

SPONSORSHIP OPPORTUNITIES

5TH ANNUAL

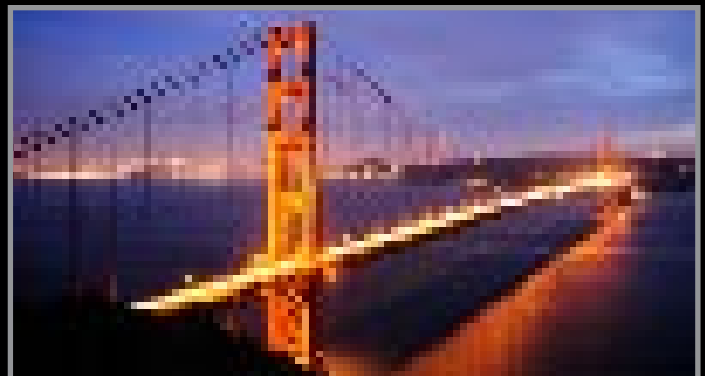
B-to-B Demand Generation Summits '08



East Coast Summit

October 5-7, 2008 – Boston, MA

230 B-to-B marketers expected



West Coast Summit

October 26-28, 2008 – San Francisco, CA

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

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

2008 SUMMIT OVERVIEW

550 top business-to-business marketers will gather behind closed doors at MarketingSherpa's Demand Generation Summits to hear exclusive research, expert presentations, and all-new case studies from the trenches. They'll gain highly practical tools and tips that they can implement immediately, regardless of the size of their budget or staff.

Results-driven presentations cover:

- Search Engine Optimization: Tools and tips for making your marketing content more appealing to search engines
- Evangelism marketing: Generating positive buzz within your clients' organizations and throughout each of your vertical markets
- Low-budget/No-budget strategies for creating demand through online networking forums
- Proven PR techniques for gaining and sustaining positive coverage in the industry trades and blogs
- The Must-Read Newsletter: Finding the time and resources to do it right
- Email marketing best-practices case study hand-picked by MarketingSherpa
- Beyond the lead: How marketing can help your account managers close the deal
- Low-cost techniques for using video in event marketing and online marketing
- Advertising on a shoestring: Do your due diligence and buy with confidence
- Landing page optimization: What works and why

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 Inc. is a research firm publishing Case Studies, benchmark data, and how-to information read by hundreds of thousands of advertising, marketing and PR professionals every week.

Praised by The Economist, Harvard Business School's Working Knowledge Site, and Entrepreneur.com, MarketingSherpa is distinguished by offering practical, results-based marketing information researched and written by a staff of in-house reporters.

Visitors to MarketingSherpa.com may sign up for their choice of nine newsletters, including: specific Case Studies for business-to-business and business-to-consumer marketers, email-focused Studies and Career Climber – the best way to find a great marketer or a great marketing job.

MarketingSherpa also hosts annual Summits. This year's include:

- Selling Online Subscriptions Summit '08 – May 12-13, 2008 – New York City, NY
- B-to-C Demand Generation Summit '08 - September 14-16, 2008 – New York City, NY
- B-to-B Demand Generation East Coast 2008 Summit – October 5-7, 2008 – Boston, MA
- B-to-B Demand Generation West Coast 2008 Summit – October 26-28, 2008 – San Francisco, CA
- Email Summit '09 – March 15-17, 2009 – Miami, FL

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.)

2007 Summit attendees included executives from:

Accenture	ECI Telecom	Just In Time Marketing	Pershing LLC	Sybase
ACI Worldwide	eCoast	Kelly Services, Inc.	PharmSource	Symantec
Action for Results, Inc.	Ecount, a Citi company	Kewill Trade and Logistics	Pivotal CRM	Symmetricon
Actuate	EDGAR Online	KnowledgeStorm	Planet Central	Synergis Software
ADP Retirement Services	eFax Corporate - j2 Global	Kofax	Planview, Inc	SYSPRO
Adverb Media	Communications	Lambda Americas Inc.	Pre-employ.com	Tableau Software
Aeris Communications	EFI	Lapis Business Solutions	Presagia Corp.	TEC
Agilent Technologies	Eloqua	Lava Studios	Prosum Technology Services	Techdirt, Inc.
All Covered	eMagine	Lenox - Newell Rubbermaid	Protiviti	Tektronix, Inc.
Ameritherm	EmailLabs	LG Economic Research Institute	Prudential	TeleNav
AMTdirect	EMC	Lifecare	PsPrint	TeleNet Marketing Solutions
Angoss Software Corporation	Enspire Learning	LifeSize Communications	PTC	Tendo Communications Inc
Apani Networks	EqualLogic, Inc.	List Engage Inc,	Purolator USA	The Fulfillment Center
APC	Equisys, Inc.	Luminary Micro	QAS, an Experian Company	The Kern Organization
AppDev	ERI Economic Research Institute	Macadamian	Qgenisys, Inc.	The Lead Dogs
Applied Industrial Technologies	ESS	MaCS, Inc.	QNX Software Systems	The Linus Group
Applied Knowledge Group, Inc.	eStara, Inc.	Mambo Media, Inc.	Questex	The MathWorks
arc	Everon Technology Services	Manasco Marketing Partners	QWEST	The New Group
Aspect Software	Fanfare	Marathon Technologies	ReadyTalk	The Online 401(k)
Astea International	Fiberlink	Market Net Services	Reed Business Information	TheLadders.com
Astute Solutions	Financial CAD Corporation	Marketing Support Network	Responsys	Thermo Fisher Scientific
ATG	Finjan	Marketo	Rocketseed International plc	Thomson CompuMark
Atlas	Forrester Research	MarketOne International, Inc.	RSVP Publications	Thunderhead
Avitage	FreedomVOICE Systems	MarkMonitor	Ruma's Fruit & Gift Basket World	TIBCO Software Inc.
Avnet Technology Solutions	Google Inc.	MasterCard Worldwide	SafeData, LLC	TIBCO Spotfire
Bartlett Communications	Google Japan	MBG Expense Management	SafeNet, Inc.	TransCore
BC Marketing	Greenhill & Co	McAfee, Inc	Sage Software	TrialStat Corporation
BEA Systems	GSI Lumonics Corp	McKesson Corporation	Salesforce.com	Tribridge
BearingPoint	GuardianEdge Technologies	Mediagrif	SAP Global Marketing	Trimble Mobile Solutions
BKM Marketing Associates, Inc.	Guidewire Software	Meridian Systems	SAS Institute	UCG/Argosy Division
Black Box Network Services	Hamamatsu Corp.	Metrica Direct	SCA Promotions	UFP Technologies, Inc.
Black Duck Software	Harmonic Inc.	Micro Focus	ScriptLogic	Unica Corporation
Blast Radius	Harvard Business School	Microsoft	Seagate Technology LLC	UNICCO
Bloofusion	Healthcare Success Strategies	Millipore	Seaport Capital	Vaisala
Blue Coat	Heroix	Motorola	SEI	Varolii Corporation
Blue Coat Systems	Hewlett-Packard Company	National CineMedia	SensorPro.com	VeriSign, Inc.
BMC Software	Hitachi Consulting	National Instruments	Sequentia Communications	Veritude
Bomgar Corporation	Hitachi Data Systems	Navtrak	Serena Software	Versant Advantage, Inc
Brightcove	HP	Net Atlantic, Inc.	Servoy USA	VIPS
Business Information Group	HP Software	NetApp	ShopLocal	Visiprise, Inc.
Business Objects	HubSpot	NetGainz	Silanis Technology Inc.	Vivisimo
Business.com	Human Capital Institute	Netsimplicity	SiteAcuity	VMware
Cantata Technoogy	HyperStrike. Inc	NetSuite Inc.	SmartDraw.com	Vocus
Canto GmbH	IBM	Netuitive	Softrax	Vtrenz, a Silverpop Company
Capital Solutions	iLinc	Network General	SolidWorks Corporation	Warrillow & Co.
Capterra, Inc.	IMN	New England Tech Wire	Sony Electronics Inc.	Waters Corporation
CauseLoyalty	INDEVCO Group	New Scientist	SpaceClaim Corp.	Wellesley Information Services
Certain Software, Inc.	InfoAdvantage	NFIB	Staff Industry Analyst	Wells Fargo
Ciena	Infopia	Nielsen	Standard Insurance Co.	WhatCounts
Citrix Systems	Infor	Novell	Stein Rogan + Partners	Winshuttle, Inc.
Clockwork Marketing	Inovis	NVIDIA	Sterling Commerce	Xandros
Clontech	InQuira, Inc.	Objectivity	Stratfor	XO Communications
CMD Agency	Intelligent Direct, Inc	Océ Technologies BV	Sun Microsystems, Inc.	Zantaz
CMG Partners	Interactive Intelligence	Oceanos Marketing, Inc.	SunGard	Ziff Davis Enterprise
Cnet	Intermap Technologies	Offermatica	Sungard Bancware	Ziff Davis Media
COGBOX Inc.	intermec	Omniture		
Cognos Corporation	Intersystems	On The Mark		
CommOut	Intertek OCA	OneCoast		
Consellants	Interwoven	Opware, Inc.		
Corporation Executive Board	InTouch, Inc.	Oracle		
Creative-Ops	Intuit, Inc	Palm, Inc.		
Danville Signal Processing, Inc.	IONA Technologies	Panda Security		
Dell Computer	Iowa State University	Paradigm Learning		
Deluxe Corporation	Ipswitch, Inc.	Partners + simons		
Demandbase, Inc.	iSuppli Corporation	PARTNERS+simons		
Direct Impact	j2 Global Communications	Paymetric, Inc.		
DocuVantage	JDA Software	PC Guardian		
Double-Take Software, Inc.	JDSU	PC World Communications		
Eaton Corporation	Jigsaw	Pearson & Co.		

2007 SUMMIT SPONSORS

Active Conversion	NowSpeed
Compendium Blogware	Offermatica
Eloqua	ON24 Inc.
HubSpot	Pivotal CRM
KnowledgeStorm	ReadyTalk
Market2Lead	Silverpop/Vtrenz
Marketo	The Lead Dogs
NetLine Corp.	Zoominfo



**ONLY EAST
COAST
SPONSOR
AVAILABLE**

\$25,000 for
East Coast
Sponsorship

Exclusivity:

Visionary Sponsorship

ONLY EAST COAST SPONSOR AVAILABLE

MAIN BENEFITS:

- #1. Your logo everywhere:
 - Projected on a 9X12 projection screen during breaks
 - On the front cover of the attendee guide
 - On printed & PDF brochures distributed to 40,000+ B-to-B marketers to promote the Summit starting starting late Spring 2008 (first Deadline is April 30, 2008).
 - On the official Summit microsite
 - On the pens and notepads given to attendees for record keeping
 - On lanyards for attendee badges
- #2. You host the Official Networking Reception
This will be held immediately after the final session of day one. You will provide sponsored gifts for coming.

SOLD

...during the Summit.
...ranked online (including a hotlink) in the official Summit wrap-up report sent to all MarketingSherpa readers.

ADDITIONAL BENEFITS:

- #5. Attendee contact list
You'll get the cleaned postal mailing list after the Summit so you can easily follow-up (no email or phone numbers included).
- #6. White paper distribution – attendee education
You can include up to 25 pages (front and back) of educational white paper-style materials (not sales brochures) in the attendee Summit guide. Attendees refer to this guide throughout the year – it's in a prized place in their professional libraries.
- #7. One full summit ticket (valued at \$1595.00)

DISCOUNT TICKETS

- #8. \$300 off the full Summit ticket price for all of your employees, clients and key prospects. (Tickets limited, offer subject to availability. Most Summits sell out prior to the event.)

* Sponsor provides gifts. Subject to MarketingSherpa approval.



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

\$15,000 per Coast

Trendsetter
Sponsor will be
accepted per
Coast

Trendsetter Sponsorship

Limit one per Coast

MAIN BENEFITS:

- #1. You host the two networking breakfasts & lunches
You will be the official host of the buffet-style networking lunches held on each day of the Summit. Yes, you may place sponsor-provided gifts on each seat*. You may also place signage around the room and on the buffet, wear "host" badges, etc. (Table signs provided by MarketingSherpa, include company logo and tagline.)
- #2. Complimentary 10X10 booth space
- #3. Your logo will be featured on the Summit agenda

SOLD

- #4. Post-summit follow-up
You will receive a list of attendees who contacted you after the Summit so you can easily follow-up (no email or phone numbers included).
- #5. White paper distribution – attendee education
You can include up to 15 pages (front and back) of educational white paper-style materials (not sales brochures) in the attendee Summit guide. Attendees refer to this guide throughout the year – it's in a prized place in their professional libraries.
- #6. One full summit ticket (valued at \$1595.00)
- #7. Discount tickets
\$300 off the full Summit ticket price for all of your employees, clients and key prospects. (Tickets limited, offer subject to availability. Most Summits sell out prior to the event.)

* Sponsor provides gifts. Subject to MarketingSherpa approval.



Dual Coast offer Only for optimal exposure!

Only one Welcome Sponsor for both coasts!

Welcome Sponsorship

Limit one

MAIN BENEFITS:

- #1. Branded Attendee Gift
Your gift, containing your logo and tagline, is placed on each attendee's seat on the morning of Day 2 of the Summit. Item TBD no later than June 30, 2008.
- #2. Complimentary table top space in Boston and 10X10 booth space in San Francisco
- #3. Your logo will be featured on the (East/West Coast) keynotes at the hotel hosting the Summit.

SOLD

Direct mail to all Summit attendees so you can follow up easily after the Summit (no phone or email).

- #6. White paper distribution – attendee education
You can include up to 10 pages (front and back) of educational white paper-style materials (not sales brochures) in the attendee Summit guide. Attendees refer to this guide throughout the year – it's in a prized place in their professional libraries.
- #7. One full summit ticket (valued at \$1595.00)
- #8. Discount tickets
\$300 off the full Summit ticket price for all of your employees, clients and key prospects. (Tickets limited, offer subject to availability. Most Summits sell out prior to the event.)



Save \$1,000

Table Top Exhibitor Opportunities

Limit only 13 table tops in Boston/ 15 table tops in San Francisco.

TABLETOP INCLUDES:

- #1. A 6-foot lined table, internet connection, chairs and trash (electrical needs can be arranged with the hotel)
- #2. Your logo on the table top

SOLD

Table top purchase valued at \$1595.00)

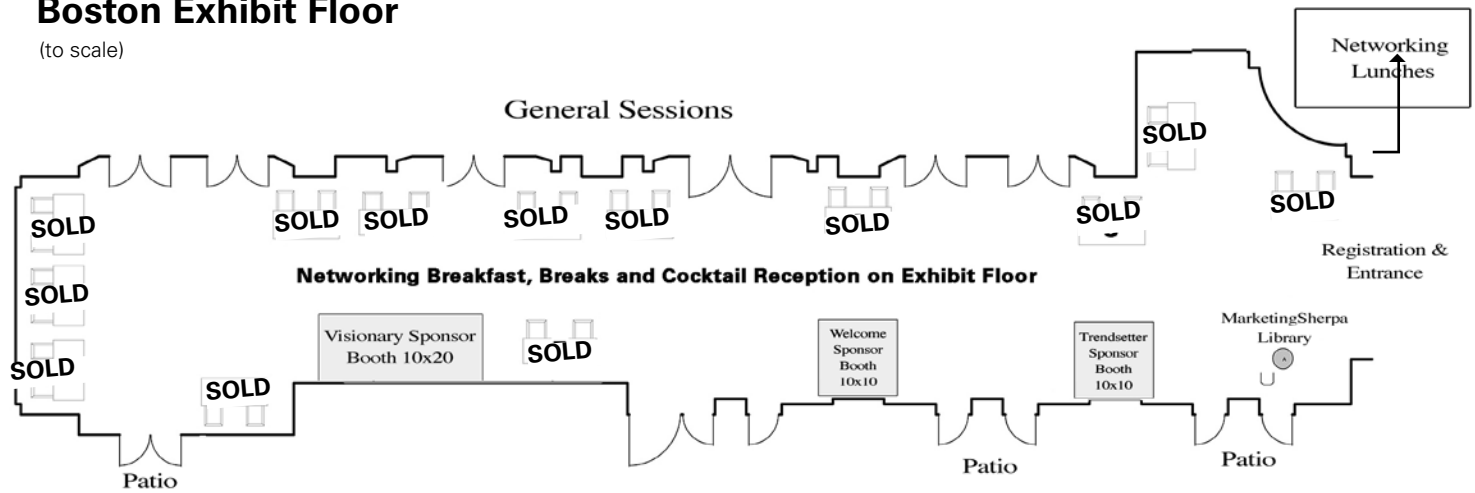
- #5. Discount tickets
\$300 off the full Summit ticket price for all of your employees, clients and key prospects. (Tickets limited, offer subject to availability. Most Summits sell out prior to the event.)

See Exhibit Floor Map on Next Page

Exhibit Floor Maps

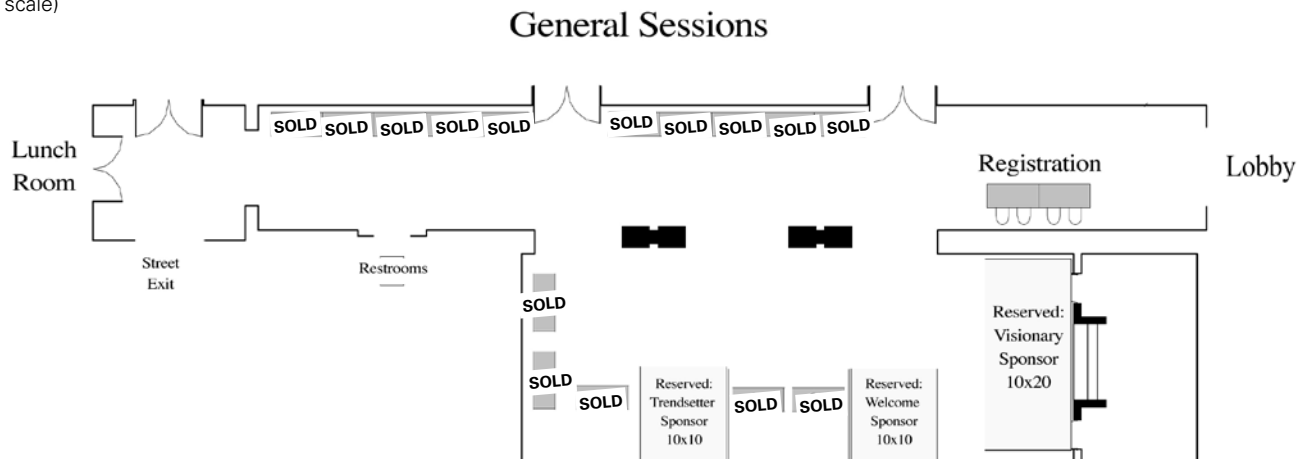
Boston Exhibit Floor

(to scale)



San Francisco Exhibit Floor

(to scale)





Certification Course Sponsorship

Limit one per Coast

BENEFITS

SOLD

\$8,495 per Coast
(East/West) or
\$14,995 for both

You'll get the cleaned postal mailing list after the Summit so you can easily follow-up (no phone or email).

- #3. Post certification Cocktail Reception
(this will be held at the sponsor's discretion. **Sponsor will be responsible for cost as well**)

Additional Opportunities

Pre-Summit Mailing

Save \$1,000 for
both Coasts!

\$5,500 per Coast
(East/West) or
\$10,000 for both

PRE-SUMMIT MAILING

- #1. Your logo on the pre-summit mailing* (item to be determined no later than June 30, 2008).
- #2. Attendee Contact list
You'll get the cleaned postal mailing list after the Summit so you can easily follow-up (no phone or email)

* MarketingSherpa reserves the right to select electronic mailing if they choose.

Sponsorship Comparison Charts

	Visionary	Trendsetter	Welcome Sponsor	Tabletops
Logo projected on 9x12 screen at start & during breaks	X			
Logo Appearance(s)	Front cover of attendee guide	1st pg. of sponsorship section	Keycards for hotel rooms & inside back cover of guide	In guide, on map
Official Networking Host	Networking Reception (Monday evening)	Breakfasts & Lunches		
Full summit ticket (valued at \$1595)	X	X	X	X
Exhibit Space	10 x 20 (largest)	10 x 10	10 x 10	6 x 2 tabletop
Branded Attendee Gift(s)			Hotel Key Cards & Welcome Gift	
White paper bound into Attendee Guidebook	25 pages	15 pages	10 pages	5 pages
Discounts for customers / prospects	X	X	X	X
List: Attendee's addresses post event	X	X	X	X

Special Offer: Certification Course Sponsor Offering	
Includes the following:	Post Certification Course Networking Reception for certification students only (Sunday afternoon)
	Logo on promotional items used during certification course: TBD no later than June 30, 2008*
	Student Attendance List (no phone or email)

Reservation Application

Do you plan on sponsoring more than one Sherpa summit this year? If so, MarketingSherpa is happy to offer the following discounts:

- **Sponsor 2 summits within the same calendar year, and receive 10% off**
- **Sponsor 3 summits within the same calendar year, and receive 15% off**

Visionary (Limit One Per Coast)

SOLD
 Just East Coast: \$25,000

Trendsetter (Limit One Per Coast)

SOLD
 Just West Coast: \$15,000

Webinar

SOLD 1,000

Table Top Exhibit (Limit 13 Boston/Limit 15 San Fran)

SOLD
 Just West Coast: \$5,495

Preferred tabletop location # _____

Certification Course

SOLD
 Just West Coast: \$6,995

Pre-Summit Mailing

- Save \$1,000:** Both Coasts \$14,995
- Just East Coast: \$8,495
- Just West Coast: \$8,495

* Note: Tickets are not required to staff a 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.



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