



Sponsorship Opportunities 2012

Sponsorship opportunities designed to create proactive, personal interactions with Live! 360 Attendees with speaking opportunities, group discussions and company branding.

Packages can also be custom designed to meet your marketing and promotional needs.

New Features in 2012!

**Product Demo Theater Session for Each Participating Company
Enhanced Exhibit Hall Reception**

Platinum Sponsorship (Limited Packages Available) \$9,995

- Exhibit Booth: 10' x 8' booth with pipe and drape, and one (1) 7" x 44" sign ,
- Opportunity to present one breakout session (Only technical, non-marketing sessions will be considered. Session proposal should include a 50-word abstract along with the speaker's name, job title & a brief bio. Proposals must be submitted approximately 60 days prior to the event for consideration and approval by the Live!360 content Chairs (subject to availability)
- One sponsor managed focus group lunch. Sponsor may invite up to 15 Live!360 attendees to participate.
- (1) Luncheon Round Table
- Sponsor acknowledgement during opening comments
- Logo included in the pre-session rotating slides
- (2) Attendee bag insert. Sponsor may include one (1) item of collateral or one (1) giveaway item. Size restrictions apply. All items must be pre-approved by show management.
- Three Complimentary Best Value Pass (valued at \$2,095+ including all meals and sessions)
- Logo featured on the event website home page
- One (1) time access to the attendee sponsor/exhibitor email OR direct mail opt-in list (must use a 3rd party, bonded mail house)
- Logo featured on a sponsor banner, which will be hung in a high traffic area
- Logo, URL, and description listed on the exhibitor page of the conference website/Event Program

Gold Sponsorship \$8,000

- Exhibit Booth: 10' x 8' booth with pipe and drape, and one (1) 7" x 44" sign
- Sponsor acknowledgement during opening comments
- Sponsorship of Break during Event – Intro Remarks, Staff Onsite, Material Distribution, Logo Attribution on Facility Screens
- (1) Luncheon Round Table
- One (1) 20 min Product Demo Speaking Session
- Logo included in the pre-session rotating slides
- Attendee bag insert. Sponsor may include one (1) item of collateral or one (1) giveaway item. Size restrictions apply. All items must be pre-approved by show management.
- Complimentary Best Value Pass (valued at \$2,095+ including all meals and sessions)
- Logo featured on the event website home page
- Logo featured on a sponsor banner, which will be hung in a high traffic area
- Logo, URL, and description listed on the exhibitor page of the conference website/Event Program

Questions? Contact National Accounts Manager Jay Perrotta Today!

Phone: 207-751-3564 Email: mperrotta@1105media.com

Live! 360

Sponsorship Opportunities 2012

Exhibitor Package \$2,995

- Exhibit Booth: 10' x 8' booth with pipe and drape, and one (1) 7" x 44" sign
- One (1) 20 min Product Demo Speaking Session
- One (1) Luncheon Round Table
- One Best Value Pass (Valued at \$2,095)
- Company listing in Event Program (Company Name, 75-word description, Company URL)
- Company listing on Event Website (Link to company)

Promo Package \$3,795

- Exhibit Booth: 10' x 8' booth with pipe and drape, and one (1) 7" x 44" sign
- Attendee Bag Insert
- One (1) 20 min Product Demo Speaking Session
- One (1) Luncheon Table for Attendee Speed Dating Program
- One Best Value Pass (Valued at \$2,095)
- Company listing in Event Program (Company Name, 75-word description, Company URL)
- Company listing on Event Website (Link to company)

Registration Sponsor Package \$5,395

- Exhibit Booth: 10' x 8' booth with pipe and drape, and one (1) 7" x 44" sign
- Badge Lanyard Sponsorship (2 Color Lanyard)
- Distribution of Materials at Registration and as Bag insert
- One (1) 20 min Product Demo Speaking Session
- One (1) Luncheon Table for Attendee Speed Dating Program
- One Best Value Pass (Valued at \$2,095)
- Company listing in Event Program (Company Name, 75-word description, Company URL)
- Company listing on Event Website (Link to company)

Lead Generation Package (Booth PLUS Ad Package) \$6,000

- Exhibit Booth: 10' x 8' booth with pipe and drape, and one (1) 7" x 44" sign
- (1) Full Page Ad in 1105 Publication (Choose from *Virtualization Review* and *Redmond* Magazines)
- One (1) 20 min Product Demo Speaking Session
- One (1) Luncheon Table for Attendee Speed Dating Program
- One Best Value Pass (Valued at \$2,095)
- Company listing in Event Program (Company Name, 75-word description, Company URL)
- Company listing on Event Website (Link to company)

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Additional Sponsorship Opportunities:

Attendee T-Shirt: \$5,000 One-color logo featured on the official conference t-shirts. T-shirts will be supplied by Live!360

Attendee Bag: \$4,000 One-color logo featured on the official attendee bag. Attendee bags will be supplied by Live!360

Attendee Bag Insert: \$1,000 Promote your company in the Official Conference Bag provided to every Live!360 attendee. Include a flyer, brochure or promotional item that will inform attendees as well as catch their attention. (Note: Inserts provided by sponsor; Limit one insert per sponsor)

Badge Sponsor: \$2,500 Get your message into the hands of attendees by putting an insert into every Live!360 attendee badge holder. Badge holder will be supplied by Live!360

Attendee Pen: \$2,000 Distribution of logo-branded pens to all Live!360 attendees.

Badge Lanyard: \$2,000 Distribution of one-color logo-branded lanyards to all Live!360 attendees.

Attendee Notepad: \$2,500 Distribution of logo branded notepads to all Live!360 attendees.

Break Sponsorship: \$2,000 Get prime exposure with every conference guest. As a Refreshment Break Sponsor, you will provide refreshments and light snacks, while placing your company message front and center with signage containing your logo and message and a table with your company literature.

Custom packages also available.

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