

| | Platinum (limited) | Gold (limited) | Silver (limited) | Bronze | Supporting |
|--|---------------------------|-----------------------|-------------------------|---------------|-------------------|
| Package Rate | \$22,000 | \$18,000 | \$14,000 | \$10,000 | \$7,000 |
| Client Relation Benefits | | | | | |
| Address conference | Keynote & Briefing | Briefing | Briefing | - | - |
| Strategic briefing length | 40 - 45 min | 40 - 45 min | 30 - 35 min | - | - |
| CIO Partner/Advisor | Yes | Yes | Yes | - | - |
| Advisory board member | Yes | - | - | - | - |
| Advisory Board dinner pass | 3 | 2 | 1 | 1 | - |
| Private meeting room | option to rent | option to rent | - | - | - |
| Booth size | No booth | No booth | No booth | No booth | No booth |
| Mailing list (<i>no email</i>) | Yes | Yes | Yes | Yes | Yes |
| Conference Attendees | | | | | |
| Staff passes (includes speaker) | 4 | 3 | 2 | 2 | 2 |
| Client passes (optional) | 3 | 2 | 1 | 0 | 0 |
| Discount on extra passes | 45% | 40% | 35% | 30% | 25% |
| Branding Benefits | | | | | |
| Logo on marketing | Yes | Yes | Yes | Yes | Yes |
| Symposium program ad | 2 full pages | 2 full pages | 1 full page | 1 full page | 1/2 page |
| Company description on website and program | yes | yes | yes | yes | yes |
| Conference bag inserts | Yes | Yes | Yes | Yes | Yes |
| Advertising Bonus | | | | | |
| <i>Your market development fund applies to web and e-mail advertising with the WTN News, reaching the same demographic you reach at Fusion. Must be used by June 30, 2015. No credit. Contact us for details and packages.</i> | | | | | |
| Spending matched up to | \$10,000 | \$6,000 | \$4,000 | \$2,000 | \$1,000 |
| Additional Sponsorship Opportunities | | | | | |
| <i>For additional branding opportunities for current sponsors include but are not limited to conference bag, pens, notepads, etc.</i> | | | | | |

Address Conference

Keynote Speaking Opportunity (Platinum)

All topics are vetted through the advisory board for interest levels, relevance, commercial message and appeal.

The Fusion advisory board works closely with Platinum sponsors to develop a session through which your organization can display its knowledge and expertise at an executive level. Not only do you have the opportunity to present in front of the Fusion audience, but you also benefit from interaction with executive advisers who help you refine and target your message.

Your audience is far more sophisticated than you may think; when they attend your session they do not want to be sold to, lectured or, worse still, patronised.

These are not to be used as sales presentations and slides (if used at all) will be limited to 10.

Strategic Briefings on March 4th – (Platinum, Gold and Silver)

All topics are vetted through the advisory board for interest levels, relevance, commercial message and appeal.

On March 5th meet with a group of senior-level attendees from end-user organizations (at least 20 attendees). This briefing will open up a two-way strategic dialog between you and key attendees and allow you to further demonstrate your expertise. Your presentation should not exceed half the time to allow for the last half to be CIO dialog.

These are not to be used as sales presentations and slides (if used at all) will be limited to 5. In the past, the most well-received presentations had no slides at all. Your audience is far more sophisticated than you may think; when they attend your session they do not want to be sold to, lectured or, worse still, patronised.

The advisory board will vet your presentation and topic for relevancy and commercial messaging.

Vendor/Sponsor attendance is limited during other company sessions due to seating availability.

Platinum & Gold - 40 minutes

Silver - 30 minutes

CIO Partner/Advisor

Assigned a point person from the advisory board to help vet your speaker and topic. Allows further involvement with the CIOs and one in particular.

Advisory Board Member (Platinum)

As a Platinum sponsor you have the opportunity to attend the exclusive advisory board meetings in person.

Advisory Board Dinner Passes

Attend the Advisory Board Dinner on March 4th. This is an invitation only event. Platinum has 3 passes. Gold has 2 passes. Silver and Bronze have 1 pass. Number of advisory dinner passes represents total attendance from your company, including speakers.

Option to rent private meeting rooms ~ Platinum, Gold

Opportunity to set-up one-on-one meetings with advisory board members and key attendees in a private meeting room. Private meeting rooms are limited and are available at an additional cost of \$500 dollars per day for Platinum and Gold Sponsors.

Sponsor Registrations

Registration deadline - January 16, 2015

The deadline for sponsor registrations is in January to ensure that the sponsor attendees have adequate time to prepare for meetings with their clients.

Sharing passes is not allowed. We understand that in some emergency cases, the need for substitutions may occur and ask that you notify us by February 20th if a substitution must be made. Your speaker(s) is/are included in your internal passes unless your speaker is a client for a client case study (which are very popular with the attendees).

Platinum - 4 complimentary conference registrations (includes speakers); 40% discount for up to two additional individuals

Gold - 3 complimentary conference registrations (includes speakers); 35% discount for up to two additional individuals

Silver - 2 complimentary conference registrations (includes speaker); 30% discount for up to two additional individuals

Bronze - 2 complimentary conference registrations; 25% discount for up to two additional individuals

Supporting - 2 complimentary conference registrations; 25% discount for up to two additional individuals

Optional Complimentary Customer Invites

Platinum 3 passes, Gold 2 passes, Silver 1 pass

As a sponsor you have the ability to invite key customers and waive their registration fees. WTN Media will work closely with your organization to invite and target existing and prospective clients. Client invites can not be used for sponsor staff or vendor partners. Client invites must be used for end-user IT executives. All sponsors may purchase an unlimited number of additional client passes using their registration discount.

Customer invites must be from end-user organizations - please issue invites as soon as possible. We would like to have 3 end-users for every vendor. Customer passes are optional.

Discount on additional registrations ~ Platinum 45% off, Gold 40% off, Silver 35% off, Bronze 30% off, Supporting 25% off

Logo on marketing materials and website and conference signage ~ All

Your branding is included on a wide variety of materials including the Fusion 2015 web site, brochures, flyers, e-mail marketing, and signs and slides at the conference. Brand exposure depends on which sponsorship package you choose.

Booth Size - All Sponsors

There are no booths, banners, table-tops or sponsor-designated-standing areas. Please come prepared to mingle, network, and contribute to the symposium.

Marketing and Deliverables Due Dates

Failure to meet deliverable deadlines will result in forfeiture of designated benefits - passes, speaker opportunities and marketing exposure.

- ASAP - Company logo (.eps format) and company description (150 words max)
- 12/05/14 - Initial speaker, topic title and abstract
- 12/12/14 - Initial presentation slides (if used)
- 01/09/15 - Final speaker, topic title and abstract
- 01/16/15 - Final presentation slides (if used)
- 01/16/15 - All staff and client registrations
- 02/06/15 - Ad for conference program
- 02/20/15 - Conference bag collateral
- 02/20/15 - Names of those attending Advisory Board/Speaker dinner

High Resolution Logo - All Sponsors

Deadline - as soon as possible

Please send your logo as soon as you've signed your contract so that it may appear on any conference promotional materials as well as the Fusion 2015 website. The logo is placed on the www.fusion2015.com website and any printed promotional material as soon as it is received, thus the earlier we receive it the more marketing you receive when attendees and other interested parties are visiting the website.

- Resolution: At least 300 dpi
- Color: CMYK (4 color process)
- Format: .eps or .tif (no .gif or .jpg will be accepted)

Sponsor Description - All Sponsors

Deadline - as soon as possible

The sponsor description will appear on the sponsor page on the website and also in the conference program. The description should be limited to 150 words. As this is a sponsorship rather than an advertisement, the sponsor description must be neutral in tone and may not contain qualitative or comparative language. In addition, the description may not include price information or direct inducements to buy, sell, or use the sponsor's products or services.

Conference bag collateral - All Sponsors

Deadline: Feb 20, 2015

Promotional items and/or company literature placed inside each attendee's conference bag – maximum 8.5x11 size and 6 pages. 200 bags will be compiled. Small items such as pens, flash drives or other small tchotchki. Ship directly to the Fluno Center, 601 University Avenue, Madison, WI, 53715 Attn: Fusion 2015

Full Page Color Ad for Conference Program - All Sponsors

Deadline: Feb 6, 2015

Platinum & Gold – 2 full page ads – can be a two page spread

Silver & Bronze – 1 full page ad

Supporting - 1/2 page ad

Dimensions

- Final trim size of the program is 8.5 x 11. Program will be saddle-stitched.
- 2 Page Spread - Bleed - 17 1/2" x 11 1/2"
- 1 Page - Bleed - 9" x 11 1/2"
- 1 Page - Nonbleed - 8" x 10 1/2"
- 1/2 Page - Nonbleed - 7 1/2" x 4 1/2"

Specifics

- Maintain a .375" safe area from all 4 sides for text or content critical.
- Any elements (images, strokes, fills) that extend to the trim edge should bleed beyond this trim edge 0.125"
- Resolution: 300 dpi preferred; 200 dpi minimum
- Color: CMYK
- Format: PDF
- Fonts: convert to outlines when possible otherwise ensure they are embedded within the pdf.

When generating the pdf, review prior to submission. If the ad contains bleed elements on any of the 4 sides ensure that you generated the pdf to include trim marks and bleeds.

Ads can be submitted through FTP - https://wistechology.com/client_upload.php

Attendee list - All Sponsors

List does not include email due to privacy regulations. Attendee names, companies and titles will be sent to all sponsors periodically to facilitate meetings, networking and invitations.