

# SIIA OnDemand

**October 28-30, 2009, San Jose Marriott, San Jose, CA**

**Sponsor** the 4<sup>th</sup> annual SIIA OnDemand to take a leadership role in the software industry's most comprehensive ISV conference for understanding the business drivers around SaaS and Cloud Computing. You'll reach an audience of prospective customers, channel partners, resellers and other strategic players.

**Exhibit** in the ISV OnDemand Showcase to promote your SaaS / Cloud enabling products or services. Choose between our standard package OR our all-new Extra Value Exhibitor package!

## Sponsorship / Exhibit Packages

**Host Sponsor --** Only 1 available

\$25,000 (Available to SIIA members only)

- **Exclusive sponsorship of Networking Reception / OnDemand Showcase, Thursday night, October 29, 5:30PM-7:00PM**

This is the conference's main Networking Reception and will take place in the Sponsor Foyer, which is also where we will invite OnDemand ISVs to demonstrate their products/services.

- Senior executive invited to end conference for the day to invite all to attend the Networking Reception / OnDemand Showcase
- Sponsor acknowledgement at reception via signage

- **Additional sponsorship entitlements**

- Senior executive invited to introduce one of the conference keynotes (to be determined by SIIA)
- Sponsor collateral distributed on attendee seats at the start of the conference
- Exclusive, top-tier sponsor acknowledgement on all online and offline marketing/PR promotions, conference websites and press releases
- Exclusive, top-tier sponsor position of logo on run of conference website
- Exclusive, top-tier position of logo and profile on Sponsor Page of conference website
- Exclusive, top-tier position of logo onsite on signage at conference
- Priority placement exhibit display (includes 6' table, linen, 2 chairs, wireless Internet connectivity and electricity). Option to bring stand-alone or table-top display.
- Full-page, color advertisement on back cover of the conference program
- Profile and contact information receives priority placement in the conference program
- Verbal acknowledgement of your sponsorship once each day by SIIA senior staff
- 10 complimentary registrations to attend conference, which can be shared among staff, customers, and partners
- Reserved "briefing room" at conference to hold meetings
- Reserved table for your conference delegates and other conference delegates you invite to sit at your table throughout the duration of the conference
- Post-conference attendee list for one-time mailing

## **Co-Host Sponsors** – Limited to 2 non-competing organizations

\$15,000 (non-SIIA members pay 50% premium)

- Category exclusivity
- “Own” Breakfast & Lunch on Thursday, October 29 or on Friday, October 30 (available on first-come, first-served basis)
  - Your senior executive invited to say a few remarks at the conclusion of the session immediately prior to your lunch
  - Sponsor collateral (one item) distributed on seats while attendees are in lunch buffet line
  - Table-tent signs acknowledging sponsorship during breakfast and lunch
- Second-tier sponsor acknowledgement on all online and offline marketing/PR promotions, conference websites and press releases
- Second-tier sponsor position of logo on run of conference website
- Second-tier position of logo and profile on Sponsor Page of conference website
- Second-tier position of logo onsite on signage at conference
- Priority placement exhibit display (includes 6’ table, linen, 2 chairs, wireless Internet connectivity and electricity). Option to bring stand-alone or table-top display.
- Full-page, color advertisement (inside front cover or back cover available on first-come, first-served basis)
- Profile and contact information in the conference program
- Verbal acknowledgement of your sponsorship from the podium by SIIA senior staff on the day of your lunch sponsorship
- 6 complimentary registrations to attend conference (includes exhibit table staff)
- Reserved table for your conference delegates and other conference delegates you invite to sit at your table throughout the duration of the conference
- Post-conference attendee list for one-time mailing

## **Previews Sponsor** – Only 1 available

Demonstrate your commitment to innovation and industry growth by sponsoring the early-stage SaaS companies selected to present during the Previews portion of the conference agenda.

\$10,000 (non-SIIA members pay 50% premium)

- **Exclusive Sponsorship Entitlement:**
  - Sponsor acknowledgement on the Previews webpage and email promotions sent to promote Previews
  - Senior executive invited to help Presenting Company CEOs prepare their PPTs
  - Senior executive is invited to introduce each Previews Presenting Company CEO
- **Additional Sponsorship Entitlements:**
  - Sponsor acknowledgement on all online and offline marketing/PR promotions, conference website and press releases
  - Logo on run of conference website
  - Logo and profile on Sponsor Page of conference website
  - Logo onsite on conference signage

- Exhibit display (includes 6' table, linen, 2 chairs, wireless Internet connectivity and electricity). Option to bring stand-alone or table-top display.
- Full page black & white advertisement in the conference program
- Profile and contact information in the conference program
- 5 complimentary registrations to attend conference (includes exhibit table staff)
- Post-conference attendee list for one-time mailing

**Welcome Reception Sponsor – Only 1 available**

Sponsor the official conference kick-off networking reception (location TBA) on Wednesday night, October 28.

\$10,000 (non-SIIA members pay 50% premium)

- **Exclusive Sponsorship Entitlement:**
  - Sponsor acknowledgement on the schedule page of the conference website and in pre-conference email sent to all conference registrants to remind them about the reception
  - Senior executive invited to provide welcome remarks at the reception
- **Additional Sponsorship Entitlements:**
  - Sponsor acknowledgement on all online and offline marketing/PR promotions, conference website and press releases
  - Logo on run of conference website
  - Logo and profile on Sponsor Page of conference website
  - Logo onsite on conference signage
  - Exhibit display (includes 6' table, linen, 2 chairs, wireless Internet connectivity and electricity). Option to bring stand-alone or table-top display.
  - Full page black & white advertisement in the conference program
  - Profile and contact information in the conference program
  - 5 complimentary registrations to attend conference (includes exhibit table staff)
  - Post-conference attendee list for one-time mailing

**ALL-NEW THIS YEAR: TWO EXHIBITOR PACKAGES TO CHOOSE FROM!**

**ISV OnDemand Showcase Exhibitor**

Showcase your SaaS Products / Services! Launch your new SaaS company!

\$5,000 (non-SIIA members pay 50% premium)

**Exhibit Entitlements:**

- Company name and brief corporate profile included in one pre-conference email promoting the ISV OnDemand Showcase to be sent 4-6 weeks prior to conference
- Logo and profile on Exhibitor Page of conference website
- 6' table top display (Includes table, linen, wireless Internet connectivity and electricity)
- Profile and contact information in the conference program
- 5 complimentary registrations to attend conference (includes exhibit table staff)
- Post-conference attendee mailing list

**EXTRA-VALUE Exhibitor Package**

Take advantage of a unique package to receive increased value, visibility and even greater ROI with new entitlements you can benefit from pre-conference, during the conference, and post-conference.

\$7,500 (non-SIIA members pay 50% premium)

In addition to the ISV OnDemand Showcase Exhibitor Entitlements listed above, you will also receive:

- Premier exhibit space placement (based on first-come, first-served)
- Video Presentation: CEO invited to provide thought-leadership in 2-3 minute video presentation taped at OnDemand; SIIA will promote video post-conference and exhibitor will receive edited video for its own promotion. (Content of video presentation to be agreed upon with SIIA.)
- Special PR Newswire package to promote participation in ISV OnDemand Showcase and any relevant announcements (i.e. new products, company launch, marquis partnerships/customers, etc).
- Full-page, black & white advertisement in the conference program.

**To finalize your participation, please contact Brian Rosenberg, VP Sales & Marketing, [brosenberg@siia.net](mailto:brosenberg@siia.net) or +1.646.649.2027.**