

SIIA OnDemand Europe

Using the Web for Business Transformation

8-10 June 2009, Hilton Amsterdam, The Netherlands
Produced by the Software & Information Industry Association

Take a leadership role in the European software industry's most comprehensive annual ISV conference for understanding the business drivers around Software as a Service (SaaS) and Cloud Computing. You will reach a targeted audience of prospective customers, channel partners, resellers and other strategic players.

Sponsorship Packages

Host Sponsor -- Only 1 available

€15,000 Euro (SIIA non-members pay 50% premium)

- **Exclusive sponsorship of Networking Reception, Tuesday night, 9th of June, 17.00-18.30**

This is the conference's main Networking Reception and will take place in the Sponsor Foyer, which is where all sponsor exhibit displays are located, immediately after the first day of the conference.

- Senior executive invited to end conference for the day to invite all to attend the Networking Reception
 - Sponsor acknowledgement at reception via signage
- **Pre-conference sponsorship entitlements**
 - 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 table, linen, 2 chairs, wireless Internet connectivity and electricity). Option to bring stand-alone or table-top display.
- **Onsite sponsorship entitlements**
 - Senior executive invited to introduce one of the conference keynotes (to be determined by SIIA)
 - Sponsor collateral distributed on delegate seats at the start of the conference
 - 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. Additional registrations available at discounted rate.
 - 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 sponsorship entitlement**
 - Post-conference delegate roster (mailing addresses only) for one-time mailing

Welcome Reception Sponsor – Only 1 available

Sponsor the official conference kick-off networking reception on Monday night, the 8th of June.

€10,000 Euro (SIIA non-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 table, linen, 2 chairs, wireless Internet connectivity and electricity). Option to bring stand-alone or table-top display.
 - Premium placement, full-page color advertisement in the conference program.
 - Profile and contact information in the conference program
 - 7 complimentary registrations to attend conference, which can be shared among staff, customers, and partners. Additional registrations available at discounted rate.
 - Post-conference delegate roster (mailing addresses only) for one-time mailing

Meals Sponsor – Only 1 available

Sponsor each breakfast and lunch of the conference.

€7,500 Euro (SIIA non-members pay 50% premium)

- **Exclusive Sponsorship Entitlement:**
 - Sponsor acknowledgement of two breakfasts and two lunches on the schedule page of the conference website.
 - Senior executive invites delegates to lunch following the session that precedes lunch on either day 1 or day 2 (SIIA to determine).
- **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 table, linen, 2 chairs, wireless Internet connectivity and electricity). Option to bring stand-alone or table-top display.
- Premium placement of full page advertisement in the conference program (either color ad in the inside back cover OR black & white ad in first ad placement in conference program, based on first-come, first-served between Meals Sponsor and Closing Reception Sponsor).
- Profile and contact information in the conference program.
- 5 complimentary registrations to attend conference, which can be shared among staff, customers, and partners. Additional registrations available at discounted rate.
- Post-conference delegate roster (mailing addresses only) for one-time mailing

Closing Reception Sponsor – Only 1 available

Sponsor the official conference closing networking reception on Wednesday night, the 10th of June.

€7,500 Euro (SIIA non-members pay 50% premium)

- **Exclusive Sponsorship Entitlements:**
 - 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 welcome delegates to reception at close of conference.
- **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 table, linen, 2 chairs, wireless Internet connectivity and electricity). Option to bring stand-alone or table-top display.
 - Premium placement of full page advertisement in the conference program (either color ad in the inside back cover OR black & white ad in first ad placement in conference program, based on first-come, first-served between Meals Sponsor and Closing Reception Sponsor)
 - Profile and contact information in the conference program.
 - 5 complimentary registrations to attend conference, which can be shared among staff, customers, and partners. Additional registrations available at discounted rate.
 - Post-conference delegate roster (mailing addresses only) for one-time mailing.

Supporting Sponsors

A cost-effective way to demonstrate your support AND showcase your products/services with a table-top display.

€5,000 Euro (non-SIIA members pay 50% premium)

- 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 area for table-top displays only, includes table, linen, 2 chairs, wireless Internet connectivity and electricity.
- Full page black and 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 delegate roster (mailing addresses only) for one-time mailing

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