



Sponsorship Opportunities

Trans  **Promo**

European TransPromo Summit

October 6-7, 2009
Square Brussels Meeting Centre
Brussels, Belgium

The European TransPromo Opportunity...

TransPromo is built on the fact that transaction documents are better read and understood than direct mail, since they are often part of a trusted relationship between a supplier and consumer. By combining promotional, informational, and educational direct mail with transactional mail, often referred to as “TransPromo”, organizations can achieve more effective communications than using the traditional method of sending direct mail and transactional mail separately.

This evolution provides new opportunities for document technology vendors of printing and finishing equipment, as well as providers of software enablers such as document and content management and electronic presentment. It also offers a tremendous opportunity for print service providers in the document outsourcing arena to assist customers in migrating to more productive and efficient operational strategies relative to transactional data flow.

TransPromo has a proven value proposition, but there is a lack of education in the market about technology and the concepts surrounding TransPromo. Vendors, industry and marketing associations, graphic communications service providers, and corporations with experience must reach into the market and take the time to share their successes.

InfoTrends and the 4IT Group are pleased to announce the inaugural **European TransPromo Summit** which is dedicated to market education and advancement. The summit will be taking place October 6 - 7, 2009 at the Square Brussels Meeting Centre in Belgium. The conference will bring together senior executives and managers from the end-user, service provider, and vendor communities for two-days of information sharing and peer-to-peer networking.

The **European TransPromo Summit** is designed to educate attendees on the strategies, techniques and tools for fusing the traditional transaction document with marketing messages to enhance customer communications, improve customer retention, and increase revenue. If you want to demonstrate your leadership in the industry, identify new customers and partnership opportunities, or drive growth in the TransPromo market, contact us today to find out how your company can become a sponsor.

Sponsorship Benefits

This highly focused and interactive conference is perfect for networking and relationship building. The cost of sponsorship is made affordable 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 tabletop exhibit during the event.

Here are just a few of the many sponsorship benefits:

- Intimate access to a group of industry decision-makers
- 9 hours of conference time dedicated to making contacts and exchanging ideas
- Opportunity to involve clients in the event
- Chance to demonstrate your solutions with a tabletop exhibit



Building on a Successful Tradition

The **TransPromo Summit** has a rich and well respected history in the printing industry. Now in its third year, the TransPromo Summit, held annually in the United States, was the first event of its kind to focus on the transpromotional opportunity. In 2009, the brand will expand globally with the launch of a **European TransPromo Summit**. Representatives from multiple facets of the transaction printing supply chain...from manufacturers to service providers to suppliers to end-user companies, will have a presence at the European event. The list below is just a sampling of attendees from previous TransPromo Summit events:

Abitibi Consolidated	DataPage	J.J.B. Hilliard, W.L. Lyons, Inc.	RR Donnelley BCS
Accenture	Datapage Inc	KeySpan Energy	Scriptus Consultoria
Addison	DHL Global Forwarding	Laborprint	Simplified Communications
Addressing Services Co.	Digital Imaging Center	Landor	Solimar Systems, Inc.
Adobe Systems	Direct Group	Linkwell Communications	SouthData, Inc.
Allstate	Direct TV	MailMax Data	Speos Belgium
Alphagraphics, Inc.	DMA	MassMutual Financial Group	Standard Life
Amdocs Inc	DME	Metavante Corporation	Standard Register
American Family Insurance	DMM	Mindfire Inc.	StreamServe, Inc.
American Funds (AFS)	Document Sciences	NAPL	Symcor
American Home Mortgage	Docuplus Ltd	NCP Solutions	T. Rowe Price
Amprints Ventures	DST Output	NEPS, Inc.	Tension Envelope Corp.
Ancor	DSTi Output	New Media Technologies	Terminal Van Gogh
Appleton	Eastman Kodak Company	NewPage	T-Mobile
Art Plus Technology	Elixir Technologies	Novus	Toppan Forms (America) Inc.
AXIS, Inc.	Exstream Software	Oce	Total Billings
BOOM TISK, Ltd.	Fenske Media	Oniya Shapira	TSYS
Bowe Bell + Howell	Fidelity Investments	OSG Billing Services	TVP Color Graphics, Inc.
Bowne Marketing & Business Communications	Fidelity Output Solutions	Palm Coast Data	UmassFive Colleges Credit Union
Broadridge	First Data	Pepper GmbH	US Postal Service
Canada Post Corporation	Ford Motor Credit Company	Personix	Venezia Enterprise
Candem Corporation	Foremost Insurance Company	Pinnacle Data Systems	Verizon Wireless
Canon	Fuji Xerox	Pitney Bowes	Vertis Communications
Canon Europe	Fuji Xerox Australia	Pittsburgh State Education	W+D Machinery Co. Inc.
Canon USA	GE Money	PLM Group Ltd	Wachovia Corporation
Caragraphics	Genworth Financial	Portland General Electric	Williams Lea
Cathedral Corporation	Georgia-Pacific	Press Sense	WINSTON DATA SA DE CV
CENTRICOM	GMC Software Technology	Prinova	Xeikon
CMO Council	Grafica Aquarela	Print Laser Service Ltd.	Xerox
Compu-Mail	Grafica Planalto	Printable Technologies, Inc.	Xerox Global Services
Computec	Graphcom, Inc.	PrintMail Systems Inc	XL Print Software
Convertible Brands	GTDocuments LLC	PrintSoft	XmPie
Copy General	Harlequin Enterprises Ltd.	Proserve Bermuda Limited	Xplor International
Copy General Czech Republic	Hartford Insurance Company	Punch Graphix Int'l nv	Ziegler Paper US, Inc.
Corporate Graphics	HP	QM Technologies	
Countrywide Financial Corporation	HP Brazil	Quad Graphics/Openfirst	
Countrywide Home Loans	HP Indigo	RCS Printing, LLC	
Crawford Technologies, Inc.	HSBC Bank	Readers Digest	
CSG Systems	IKON	Research Data Inc.	
DA Digital	Indivia, Inc.	Ricoh	
Datamail New Zealand	InfoPrint Solutions	RISO, Inc	
DATAMATX	In-Plant Graphics	RR Donnelley	
	International Paper		
	Janus Capital Group		

Sponsorship Opportunities

Increase brand awareness, drive sales, and multiply your ROI as an event sponsor. The **European TransPromo Summit** offers an array of marketing and promotional opportunities including; print, online and on-site promotions. This portfolio is designed with the flexibility to fit any budget and to meet your marketing objectives. Take advantage of our sponsorship and event marketing opportunities and set yourself apart from your competition. Sponsorships are offered to a limited number of qualified vendors. Opportunities include:

Platinum Sponsorship - €13.000 each

- Speaking slot on keynote panel
- Opportunity to place end-user customers on conference program
- Ten VIP passes for distribution to your clients and prospects. List of VIPs due to InfoTrends for approval and processing 6 weeks prior to the event.
- Two full conference passes for sponsoring company staff
- A tabletop display in the technology showcase (6' draped tabletop with 2 chairs)
- Company logo listed as a platinum sponsor in all event promotions
- 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
- 100 word company description to be included inside the conference brochure (must confirm sponsorship prior to brochure print date)
- Company profile (200 word description) on the event Web site
- Opportunity to provide a 180 x 400 web banner for the official event Web site (banner provided by sponsor, some restrictions apply)

Gold Sponsorship - €7.500 each

- Opportunity to place end-user customers on conference program
- Five VIP passes for distribution to your clients and prospects. List of VIPs due to InfoTrends for approval and processing 2 weeks prior to the event.
- Two full conference passes for sponsoring company staff
- A tabletop display in the technology showcase (6' draped tabletop with 2 chairs)
- Company logo listed as a gold sponsor in all event promotions
- 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 (100 word description) on the event Web site
- Opportunity to provide a 180 x 400 web banner for the official event Web site (banner provided by sponsor, some restrictions apply)

Silver Sponsorship - €5.000 each

- Two full conference passes for sponsoring company staff
- A tabletop display in the technology showcase (6' draped tabletop with 2 chairs)
- Company logo listed as a silver sponsor in all event promotions
- 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

Welcome Dinner - €7.000

The Welcome Dinner Sponsorship is a very popular sponsorship option. Marketers find value in networking with influential market leaders in a relaxed, after-hours setting. Your company will have the opportunity to give attendees a 10-minute welcome at the opening of the dinner, place product brochures, and will receive a sign in the dinner area. The dinner will be held the night prior to day 1 of the conference. Pricing includes the cost of food and beverage. Menu is selected by conference organizers.

Luncheon - €7.000

Host a the luncheon break and use this exclusive opportunity to network with the conference attendees. Your company will have the opportunity to give attendees a 10-minutes welcome speech at the beginning of lunch, place product brochures, and will receive a sign in the luncheon area. Sponsor is responsible for providing all sponsorship materials. Pricing includes the cost of food and beverage. Menu is selected by conference organizers.

Coffee Break - €2.500 each

No need to go far during the event. Host a coffee break right in the conference area with an audience of highly qualified attendees. Your company will have the opportunity to put out brochures and will receive a sign by the coffee station in the conference area. Sponsor is responsible for providing all sponsorship materials. Pricing includes the cost of coffee. Menu is selected by conference organizers. An exclusive break sponsorship option is also available. Please contact a sale representative for pricing.

Sponsorship Opportunities (Cont.)

Pad & Pen - €2.200 each

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.

Show Bag - €2.200 each

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.

Badge Lanyards - €1.200 each

Captivate the minds of attendees as they wear your name around their necks and are seen throughout the entire event. This invaluable marketing item will be offered to each and every attendee as they pick up their badge.

Web Banner Ads - €450/€850

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
120x120	€450/month
468x60	€850/month

Select Packages

Customize

The conference organizers are 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, a representative is available to discuss your vision and design the most effective package for your marketing dollars. Contact us today to get started.

Combine

InfoTrends will be holding our third annual TransPromo Summit August 13-14, 2009 in Boston, Massachusetts. If you would like to take a bundled approach and become a worldwide sponsor value priced packages are available. Contact us today to get started.

European TransPromo Summit Sponsorship Contract October 6-7, 2009

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

To: Jason Russell

Fax: +44 1582 411001

Tel: +44 1582 400120

Email: jason_russell@infotrends.com

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

- Platinum Sponsorship**€13.000
- Gold Sponsorship**€7.500
- Silver Sponsorship**.....€5.000
- Welcome Dinner Sponsorship (1 Available)**€7.000
- Luncheon Sponsorship (1 Available)**€7.000
- Coffee Break Sponsorship (4 Available)**€2.500
- Pad & Pen Sponsorship**.....€2.200
- Show Bag Sponsorship**.....€2.200
- Badge Lanyard Sponsorship**€1.200
- Web Banner Advertising**.....€450/€850
 - 120x120**€450
 - 468x60**€850

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 (October 6-7, 2009). Tabletops may not be broken down before the last break 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.

TransPromotional Summit Sponsorship Contract (con't.)

Contact Information:

Primary Contact: _____

Tel: _____ Fax: _____

Secondary Contact: _____

Tel: _____ Fax: _____

Signature: _____

Purchase Order #: _____

Total Amount Due: _____

Payment Information:

Credit Card Number: _____ Exp. Date: _____

Credit Card Company: AMEX VISA MASTERCARD

Cardholder's Name _____

Signature: _____

Billing Address: _____

City: _____ State: _____ ZipCode: _____

Please make all checks payable to InfoTrends

Return to:

InfoTrends
Attn: Jason Russell
3rd Floor, Sceptre House
7-9 Castle Street
Luton, Beds LU1 3AJ
United Kingdom

