

Sponsor & Exhibitor Opportunities

Business-to-Business Demand Generation Summit 2007



East Coast Summit

October 15-16, 2007 – Boston, MA
Seaport Hotel

230 B-to-B marketers expected



West Coast Summit

October 29-30, 2007 – San Francisco, CA
The Westin Hotel , Market Street

320 B-to-B marketers expected

“ The content was purely business-to-business, and the knowledge that we acquired is already being put to use in how we run our company.”

Paul Broni
Executive VP, Inbox Interactive, Inc.

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Reach America's top business-to-business marketers

with multiple touches to ensure they remember your sponsorship

Paid Attendee demographics

- 550 anticipated attendees:
 - 230 East Coast (Boston)
 - 320 West Coast (San Francisco)
- Job titles: Vice President, Director, Senior Manager: 46.55%
- Experience level: 10-20 years of marketing experience
- 65% market business technology (software, hardware)
- 35% market business services or manufacturing offerings (widgets)



2007 Summit Overview

550 top business-to-business marketers will gather at MarketingSherpa's Demand Generation Summits to network, share lessons learned and hone their lead generation skills. They are the "best of the best." Marketers who live to innovate, test, measure and create lead generation programs that perform better and better every fiscal quarter.

Their job is to fill the sales pipeline with highly qualified leads. Plus, they run active email, white paper/webinar, and, telemarketing (inside sales) programs to qualify and educate leads to prepare them for sales readiness.

Unlike most industry events, MarketingSherpa Summits feature 100% highly practical Case Studies and research-based tactics. Our attendees are *pragmatic.* They don't want theory or fluff, they want hands-on tips they can use to improve systems, improve campaigns, improve measurement...and improve their lead pipeline.

If you offer such a tool, they want to know about you.

About MarketingSherpa

MarketingSherpa is a research firm publishing award-winning Case Studies, Benchmark Guides and know-how materials for the marketing profession. 237,000 marketing executives read MarketingSherpa every week.

Praised by The Economist, Harvard Business School's Working Knowledge Site and Entrepreneur.com among others, MarketingSherpa conducts research into what's working in marketing (and what's not).

The firm offers readers the chance to network and discover advanced, research-based methods to improve marketing results at three annual real-world Summits: Email Summit Awards & Expo every Spring, Selling Subscriptions Online every May, and B-to-B Demand Generation every Fall.

To boost networking impact and exclusivity, tickets and sponsorships are strictly limited for each event. Most MarketingSherpa Summits sell out well before the actual event dates. (None accept walk-in registrations).

Attendee Roll Call

2006 Summit attendees included executives from:

- | | | | | |
|--|---|---|--|---|
| Accenture
Accredited Home Lenders
Acquirex
Active Ingredients
ActiveConversion.com
Adobe Systems, Inc.
ADP Retirement Services
Agilysys, Inc.
AirTight Networks, Inc.
Allianz Global Risk US
Alvarion, Inc.
Appistry
Application Security Inc.
Applied Biosystems
Applied Industrial Technologies
Arbor Networks
Area
Armstrong World Industries
Art & Science of Marketing
Artisoft
Astoria Software
ATG
Attenex
Autodesk
Avaya
Avitage
Avocent Corporation
Axis41
BAO
Basho Strategies, Inc.
BEA Systems, Inc.
BKM Marketing
Bluefish
BPC, Inc.
Brocade
Brooks Bell Interactive
BuildSite LLC
Burton Group
Business OnLine
CA Inc.
Capital Solutions
Captaris
CardScan
Caterpillar Inc.
CCI
Centric Software
Check Point Software
Technologies
Ciena
Ciena Corp.
Cierant
Cisco systems
Citrix Online
ClearGauge
Clearstory Systems
Click Tactics
Cloakware
CMP Technology
CNET Networks
Comergent Technologies, Inc.
Compuware Corporation
ConversionMultiplier.com
CORESense
Cox Target Media
Crossroads Coporate Center
CVanek Studio
Database Specialists, Inc.
DataFluz | Decagon Devices, Inc.
Disc Makers
DMW Worldwide
Dow Pharmaceutical Sciences
Dupont
Easty Marketing
eCoast Sales Solutions
Ecount
EDGAR Online Inc.
eFax - j2 Global Communications
Eloqua
Elsevier
EmailLabs
Embarcadero Technologies
EMC Corporation
Emerson Process Management
Empowering systems, Inc.
Endeca Technologies
Energy Insights, an IDC Company
Enquiro Search Solutions
ENSR
Enviance
Envoy Worldwide
Epicor
EqualLogic, Inc.
ESRI
eti Sales Support
e-tractions
Evergreen Systems, Inc.
Evertex
Exact Target
Exeros, Inc.
Export Development Canada
Extended Presence
F5 Networks
Fargo Electronics
FDAnews
FEI Company
Fidelity Investments
Forrester
Fortify Software
FreedomVOICE Systems
Freeze.com
Frontline Systems
Genius, Inc.
Globalscape
GlobeXplorer
Gomez, Inc
Goodmail Systems
Google
Group Spark
Guidewire Software, Inc.
Harte-Hanks
Harvard Business School
Publishing
HCPro
Health Industry Insights, an IDC
Company
HelpSystems, Inc.
Hewlett-Packard Co.
Hitachi Data Systems
Hoovers
IBM
IBM Software
IDC
IJM Interactive Inc.
Info-Tech Indaba
Innoveer Solutions | Instill
InterfaceFLOR
Intertek ETL SEMKO
Interwoven
Intuit
IONA Technologies
Javelin Technologies
Juniper
Kamelio
Kelly Services
KeyMark, Inc.
KnowledgeStorm
L2
LANDesk Software
Lcom Connectivity Products
Leopard
LifeSize Communications
Lombardi Software
LownHome Financial
LRG Marketing Communications
Luminary Micro
Made2Manage Systems Inc.
Manhattan Associates
Manufacturing Insights
Marketing Support Network
MarketingExperiments
Marketo Inc.
Massini Group
Matrikon, Inc.
Matrikon, Inc.
Maxim Integrated Products
McKesson Corporation
McKesson Pharmacy Systems
MEDEX Global Group, Inc.
Mentor Graphics
Mercury, Systinet Division
Meridian Systems
Metia
Minco
Mobius Management Systems,
Inc
MRO Software
MVPCollaborative
Navtrak
NeoScale Systems
NetIQ
NetLine Corporation
NetPro
NetSimplicity
Network Appliance
Network World
New Century Mortgage
New World Multimedia
Nicholson Kovak, Inc.
Newspeed
Offermatica
Omniture, Inc.
ON24
ONLC training Centers
Opware
OTOLabs
Panasonic System Solutions
Company of America
Paradigm Learning
PayCycle
Pearson & Co
Philips Medical Systems
Phillip Johnson Associates | Pilot Softwarre
Ping Identity Corporation
Planview, Inc.
Primavera Systems Inc
Progress Software
Propylon
Protus IP Solutions
Prudential Financial
Prudential Relocation
QAS
Quaero Corp
Quovadx
Radisys Corporation
Rainmaker Systems
Rapt, Inc.
RBS Interactive
Reactr.com
Reddot Solutions Corporation
Reed Business Information
RegOnline
Renaissance
Advisors, LLC
Revivio
Rhino Marketing
RIM
rPath
SafeNet, Inc.
salesforce.com
SAP Global M
arketing
SAS Institute Inc
Seagull Software
SEI
Sendmail Inc
ShareBuilder Advisors
Silanis Technology Inc
Silverpop
SiriusDecisions, Inc.
Solid Cactus
SolidWorks Corporation
Sony Electronics - Business
Source Technologies, LLC
Speakeasy
Spelling Communications
Standard & Poor's
Stellent | Strand Marketing Inc
Summit Partners
Sun Microsystems
SunGard AvantGard
SunGard BancWare
SunGard Trading, Treasury & Risk
Management
SunGard Wealth Management &
Brokerage
SupplyFrame
Sybase, Inc.
Symbol Technologies Inc
Symmetricom
Symphony Services
TANDBERG
TARGUSInfo
Tech Target
TechRepublic
Telelogic
TeleNet Marketing Solutions
Telesian Technology
The Conversion Multiplier
The Lead Dogs
The MathWorks
The Natural Marketing Institute
The Online 401(k)
Thunderhead Ltd.
Trillium Software
UCG/Argosy Division
Unica Corp
UnitedHealth Group
Universal McCann
Uptime Software
Vaisala
VerticalResponse
VFA, Inc.
Vmware
Voxify
Webmarketing123.com
Wellesley Information Services
Witness Systems
Yesmail
Z Corporation
Ziff Davis Media
Zycus, Inc. |
|--|---|---|--|---|

2005 and 2006 Summit Sponsors included:

- | | |
|--|--|
| Active Conversion
BlueRoads
Babock & Jenkins
Boxpilot
Business OnLine
NetLine Corp.
Cardscan
CMP Technology
eCoast Sales Solutions
Eloqua Corp.
EnContext
Epsilon Interactive | ExactTarget
KnowledgeStorm
L2 Solutions
Massini Group
Metia
Newspeed Marketing
Offermatica
ON24
QuinStreet, Inc.
The Lead Dogs
Unica Corp. |
|--|--|



Visionary Sponsorship

Limit one per Coast

Gain new clients through high visibility and multiple exposures



9 Exclusive benefits:

- #1. Logo projected on 9x12 screen at start & during breaks
- #2. Pens & notepads with your logo at all attendees' seats
- #3. Logo on front cover of Attendee Guidebook
- #4. "Thanks" from Summit Moderator from both end of both days

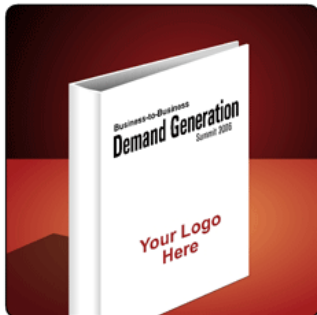
SOLD OUT



- #7. Official Networking Host of the Cocktail Reception (Includes signage, logo in attendee guidebook & gift giveaway opportunity)*
- #8. Full page ad on back cover of Attendee Guidebook (2 color)
- #9. 10x20 ft. (largest) Exhibit Space

4 Additional benefits:

- #1. Logo on Summit Microsite & Attendee Exhibit Map
- #2. 25 page White paper bound into Attendee Guidebook
- #3. Discount Tickets: \$200.00 off the full price at any time (until we sell out) for staff & clients
- #4. List: Attendee's addresses post event



Save \$5,000 when you sponsor both Coasts!

\$20,000 per Coast (East/West) or \$35,000 for both

Exclusivity: Only one Visionary Sponsor will be accepted per Coast

* Sponsor provides gifts. Subject to MarketingSherpa approval.



Trendsetter Sponsorship

Limit one per Coast

3 Exclusive benefits:

- #1. Official Networking Host of both lunches (Includes signage, logo in attendee guidebook & gift giveaway opportunity)*
- #2. Full page advertisement in Attendee Guidebook

#4. List: Attendee's addresses post event

#3. Discount Tickets: \$200 non-refundable off the cost of the event

SOLD OUT

- #1. Logo on Summit Microsite & Attendee Exhibit Map
- #2. 15 page White paper bound into Attendee Guidebook

Save \$12,500 per Coast (East/West) or \$20,000 for both

Exclusivity: Only one Trendsetter Sponsor will be accepted per Coast

* Sponsor provides gifts. Subject to MarketingSherpa approval.



Innovator Sponsorship

Limit one per Coast

3 Exclusive benefits:

- #1. Official Networking Host of both breakfasts (Includes signage, logo in attendee guidebook & gift giveaway opportunity)*

#4. List: Attendee's addresses post event

SOLD OUT

4 Additional benefits:

- #1. Logo on Summit Microsite & Attendee Exhibit Map
- #2. 10 page White paper bound into Attendee Guidebook

Save \$2,000 when you sponsor both Coasts!

\$7,500 per Coast (East/West) or \$13,000 for both

Exclusivity: Only one Innovator Sponsor will be accepted per Coast

* Sponsor provides gifts. Subject to MarketingSherpa approval.

Tabletop Exhibit



Only 9 table tops available per coast: first come, first served

5 Benefits:

- 6x2 ft. tabletop

SOLD OUT



Discount Tickets: \$200.00 off the full price at any time (until we sell out) for staff

Save \$1,000 when you sponsor both Coasts!

\$3,995 per Coast (East/West) or \$6,990 for both (**Boston Sold Out**)

Direct Response Package



3 Benefits:

- 3 page White Paper bound into Attendee Guidebook
- List: Attendee's addresses post event
- Discount Tickets: \$200.00 off the full price at any time (until we sell out) for staff

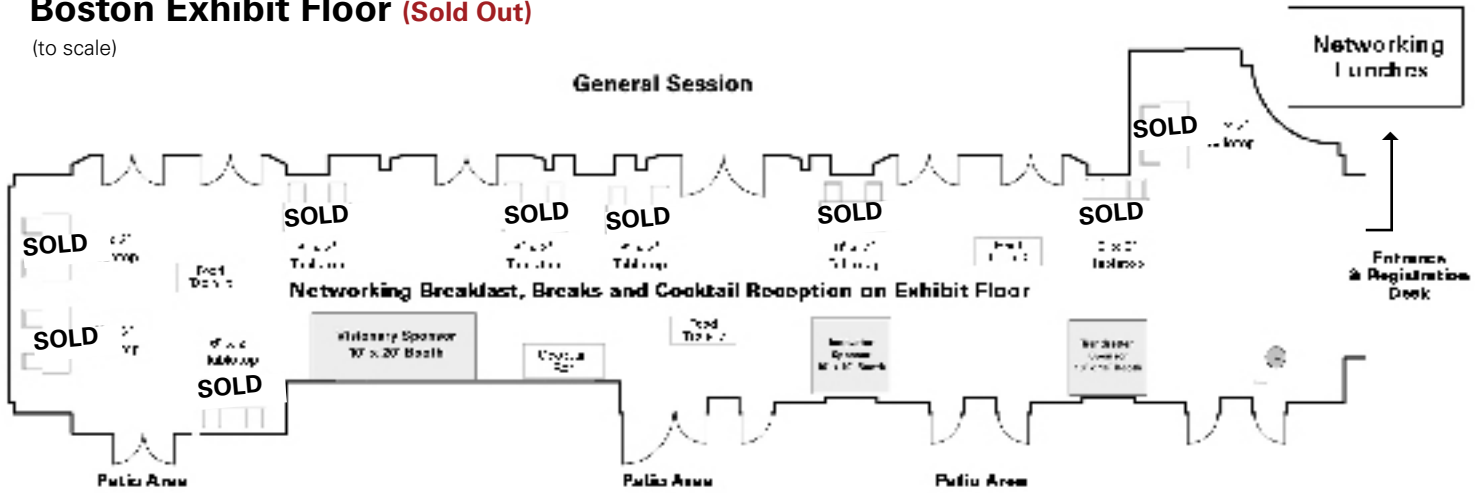
Save \$995 when you sponsor both Coasts!

\$1,995 per Coast (East/West) or \$2,995 for both

Exhibit Floor Maps

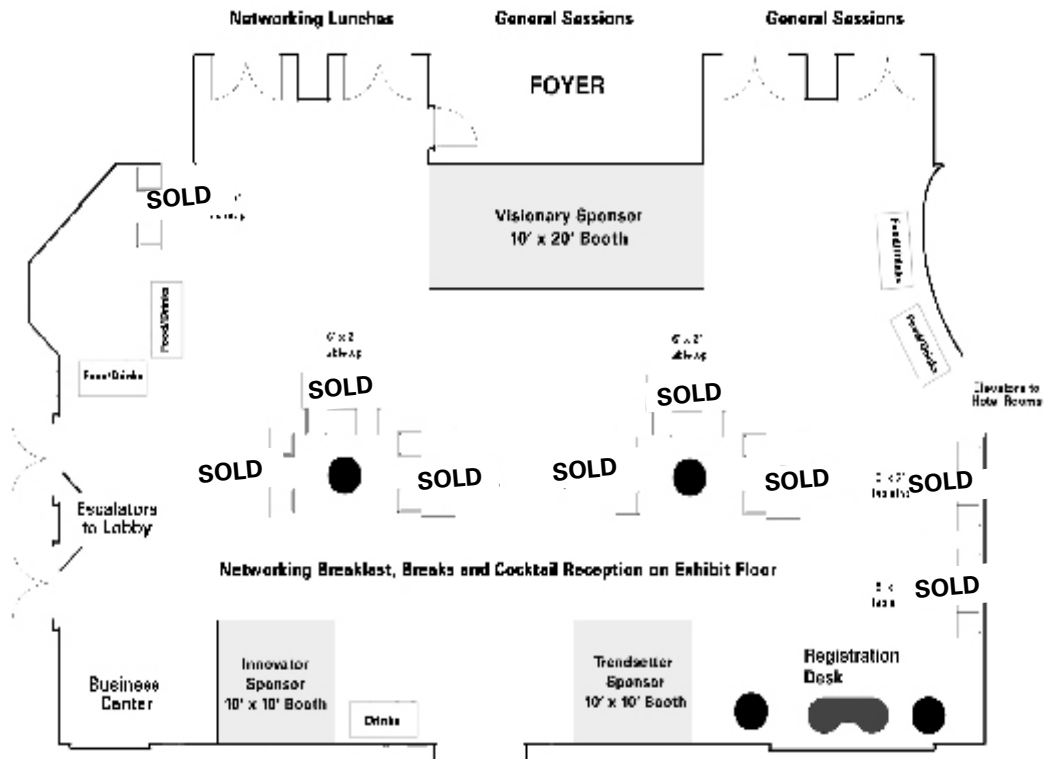
Boston Exhibit Floor (Sold Out)

(to scale)



San Francisco Exhibit Floor

(to scale)



Comparison Chart

Visionary
Trendsetter
Innovator
Tabletop
Direct Response Package

Logo projected on 9x12 screen at start & during breaks	★				
Pens & notepads with your logo at all attendees' seats	★				
Logo on front cover of Attendee Guidebook	★				
"Thanks" from Summit Moderator from podium at start and end of both days	★				
Thanks plus hotlink in Official Wrap-Up Report to be published Oct 19, 2007 for MarketingSherpa's 237,000 weekly readers	★				
Logo on cover of printed and PDF brochures distributed to 40,000+ B-to-B marketers to promote the Summit starting mid-Summer 2007	★				
Official Networking Host (Includes signage, logo in attendee guidebook & gift giveaway opportunity)	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	
Full page ad in Attendee Guidebook (2 color)	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	
Exhibit Space	10' x 20' (Largest)	10' x 10'	10' x 10'	6' x 2' tabletop	
Mention on Summit Microsite & Attendee Exhibit Map	Logo	Logo	Logo	Company name	
White paper bound into Attendee Guidebook	25 pages	15 pages	10 pages	5 pages	3 pages
Discount Tickets: \$200.00 off the full price at any time (until we sell out)	Staff & Clients	Staff & Clients	Staff & Clients	Staff Only	Staff Only
List: Attendee's addresses post event	★	★	★	★	★

* Note: Tickets are not required to staff a booth or tabletop, however if you intend to go to any sessions or attend networking functions you are not the named sponsor of, you must have a ticket.

Reservation Application

Note: Sponsorships subject to limited availability

Yes! I want to reach America's top business-to-business marketers with multiple touches. Please reserve the following sponsorship for my organization:

Visionary (Limit One Per Coast)

- Save ~~\$5,000~~ **SOLD OUT**
Both Coasts \$20,000
- Just East Coast: \$20,000

Trendsetter (Limit One Per Coast)

- Save ~~\$5,000~~ **SOLD OUT**
Both Coasts \$12,500
- Just West Coast: \$12,500

Innovator (Limit One Per Coast)

- Save ~~\$2,000~~ **SOLD OUT**
Both Coasts \$7,500
- Just West Coast: \$7,500

Table Top Exhibit (Limit 9 Per Coast)

- Save ~~\$1,000~~ **SOLD OUT**
Both Coasts \$3,995
- Just West Coast: \$3,995

Preferred tabletop location # _____

Direct Response Package

- Save **\$995**: Both Coasts \$2,995
- Just East Coast: \$1,995
- Just West Coast: \$1,995



Note: Your sponsorship will be accepted contingent on application approval by MarketingSherpa, a formal contract signed by both parties, and deposit provided as stated on our contract.

 Company Name

 Contact Name

 Title

 Mailing Address

 City, State, Zip

 Country

 E-Mail (we respect your privacy)

 Phone Number (in case of questions)

 Authorized signature

 Date

Send To:
 MarketingSherpa Inc.
 499 Main Street, Warren, RI 02885
 phone: 877.895.1717
 (outside the U.S. call 401.247.2655)
 fax: 401.247.1255

* Note: Tickets are not required to staff a booth or tabletop, however if you intend to go to any sessions or attend networking functions you are not the named sponsor of, you must have a ticket.