

SIIA Software Summit & CODiE Awards the Road to Excellence

May 3-5, The Palace Hotel, San Francisco

Sponsorship Packages

This all-new conference leverages the long-established and well-respected SIIA CODiE awards program to focus on the key drivers of software excellence, including the transformation from on-premise to on-demand, issues of agile software development, and leveraging new platforms. Sponsor the SIIA Software Summit & CODiE Awards to showcase your leadership and commitment to excellence!

Host Sponsor

As the exclusive host sponsor, your company will receive top-tier sponsor billing, in addition to sponsorship of the CODiE Finalist Showcase on Monday night, May 4, and the opportunity to welcome conference delegates.

\$15,000 (available to SIIA members only)

Sponsorship Entitlements:

- Exclusive, top-tier sponsor category on website, all marketing promotions, and onsite at conference.
- Welcome remarks at conference on either Monday morning or Tuesday morning (SIIA reserves the right to determine).
- Priority placement exhibit table space (6' table with linen, includes wireless internet connectivity and electricity); option to bring table-top or stand-alone display. NOTE: for additional visibility, you have the option of moving your display into the CODiE Finalist Showcase reception on Monday night.
- Full-page, 4-color ad on back cover of conference program.
- Profile and contact information receives priority placement in conference program.
- 7 registrations to attend conference (includes exhibit table staff), which includes admittance to all conference meals and sessions; the CODiE Finalist Showcase & Networking Reception on Monday night, May 4; and the CODiE Awards Reception & Gala on Tuesday night, May 5
- Additional registrations available at a discounted rate
- Post-conference attendee mailing list for one-time mailing.

Co-Host Sponsors

Available to only two non-competing sponsors, the Co-Host Sponsor package provides additional visibility with a lunch sponsorship and an opportunity to introduce a keynote presenter.

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

Sponsorship Entitlements:

- Limited to two non-competing sponsors.
- Second-tier sponsor listing on website, marketing promotions, and onsite on conference signage.
- Opportunity to introduce keynote (available on first-come, first-served basis).
- Shared sponsor acknowledgement of buffet lunch on day 2, which is served in the sponsor foyer.
- Priority placement exhibit table space (6' table with linen, includes wireless internet connectivity and electricity); option to bring table-top or stand-alone

display. NOTE: for additional visibility, you have the option of moving your display into the CODiE Finalist Showcase reception on Monday night.

- Full-page, 4-color ad receives priority placement in conference program (available on first-come, first-served basis).
- Profile and contact information in conference program.
- 5 registrations to attend conference (includes exhibit table staff), which includes admittance to all conference meals and sessions; the CODiE Finalist Showcase & Networking Reception on Monday night, May 4; and the CODiE Awards Reception & Gala on Tuesday night, May 5
- Additional registrations available at a discounted rate.
- Post-conference attendee mailing list for one-time mailing.

Supporting Sponsors: 2 sold

Boomi

Fiberlink Communications

Take advantage of this low-cost sponsorship to leverage exhibit space to promote your products/services to our conference attendees.

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

Sponsorship Entitlements:

- Sponsor listing on website, marketing promotions, and onsite on conference signage.
- Exhibit table (6' table-top display only comes with linen and includes wireless internet connectivity and electricity). NOTE: for additional visibility, you have the option of moving your display into the CODiE Finalist Showcase reception on Monday night.
- 3 registrations to attend conference (includes exhibit table staff), which includes admittance to all conference meals and sessions; the CODiE Finalist Showcase & Networking Reception on Monday night, May 4; and the CODiE Awards Reception & Gala on Tuesday night, May 5
- Additional registrations available at a discounted rate.
- Half-page, black & white color ad in conference program.
- Profile and contact information in conference program.
- Post-conference attendee mailing list for one-time mailing.

Loyal Sponsors: 2 Sold

WebApps a.k.a SaaS.com

Dorsey & Whitney

The perfect sponsorship for those organizations that do not require an exhibit table space, but still want to demonstrate thought-leadership and industry support.

\$3,500 (50% premium for SIIA non-members)

Sponsorship Entitlements:

- Sponsor listing on website, marketing promotions, and onsite on conference signage.
- Half-page, black & white color ad in conference program.
- Profile and contact information in conference program.
- 2 registrations to attend conference (includes exhibit table staff), which includes admittance to all conference meals and sessions; the CODiE Finalist Showcase & Networking Reception on Monday night, May 4; and the CODiE Awards Reception & Gala on Tuesday night, May 5

- Additional registrations available at a discounted rate.
- Post-conference attendee mailing list for one-time mailing.

To confirm your sponsorship participation, please contact Brian Rosenberg, VP Sales & Marketing, via brosenberg@siia.net or +1.646.649.2027