

SIIA PREVIEWS SPONSORSHIP PACKAGES

PricewaterhouseCoopers, 300 Madison Avenue, New York City
January 26, 2009

Demonstrate your commitment to innovation at this 3rd annual pre-conference event to our Information Industry Summit, taking place January 26 at the corporate headquarters of PricewaterhouseCoopers. The highlight of the event features presentations by early-stage companies representing a mix of publishers and other content creators, aggregators, and content technology plays.

We anticipate an audience of more than 200 senior industry executives looking to make deals! This is a unique sponsorship opportunity to reach these influencers AND the CEOs of the Presenting Companies.

PREVIEWS HOST SPONSOR – SOLD OUT

- **PricewaterhouseCoopers**

SUPPORTING SPONSORSHIP – 3 Available

\$6,750 (non-SIIA members pay 50% premium)

Supporting Sponsorship Entitlements

- Category exclusivity
- Sponsorship acknowledgement on all marketing promotions for SIIA Previews (email promotions, website, and onsite via signage).
- Representation on the Steering Committee responsible for finalizing Presenting Companies and selecting other event speakers.
- Ability to nominate Presenting Companies.
- Opportunity to introduce some of the Presenting Companies (SIIA reserves the right to determine which companies each Supporting Sponsor will introduce).
- Collateral distribution at event.
- Profile and contact information included in agenda distributed at the event.
- 1 seat to attend the VIP lunch taking place at the start of Previews (other invitees to include CEOs of each Presenting Company).
- 3 registrations to attend Previews Event.
- Post-conference attendee list for one-time mailing (pre-printed on mailing labels).

For more information, please contact Brian Rosenberg, VP Sales & Marketing, at brosenberg@siia.net or +1.646.649.2027.