



Technology Convergence Conference

"Where IT and Facilities Come Together"

Sponsorship Prospectus

Seminar Date: **October 16, 2007**

Location: **Santa Clara Convention Center**

SPONSORSHIP PROGRAM APPLICATION/CONTRACT:

1. **Exhibitor Information:** *(For Publication)*

Company Name

Booth Number

Address

City

State/Province

Zip/Postal Code

Telephone

Fax

Web Address

2.

Contact Information: *(Contact will receive all exhibit-related materials.)*

City

State/Province

Zip/Postal Code

Telephone

Fax

Web Address

E-mail Address

SPONSORSHIP PROGRAM APPLICATION/CONTRACT:

Sponsorship Options:

Please select type of sponsorship options.

10'X10' Exhibit Sponsorship:

- Includes 10'X10' exhibit space
- Recognized as a premier sponsor in the program book
- Company logo and link on the Technology Convergence website
- Company logo and information will appear in the program book
- Company logo will be included in the e-mail campaign
- Company representative's biography and contact information will appear in the program book
- Company logo will appear on all Entrance signs
- Company will be able to include 2 (one) full page color ad in the seminar program (*Does not include front and back*)
- RSVP and Attendee list contact information after the seminar
- Company Press Release will be posted on the news & events page on the Technology Convergence website
- Your logo and firm description will be advertised on an additional page on the Technology Convergence website
- 8 FREE conference passes for invited guests. Valued at \$1,192.00 (\$149.00 each)
- Opportunity to purchase additional tickets at a discounted price (\$75.00)

Sign up for 2008 and receive 10% discount for this year's booth cost.

(If you sign up for 2008 booth, additional deposit of \$1,000.00 is required.)

6'X6' Exhibit Sponsorship:

- Includes 6'X6' exhibit space
- Recognized as a sponsor in the program book
- Company logo and link on the Technology Convergence website
- Company logo and information will appear in the program book
- Company logo will be included in the e-mail campaign
- Company representative's biography and contact information will appear in the program book
- Company will be able to include 1 (one) full page color ad in the seminar program (*Does not include front and back*)
- RSVP and Attendee list contact information after the seminar
- 5 FREE conference passes for invited guests. Valued at \$745.00 (\$149.00 each)
- Opportunity to purchase additional tickets at a discounted price (\$75.00)

SPONSORSHIP PROGRAM APPLICATION/CONTRACT:

Additional Show sponsorships:

Bag Sponsorship - \$ 1,000

- Company logo will be displayed on the bag
- Your logo and firm description will be advertised in the program book
- 2 FREE conference passes for invited guests. Valued at \$298.00
(\$149.00 each)

Program Book Sponsorship - \$ 3,000

- Company logo will be displayed on a 24'X36' entrance sign that displays "Program Book sponsored by Company Name"
- Company Press Release will be posted on the news & events page on the Technology Convergence Website
- Company literature will be displayed on a 6' X 30" table (other literature will be displayed on the table)
- Company name will be displayed on the 3rd page of the program book that displays "Program Book sponsored by Company Name"
- Your logo and firm description will be advertised in the program book
- RSVP and Attendee list contact information after the seminar
- 5 FREE conference passes for invited guests. Valued at \$745.00
(\$149.00 each)

Morning Break/Afternoon Break Sponsor - \$ 1,500

- Company logo will be displayed on a 24'X36' entrance sign that displays "Morning break/Afternoon break sponsored by Company Name"
- Company Press Release will be posted on the news & events page on the Technology Convergence Website
- Company literature will be displayed on a 6' X 30" table (other literature will be displayed on the table)
- One page flyer to include in carry bag that will be handed out to each attendee.
- 3 FREE conference passes for invited guests. Valued at \$447.00
(\$149.00 each)
-

Breakfast or Lunch Sponsorship - \$ 3,000 each

- Company logo will be displayed on the buffet table
- Company Press Release will be posted on the news & events page on the Technology Convergence Website
- Company literature will be displayed on a 6' X 30" table
- Company name will be displayed on the program schedule on the Technology Convergence website
- Your logo and firm description will be advertised in the program book
- RSVP and Attendee list contact information after the seminar
- 5 FREE conference passes for invited guests. Valued at \$745.00 (\$149.00 each)

4th Prize (Grand Prize) Giveaway - \$1,000

During 3:00 p.m. -3:30 p.m. final break

- Company Press Release will be posted on the news & events page on the Technology Convergence Website
- We will announce your company name and give a brief description about the services/products your firm provides before the prize drawing
- Company name will be displayed on the program schedule on the Technology Convergence website
- Your logo and firm description will be advertised on an additional page on the Technology Convergence website

3rd Prize Giveaway - \$500

During 2:15 p.m. - 2:30 p.m. Break

- We will announce your company name and give a brief description about the services/products your firm provides before the prize drawing
- Company name will be displayed on the program schedule on the Technology Convergence website
- Your logo and firm description will be advertised on an additional page on the Technology Convergence website

SPONSORSHIP PROGRAM APPLICATION/CONTRACT:

2nd Prize Giveaway - \$400

During 11:45 a.m. -12:30 p.m. Break

- We will announce your company name and give a brief description about the services/products your firm provides before the prize drawing
- Company name will be displayed on the program schedule on the Technology Convergence website
- Your logo and firm description will be advertised on an additional page on the Technology Convergence website

1st Prize Giveaway - \$200

During 10:45 a.m. -11:00 a.m. Break

- We will announce your company name and give a brief description about the services/products your firm provides before the prize drawing
- Company name will be displayed on the program schedule on the Technology Convergence website
- Your logo and firm description will be advertised on an additional page on the Technology Convergence website

(Note: Prizes cannot be a company product or service.)

SPONSORSHIP PROGRAM APPLICATION/CONTRACT:

3. Please select the items you would like to purchase

10'X10' Exhibit Space = \$ 6,000 ☐

10'X10' Exhibit Space (Early Bird Price
before 7/27/07) = \$ 5,000 ☐

2008 10'X10 Exhibit Space = \$ 5,000 ☐

6'X6' Exhibit Space = \$ 2,500 ☐

6'X6' Exhibit Space (Early Bird Price
Before 7/27/07) = \$ 2,000 ☐

2008 6'X6' Exhibit Space = \$ 2,000 ☐

6'X30" Table, Linen, Skirt,
Chair, Wastebasket = \$ 25 ☐

Exhibit Booth Power

20 amps, 120 volt Wall Outlet (1 outlet, plug) = \$ 75 ☐

30 amps, 208 volt (1 knife switch) = \$ 150 ☐

Access 120 volt Wall or Floor Outlet = \$ 40 ☐

Internet Connection = \$ 15 ☐

If you need additional electrical power, please call Nichole Stephenson at (510) 979-4226.

***Booth is carpeted and includes pipe and drape.**

SPONSORSHIP PROGRAM APPLICATION/CONTRACT:

Additional Show sponsorships:Bag Sponsorship = \$ 1,000 ☐Program Book Sponsorship = \$ 3,000 ☐Morning Break/Afternoon
Break Sponsorship = \$ 1,500 ☐Lunch Sponsorship = \$ 3,000 ☐Breakfast Sponsorship = \$ 3,000 ☐1st Prize Giveaway
During 10:45 a.m. – 11:00 a.m.
break = \$ 200 ☐2nd Prize Giveaway
During 11:45 a.m. -12:30 p.m.
Break = \$ 400 ☐3rd Prize Giveaway during
During 2:15p.m. - 2:30 p.m.
Break = \$ 500 ☐4th Prize Giveaway
(Grand Prize) during
3:00 p.m. -3:30 p.m. = \$ 1,000 ☐**Sponsorship Subtotal** \$ _____**Less Applicable Discounts** < _____ >**Sponsorship Grand Total** _____*(Note: Prizes cannot be a company product or service.)*

RULES FOR EXHIBITORS

1. Application Process

Teladata reserves the right to reject any application for exhibit space. If rejected, applicants will be given notice within 2 weeks of receiving the application.

2. Space Application and Applicable Fees

Teladata will assign space according to the applicant's preference with regard to initial assignment; however, Teladata shall not be held responsible for subsequent changes in space assignments. A non-refundable deposit of \$1,000 for sponsorships must accompany this application. If you signed up for a 2008 booth, an additional deposit of \$1,000.00 is required. Booth space shall not be considered assigned until receipt of the completed application and applicable deposit by Teladata. The balance of the space fee is due and payable on or before **8/31/07**. **Please make your check payable to Teladata.**

3. Cancellation of Space

100% Refund will be made for cancellations prior to 7/27/07. *(This excludes the non-refundable deposit.)*

50% Refund will be made for cancellations made between 7/28/07- 9/21/07.

0% Refund will be made for cancellation after 9/21/07.

4. Subletting/Sharing of Space

Subletting or sharing of space is permissible if approved by Teladata Management.

5. Exhibit Setup or Teardown

Exhibit crates must be unpacked and available for removal by **6:00 a.m.** on the day of the show. Exhibit set up time is from **6:00 a.m. -7:30 a.m.** Exhibits may begin to dismantle after **3:30 p.m.** All exhibits must be removed before **8:00 p.m.** on the day of the event. *(If you need additional set up time, please call Nichole Stephenson at (510) 979-4226 for more information.)*

RULES FOR EXHIBITORS

7. Space Not Occupied

Space not claimed and occupied by **7:30 a.m.** on the day of the exhibit will be canceled or re-assigned by Teladata without refund. If exhibit material has been delivered to the booth, Teladata, reserves the right to assign labor to set up the exhibit.

8. Exhibit Space

Sponsors configurations are 10'X10' or 6'X6' exhibit space. Tables, chairs and additional items are also available for rental. (Please go to page 5 to review the cost breakdown.)

9. Exhibit Facility

Teladata shall not be liable for performance if the exhibit area is rendered unusable by fire, act of God, labor strike, or any other reason.

10. Limitation of Liability

Exhibitor agrees to indemnify and hold harmless Teladata and the sponsor, owner, exhibition hall facility, and city in which the exhibition is held and each of their respective officers, agents, and employees, against all claims, losses, suits, damages, judgments, expenses, costs (including, without limitation, reasonable legal fees) and charges of every kind arising out of or resulting from its execution of this Agreement or its occupancy of the space herein contracted for any reason of personal injuries, death, property damages, or any other cause sustained by any persons or others.

Teladata shall not be responsible for loss or damage to displays or goods belonging to the exhibitor, whether resulting from fire, storms, acts of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats, or other causes. All such items are brought by the exhibitor's own risk and should be safeguarded at all times. The exhibitor is responsible for the installation and dismantling of their booth. The exhibitor agrees that the provision of such services constitutes adequate discharge of all obligations of Teladata to supervise and protect exhibitors' property within the exhibition.

Exhibitors may furnish additional security at their own cost and expense, only with prior approval by Teladata. Exhibitor agrees that Teladata shall not be liable in the event of any errors or omissions in exhibitor's show directory

RULES FOR EXHIBITORS

listings or in any promotional material. Teladata makes no representation or warranties with respect to the demographic nature of attendees.

11. Booth Representatives

Exhibitor booth representatives shall wear exhibitor name tags, furnished by Teladata, at all times. The numbers of company representatives is limited to 3 for a premier booth sponsor (10'X10' space) or 2 for regular exhibit space sponsor (6'X6' space).

12. Exhibit Drawings and Raffles

Exhibitors must receive approval from Teladata to conduct drawings and raffles. Teladata permits distribution of souvenirs and samples, provided it is dignified and does not interfere with other exhibitors. *Exhibitor representatives are not eligible to participate in drawings or attendee rewards.*

13. Hospitality Meeting Space/Requests

Exhibitors must receive approval from Teladata to hold any hospitality or meeting events during Teladata's Technology Convergence Conference. No activities will be permitted when the conference program activities are in progress.

SPONSORSHIP PROGRAM APPLICATION/CONTRACT

4.

Signature of Acceptance:

Print Name _____

Title _____

Payment Information: (Deposit Required)

Note: a non-refundable deposit of \$1,000 for exhibit sponsorships must accompany this application. (If you signed up for a 2008 booth, an additional deposit of \$1,000 is required.) The balance of the space fee is due and payable on or before **8/31/07**.

Sponsorship Total: \$ _____

Amount Paid: \$ _____

Date: _____

Signature: _____

Please fax or email completed forms (Pages 1, 6, 7, and 11) to:

Maricel Cerruti
TELADATA

Fax: (510) 979-1886
E-mail: mcerruti@teladata.com
Phone: (510) 979-4251

Thank you for your support!