



SPONSORSHIP AND EXHIBITION OPPORTUNITIES

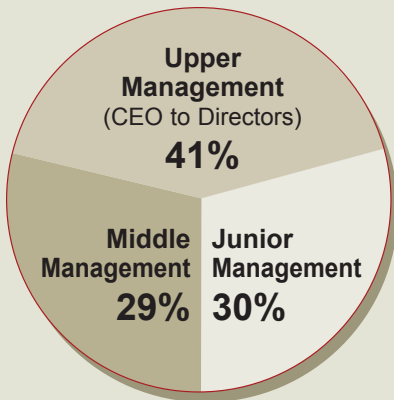
To sponsor an event, contact Carla Tucker
1.800.474.4829 x285 | ctucker@infonex.ca



INFONEX events bring together high-quality delegates in a networking-friendly setting.

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

A more detailed analysis showed, 41% were CEOs to Directors, 29% were Managers, and 30% were eager junior corporates.



Represented industries include: Banking, Finance, Oil and Gas, Technology, Public Sector, Telecommunications, Legal, Manufacturing, and Real Estate.

Unlike our competitors, INFONEX does not sell speaking opportunities on the main conference program. We are committed to delivering the highest quality knowledge-based event possible.

Although we do not exclude solution providers from our speaker faculty, we deliver real-world examples from leading-edge organizations.

If you feel you can contribute to the program as a presenter then one of our conference directors would be pleased to interview you.

Building on a Tradition of Success

For nearly two decades, INFONEX has served thousands of executives and professionals from across the globe every year. We continue to grow and expand, continuously looking for new markets and new ways of turning knowledge into profit for our clients. We offer hands-on, researched, practical information in a structured format that focuses on our customers' needs. Our courses are a well-balanced mixture of lectures, panel discussions, and in-depth practical workshops. Delegates are deeply involved and are encouraged to participate and raise the issues that matter most to them and their organizations.

INFONEX supports every product it produces, employing a variety of direct marketing approaches which may include email, fax, internet and direct sales. The inclusion of your corporate or product logo in our marketing campaigns will give you unparalleled brand exposure to past INFONEX buyers and newly qualified prospects in your market.

Direct Access Your Target Market

Benefits of sponsoring an INFONEX event:

Captive Audience

INFONEX conferences are intensely focused, content-driven, and informative. Delegates have invested significant time and money to attend and expect useful knowledge from which they can profit in return. Both their presence and their full participation is required in order to get the most value out of the conference.

Relaxed Meeting Environment

All INFONEX conferences are well-organized, professional, and highly responsive to our customers' needs, creating a comfortable learning environment. In contrast to the impersonal atmosphere created at 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 determine who the industry leaders are, and to ensure the highest-calibre events. Our speakers are highly influential and well-recognized throughout their industries and by their peers.

Return on Investment

The exposure gained from sponsoring an INFONEX event is significant, and the results can be measured for years to come. Your investment allows you to access some of your market's most recognized and influential individuals and key decision-makers.

Customized Packages

Each sponsorship package is developed according to your marketing needs and budget. Your exposure to decision-makers can be as far-reaching as you wish. Our Sponsorship Manager will make every effort to work closely with you to translate your business development objectives into a "fit" that works for you.

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Up Close and Personal

Why not start with...

EXHIBIT \$1,995

An INFONEX conference exhibit is an affordable way to make a big impact on delegates during our two-day events. Your exhibit will be placed in high-traffic location providing you with the perfect opportunity to develop relationships with industry executives and to establish new contacts.

Two-Days of On-Site Corporate Branding!

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

Leave the Conference Promotion to Us!

- Your corporate image will be included in all the event's marketing initiatives which may include internet, fax, email and telesales, ensuring your brand is seen by thousands of potential customers
- You will get 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 provide us with contacts and prospects to have included in our targeted marketing campaign

Underscore Your Place as a Recognized Supplier in the Marketplace

- Your organization is promoted 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

Be There to Promote Your Message

- One exhibit area pass to ensure activity at your display
- All sponsors are entitled to a discounted flat fee on registrations for staff and customers of \$1,299 (regularly \$2,199 - \$2,299)

...and/or enhance your presence with

COCKTAIL RECEPTION \$3,495

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 and beverage charges are extra. Includes one VIP pass to the main conference. Your firm will be promoted from the podium as the Cocktail Sponsor prior to recessing for the day.

LUNCHEON \$2,495

Addressing the sit-down luncheon audience as a way of introducing your firm and inviting attendees to meet you at your exhibit is a captivating way to enhance your presence at the event. Your firm will be promoted from the podium as the Luncheon Sponsor prior to breaking. Includes one VIP pass to the main conference.

NETWORKING BREAK \$995

Networking breaks are a great time for delegates to find solutions that can help them meet their objectives. Your brand will be top-of-mind at these 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 promoted as the Networking Sponsor to all delegates prior to the break.

FOLDER/ONLINE DOCUMENTATION \$795

Every registered delegate and presenter receives an official conference folder and document download key. 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 event. Your brand will follow them from the conference room to their board room! You will be promoted in the opening remarks as the conference Documentation Sponsor.

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Whatever your marketing needs, we have a sponsorship package in line with your organization's objectives. If you are cautious, on a limited budget, or simply can not be at the event in person, then our branding packages are perfect for you. They allow you to be recognized and remain visible in the marketplace with limited risk.

Your Message in All Formats!

- Your corporate logo will be included in our marketing initiatives which may include email, fax, and telesales thus ensuring you are seen by thousands of potential customers
- Prominent exposure on the event's webpage and a link to your site
- You can also provide us with contacts and prospects to have included in our targeted marketing campaign

Big ROI for a Modest Investment

- Your organization is promoted as a sponsor during the opening remarks
- You are acknowledged as a sponsor in the conference workbook/documentation
- Your company name and logo on event signage (if possible)

Advantages of Sponsorship

- Targeted market exposure
- Increased visibility as a supplier
- Build corporate brand awareness
- Prominent brand association with industry leaders
- Opportunity to leave a lasting impact on qualified prospective clients

Sponsorship Registration Form

Fax to 1.800.558.6520

Yes! We wish to sponsor your upcoming event:

CONFERENCE TITLE: _____

CONFERENCE DATES: _____

CONFERENCE LOCATION (CITY): _____

This agreement is between INFONEX Inc. and

Organization: _____

Corporate Representative: _____

Address: _____

City: _____

Province/State: _____ Postal Code/ZIP: _____

Telephone: () _____ Ext: _____

Fax Number: () _____

Email Address: _____

Select Your Options and Number of Discounted Registrants:

Prices subject to GST/HST

- | | |
|--|---|
| <input type="checkbox"/> Exhibit ----- \$1,995 | <input type="checkbox"/> Cocktail Reception ----- \$3,495 |
| <input type="checkbox"/> Luncheon ----- \$2,495 | <input type="checkbox"/> Networking Break ----- \$995 |
| <input type="checkbox"/> Folder/Online Documentation ----- \$795 | [____] Registrations --- \$1,299 each |

Payment Arrangements:

- Charge my credit card for the full amount
- Charge my credit card for a 25% down payment to secure our participation at this event and invoice us for the remainder

Card Number: _____

Expiry Date: _____ Card Type: VISA MasterCard

Card Holder Name (Please Print): _____

Signature: _____ GST/HST No. R134050012

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TERMS AND CONDITIONS:

A 25% down payment is required to secure your participation. Payment in full is required four weeks prior to the first day of the conference.

The sponsor is responsible for the full amount of this agreement in the event of withdrawal.

SPONSORSHIP GUARANTEE:

- 1) In the event that the conference is cancelled, the sponsor may opt for either a credit in the full amount of this agreement toward any future INFONEX event up to one year from the date of the current conference or a 75% reimbursement of the amount of this contract.
- 2) In the event that the date of the conference is changed for any reason and occurs within 180 days of the original date, INFONEX will maintain this agreement with the sponsor.
- 3) In the event that the conference is rescheduled for more than 180 days later than the agreed dates, the sponsor will have the option to keep the sponsorship for the rescheduled date or opt for a 75% reimbursement of the amount of this contract.
- 4) In the event that the sponsor is dissatisfied with the performance of the conference in either registration quantity or quality, INFONEX will make reparations which may include application of full fees to a future event or reduced rates at future events.