



Corporate
Sponsorship
Opportunities

www.infonex.ca

Building on a Tradition of Success

Since 1991, **INFONEX** is the name recognized for providing timely, useful business information to business executives. We monitor business trends that directly impact the performance and profitability of our customers' business operations.

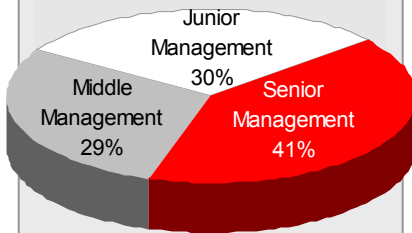
Every conference we present is supported by a comprehensive direct marketing mix, including Internet, fax, e-mail and our direct sales program. The inclusion of your corporate or product logo in our marketing campaigns will give you strong brand exposure to past INFONEX buyers and newly qualified prospects in your market.

About Your Audience

INFONEX brings high quality delegates together in one venue ready to discuss their needs and find solutions.

A recent sampling of attendees revealed that 70% were mid- to senior level decision-makers.

In detail, 41% were CEOs to Directors, 29% were Managers and 30% were eager junior corporates.



Among the industries represented are: Banking, Finance, Telecommunications, Technology, Manufacturing, Real Estate, Oil and Gas, Retail and Legal.

Customized Packages

Flexibility and combinations allow you to maximize your business objectives

Access Your Target Market

Benefits of sponsoring an INFONEX event:

Targeted marketing

Sponsoring an INFONEX conference is a proven means of reaching highly qualified prospects with buying authority. Our targeted marketing ensures the most relevant audience for your products or services. Over 40% of our delegates are at a CEO or Director level, improving your chances of connecting with key decision makers with budget control.

An invested and dedicated audience

Our conferences are intense, content-driven and informative. Delegates have invested their time and money to attend and expect knowledge they can profit from. Delegates are drawn to the subject matter because they are seeking information and solutions, putting you in the right place at the right time to offer your services.



Relaxed meeting environment

In contrast to the impersonal atmosphere of trade shows where anonymous delegates wander the exhibit floors, our intimate question-and-answer periods, panel discussions, networking breaks and lunches allow for maximum interaction with senior decision-makers.

Industry leading presenters

Our conference developers extensively research prospective topics in order to identify the industry leaders and innovators. Position your brand alongside influential and recognized speakers who are providing solutions for our delegates – your target market.

Sponsorship Strategies

Participating Sponsor

There is no more effective way to get your message across, gain mind-share and establish a presence with your target market than being on-site at the conference and networking with highly qualified prospects.

Opportunities for exposure:

- Corporate exhibit and signage for both days of the event
- Host a cocktail reception to conclude the first day of proceedings
- Brand and take part in the delegate luncheon
- Lead a pre- or post-conference workshop
- Event marketing campaign inclusion
- Acknowledgement from the podium as a sponsor

Branding Sponsor

Determining the best return on your marketing investment is the key to surviving the advertising 'clutter' in today's marketplace. Our branding strategies provide the opportunity to reach the right market and remain visible even if you don't have representatives at the conference.

Opportunities for exposure:

- Brand the networking breaks and your logo on the agenda
- Brand the conference workbook
- Be the Business Card Exchange sponsor
- Acknowledgement from the podium as Sponsor



Lead Sponsor Opportunity

All of our sponsorship options are priced separately but you can combine them to increase your presence at the conference.

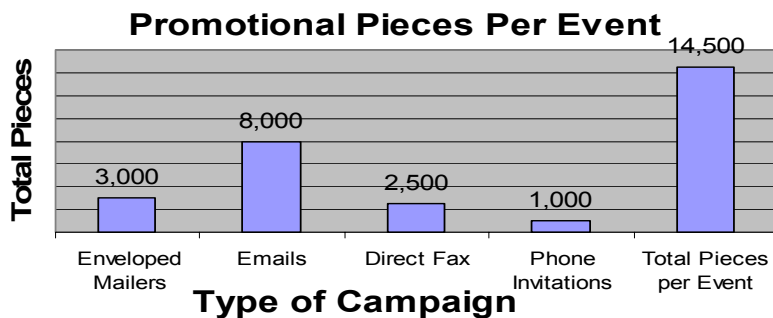
Combine any three options to become a Lead Sponsor and enjoy special consideration in the conference promotional campaign.

Exclusive Sponsorship Opportunity

An exclusive sponsorship arrangement provides the best value for your investment. Talk to us about exclusivity as either Lead Sponsor or Sole Sponsor in your category.

Increase your Presence by Combining Packages!

Our Marketing Campaigns



Your brand will be incorporated into our various marketing methods which may include enveloped advance mailers, direct fax, e-mail and direct phone sales. INFONEX makes nearly fifteen thousand impressions in the market place per event. Having your logo on all of these promotional pieces will catch the eye of the business executives you desire to reach.

Participating Sponsor Options

Speaking Roles

We are committed to delivering the highest quality knowledge-based event possible. Sponsorship of our programs does not automatically qualify for a speaking role on our programs.

We seek real-world examples from leading-edge corporations whose experience is relevant to the needs of our delegates.

Lead Sponsor Options Available

Be On-Site to Promote Your Message

- An exhibit area pass will ensure activity at your display
- All sponsors are entitled to a discounted flat fee on registrations for staff and customers of \$1,299 (regularly \$1,899)

An Exhibit

An INFONEX conference exhibit is an affordable way to make your presence known to our esteemed delegation during our two-day events. Your exhibit will be situated in high-traffic location providing you with the perfect opportunity to meet key decision-makers and to establish new contacts.

Two-Days of On-Site Corporate Branding

- An 8' x 10' exhibit near the refreshment area
- Prominent display of your company name and logo on event signage

Inclusion in all Conference Promotion

- Your corporate image will be included in all the event's marketing initiatives which may include print, fax, email and telesales thus ensuring you are seen by thousands of potential customers
- Strong exposure on the event's webpage which can include a message to all potential delegates and a link to your site
- You can also nominate contacts and potential prospects whom you want to be included in our targeted marketing campaign

Ensure Your Place as a Recognized Solution Provider

- Your organization is announced as a sponsor during the opening remarks
- You are acknowledged as a sponsor in the conference workbook
- Your company name and logo on event signage



Leverage your Presence by Adding...

Cocktail Reception

Taking place for an hour immediately after the first day of the conference, the cocktail reception provides delegates with an opportunity to relax after an intensive conference day and provides you with the perfect opportunity to discuss their business needs in a social setting. Food & beverage charges are extra. Also includes one VIP pass to the main conference.

Sit Down Luncheon

Guarantee attention by addressing the sit-down luncheon audience to introduce your firm and invite attendees to meet you at your exhibit. Your firm will be announced from the podium as the Luncheon Sponsor prior to recessing. Also includes one VIP pass to the main conference.

Corporate Branding Options

Advantages of Sponsorship

- Targeted market exposure
- Increased visibility as a leading solution provider to all attendees
- Build corporate brand awareness in the eyes of key decision-makers
- Prominent brand association with industry leaders
- Opportunity to leave a lasting impact on qualified prospective clients
- Have your firm heavily associated with the conference subject matter

Whatever your marketing objectives, we can develop a sponsorship package to suit. If you would like brand presence without having someone on-site then our branding options are an excellent avenue for achieving recognition. These are also valuable add-ons to leverage your investment as a participating sponsor.

Exposure Before, During, and After the Event

- Your corporate image will be included in our marketing initiatives which may include print, fax, email and telesales thus ensuring you are seen by thousands of potential customers
- Exposure on the event's webpage and a link to your site
- You can also nominate contacts and potential prospects whom you want to be included in our targeted marketing campaign
- Delegate will take away conference materials with your branding

Your Presence is not Limited by your Investment

In addition to the standard inclusions we provide the following:

- Your organization is announced as a sponsor during the conference's opening remarks
- You are acknowledged prominently as a sponsor in the conference workbook
- Your company name and logo on event signage (where possible)



Networking Break

Place your brand top-of-mind at these key conference intervals. You can brand two of the four conference refreshment breaks on either day of the two-day event. Your logo will appear in the conference agenda and you will be announced as the Networking Sponsor to all delegates prior to the break.

Conference Workbook

Every registered delegate and presenter receives an official conference workbook. These materials serve as an invaluable guide both during and after the event. Delegates consider this documentation to be one of the most important pieces of information they can take from the conference. Your brand will follow them from the conference room to their board room! You will be announced in the opening remarks as the conference workbook sponsor.