologies.	X	X
Web Site and On Site Recognition Company name and logo on event signage and conference web site. A 6" x 24" sign for your tabletop. In addition, acknowledgement during the general sessions.	100 word description on web site	50 word decription on web site
Promotional and Collateral Material Recognition Logo recognition on printed marketing materials.		
Complimentary Conference Passes Complimentary ODS passes for your staff.	3	2

Gold Sponsorship - \$10,000

- Ten (10) one-to-one appointment based meetings with key industry buyers (20-minutes each)
- Opportunity to place an end-user customer on a session in the conference program
- Access to the full results from research initiatives including in-depth interviews, market development and strategy insights
- One complimentary tabletop exhibit. Each sponsor will receive a draped 6' tabletop with 2 chairs in the dedicated exhibit area for displaying literature, new products, or new technologies
- Web site and on-site recognition - company name and logo event web site and on event signage (InfoTrends will provide a 6" x 24" sign for your tabletop)
- Company profile (100 word description) on conference web site
- Logo recognition on printed marketing materials (subject to the discretion of InfoTrends)
- Three full conference passes for sponsoring company staff

Silver Sponsorship - \$5,000 each

- Five (5) one-to-one appointment based meetings with key industry buyers (20-minutes each)
- One complimentary tabletop exhibit. Each sponsor will receive a draped 6' tabletop with 2 chairs in the dedicated exhibit area for displaying literature, new products, or new technologies
- Web site and on-site recognition - company name and logo event web site and on event signage (InfoTrends will provide a 6" x 24" sign for your tabletop)
- Company profile (50 word description) on the conference web site
- Logo recognition on printed marketing materials (subject to the discretion of InfoTrends)
- Two full conference passes for sponsoring company staff

Exclusive Break Sponsorship - \$6,000

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
- Web site and on-site recognition - company name and logo event web site and on event signage
- Company logo included on the home page of official event Web site, with a link to your company web page
- Acknowledgement during the general session
- Company profile (50 word description) on the event Web site
- One full conference pass for sponsoring company staff

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

Reception Sponsorship - \$7,000

Wednesday, September 30, 2009

- Logo recognition on printed marketing materials (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
- Web site and on-site recognition - company name and logo event web site and on event signage
- Company profile (50 word description) on the conference 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)
- One full conference pass for sponsoring company staff

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

Luncheon Sponsorship - 2 Available \$6,000

Wednesday and Thursday, September 30 - October 1, 2009

- 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
- Web site and on-site recognition - company name and logo event web site and on event signage
- Company profile (50 word description) on the conference 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)
- One full conference pass for sponsoring company staff

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

Pad and Pen Sponsorship - \$3,500

- Recognition as a sponsor in the conference brochure (assuming confirmation is before the print date of the brochure)
- Web site and on-site recognition - company name and logo event web site and on event signage
- Acknowledgment during the general session
- Company profile (50 word description) on the conference web site
- One full conference pass for sponsoring company staff

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

Lanyard Sponsorship - \$2,500

- Recognition as a sponsor in the conference brochure (assuming confirmation is before the print date of the brochure)
- Web site and on-site recognition - company name and logo event web site and on event signage
- Acknowledgment during the general session
- Company profile (50 word description) on the conference web site
- One full conference pass for sponsoring company staff

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

Web Banner Ads

Increase your visibility and enhance your corporate image before, during, and after the event. Event prospects and registered attendees visit the TransPromo Summit website regularly to check out event highlights, which companies are exhibiting, and pre-plan their trip. This banner can link to a specific page within your company website. Banner placement is determined by conference organizers.

180 x 400	Platinum/Gold Sponsors Only
468 x 60	\$500/month
120 x 120	\$350/month

Select Packages

Customize

InfoTrends is happy to work with you to identify a sponsorship package that is appropriate for your organization. Whether it is enhancing an existing sponsorship opportunity, or creating a new one, an InfoTrends representative is available to discuss your vision and design the most effective package for your marketing dollars. Contact us today to get started.

Scott Phinney
781-616-2100 ext. 123
scott_phinney@infotrends.com

**Office Document Strategy Conference
Sponsorship Contract
September 30 - October 1, 2009**

Please fill out the following two pages and fax back to 781-616-2121

To: Scott Phinney

Fax: 781-616-2121

Tel: 781-616-2100 ext. 123

Email: scott_phinney@infotrends.com

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

- Gold Sponsorship \$10,000
- Silver Sponsorship \$5,000
- Reception Sponsorship (2 Available) \$7,000
- Luncheon Sponsorship (3 Available) \$6,000
- Exclusive Break Sponsorship \$6,000
- Pad & Pen Sponsorship \$3,500
- Lanyard Sponsorship \$2,500
- Web Banner Ads
 - 468 x 60 \$500/month
 - 120 x 120 \$350/month

Sponsorship Terms and Conditions – Sponsor recognizes that the benefits of sponsorship are limited to what is outlined in our sponsorship invitation. Sponsor must participate in the complete 2-day event (September 30 - October 1, 2009). 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: _____ State: _____ Zip Code: _____

Country: _____

Tel: _____ Fax: _____

Email: _____

**Office Document Strategy Conference
Sponsorship Contract (con't.)**

Contact Information:

Primary Contact: _____

Tel: _____ Fax: _____

Secondary Contact: _____

Tel: _____ Fax: _____

Signature: _____

Sponsorship Description: _____

Purchase Order #: _____

Total Amount Due: _____

Payment Information:

Credit Card Number: _____ Exp. Date: _____

Credit Card Company: AMEX VISA MASTERCARD

Credit Card Type: CORP. CARD CORP. PURCHASING CARD PERSONAL CARD

Cardholder's Name _____

Signature: _____

Cardholder's Billing Address: _____

City: _____ State: _____ ZipCode: _____

Please make all checks payable to InfoTrends

Return to:

InfoTrends

Attn: Scott Phinney

97 Libbey Parkway

Weymouth, MA 02189

Tel: 781-616-2100 ext. 123

Fax: 781-616-2121