Software & Information Industry Association
1090 Vermont Ave NW Sixth Floor
Washington, DC 20005-4095

SIIA INFORMATION INDUSTRY SUMMIT

January 27-28, 2009
Cipriani on 42nd Street, New York City

This 8th annual summit is THE flagship conference for digital content and electronic publishing industry leaders. We anticipate an audience of more than 400 executives will gather with us to gain an early perspective on the industry's outlook for the coming year, including an evaluation of critical trends and new business strategies. For our 2009 Summit, we will return to the prestigious Cipriani on 42nd Street.

SPONSORSHIP PACKAGES

GOLD SPONSORHIP – 1 Available, 1 Sold

- **FAST**

$17,500 (Non-SIIA members pay a 50% premium)

Gold Branding Package

- Sponsor acknowledgement on all online and offline marketing/PR promotions, conference website and press releases (listed along with the other Gold Sponsors, which follow the Platinum Sponsor listing).
- Sponsor acknowledgement on conference signage and on the large screen hanging above the stage during conference breaks, meals, and networking reception (listed along with the other Gold Sponsors, which follow the Platinum Sponsor listing).
- Priority placement exhibit table space (6' table, linen, wireless Internet connectivity and electricity). Second, third and fourth choice positions are provided to the three Gold Sponsors on a first-come, first-served basis.
- Full page color advertisement in premium position of the conference program (based on first-come, first-served).
- Profile and contact information in the conference program.
- Verbal acknowledgement of Gold sponsors once each day by SIIA senior staff.

Extended Visibility: Sponsorship of Networking Reception, January 27

- Networking Reception takes place at the end of the conference sessions on Tuesday, January 27. Verbal sponsor acknowledgement by SIIA senior staff just prior to reception and sponsor logo on the large screen hanging above the stage in rotation with other Gold Sponsors. Table-tent cards on food tables and/or by bars will further acknowledge sponsorship.

Speaking Opportunity

- Senior executive may introduce one of the conference keynotes (while available and based on first-come, first-served with the Platinum and other Gold Sponsors).

Additional Sponsor Entitlements

- 5 complimentary registrations to attend conference (includes exhibit table staff) , including the Previews pre-conference event taking place on January 26.
- Reserved table for your conference delegates and other delegates you invite to sit at your table throughout the duration of the conference.
- Post-conference attendee list.

- Lead generation of delegates requesting more information on your company (taken from post-conference survey).

SILVER SPONSORSHIP – SILVER SPONSORSHIP - **2 Available, 4 Sold**

- **Innodata-Isogen**
- **Mark Logic**
- **MuseGlobal**
- **TEMIS**

$10,000 (Non-SIIA members pay a 50% premium)

Silver Branding Package

- Sponsor acknowledgement on all online and offline marketing/PR promotions, conference website and press releases (listed along with the other Silver Sponsors, which follow the Platinum and Gold Sponsor listings).
- Sponsor acknowledgement onsite on conference signage and displayed on the large screen hanging above the stage during conference breaks, meals, and networking reception (listed along with the other Silver Sponsors, which follow the Platinum and Gold Sponsor listings).
- Exhibit table space (6' table, linen, wireless Internet connectivity and electricity).
- Full page color advertisement in the conference program.
- Profile and contact information in the conference program.
- Verbal acknowledgement of your sponsorship (along with the other Silver Sponsors) once each day by SIIA senior staff.

Extended Visibility: Sponsorship of Lunch

- Prior to lunch, SIIA senior staff will acknowledge Silver Sponsors as lunch sponsors. (Half of the Silver Sponsors will receive acknowledgement on Day 1; the others on Day 2…to be determined by SIIA). Your sponsor logo will rotate with the other Silver Sponsor logos on the large screen hanging above the stage during the Lunch and table-tent cards on buffet tables will further acknowledge sponsorship.

Additional Sponsor Entitlements

- 3 complimentary registrations to attend conference (includes exhibit table staff) , including the Previews pre-conference event taking place on January 26.
- Post-conference attendee list.
- Lead generation of delegates requesting more information on your company (taken from post-conference survey).

BRONZE SPONSORSHIP – BRONZE SPONSORSHIP - **3 Available, 5 Sold**

- **Burrelles Luce**
- **Copyright Clearance Center**
- **Genesys Partners**
- **Grant Thornton**
- **J.J. Keller**
- **SLA**

$5,000 (Non-SIIA members pay a 50% premium)

Bronze Branding Package

- Sponsor acknowledgement on online and offline marketing/PR promotions, conference website and press releases (listed along with the other Bronze Sponsors, which follow the Platinum, Gold and Silver Sponsor listings).
- Sponsor acknowledgement onsite on conference signage and displayed on the large screen hanging above the stage during conference breaks, meals, and networking reception (listed along with the other Bronze Sponsors, which follow the Platinum, Gold and Silver Sponsor listings).
- Half-page b/w advertisement in the conference program.
- Profile and contact information in the conference program.
- Verbal acknowledgement of your sponsorship (along with the other Bronze Sponsors) once each day by SIIA senior staff.

Additional Sponsor Entitlements

- Shared collateral exhibit table for Bronze Sponsors.
- 2 complimentary registrations to attend conference, including the Previews pre-conference event taking place on January 26.
- Post-conference attendee list.
- Lead generation of delegates requesting more information on your company (taken from post-conference survey).

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