



Sponsorship Opportunities

Index of Sponsorships

Off-Site Event – Duck Tour (exclusive) \$3,820

Off-Site Event Sponsors have the opportunity to take part in a unique evening networking event on Saturday, September 19, 2009. All past off-site events were great successes – this is a great opportunity for your company to make an impression! This year’s event will offer attendees the chance to learn about the history of the city of Boston, MA while riding a **Duck Tour** bus. The evening will continue with a tour of famous **Fenway Park**, and end back at the Cambridge Hyatt for a one-of-a-kind **Vendor Reception** featuring heavy appetizers and games. Sponsoring companies will have prominent sponsorship signage, and may provide one piece of company literature for placement on the bus seats for the return ride to the hotel.

Off-Site Event – Fenway Tour (exclusive) \$2,945

Off-Site Event Sponsors have the opportunity to take part in a unique evening networking event on Saturday, September 19, 2009. All past off-site events were great successes – this is a great opportunity for your company to make an impression! Following the **Duck Tour**, a tour of famous **Fenway Park** will continue. **Fenway is known as America’s most beloved ballpark and is home to The Green Monster**. Attendees will end the evening back at the Cambridge Hyatt for a one-of-a-kind **Vendor Reception** featuring heavy appetizers and games. Sponsoring companies will have sponsorship signage, and may provide one piece of company literature for placement on the bus seats for the return ride to the hotel.

Off-Site Event – Goodie Bag (exclusive) \$2,320

The “Famous Tour” evening on Saturday, September 19, 2009 is going to begin at 4pm, and attendees won’t be back to the hotel until 7pm.....they are going to be hungry! Attendees will be provided with a goodie/snack bag for the trip. Take this opportunity to engage the attendees – maybe a trivia game related to your product on the goodie/snack bags? Ideas are welcome for this opportunity...great exposure!

Conference Tote Bag Sponsorship (exclusive) \$2,945

At registration, each conference attendee will receive a sturdy conference tote to carry all of his or her conference materials. Your logo or company name will appear (along with the User Conference logo) on one side of this bag, and a bag stuffer gift provided by your company will be inserted. Your company logo will be carried everywhere our attendees travel whether to work or around the globe!

Placement and size of image on bag to be approved by ProfitKey International.

Your sponsorship package also includes:

Bag stuffer gift Opportunity (provided by sponsor)

The item to be included in the tote bag must be no larger than 8½” x 11”. PROFITKEY INTERNATIONAL RESERVES THE RIGHT TO APPROVE ITEMS SUBMITTED FOR THE CONFERENCE TOTE BAG.



Sponsorship Opportunities

Index of Sponsorships

Conference Padfolio Sponsorship (exclusive) \$2,945

One of the items that will be used most by attendees throughout the conference is an attractive portfolio with a pad of paper included inside. Your company name or logo will be seen on the front of this padfolio each and every time it is opened for note taking or inserting something into the pocket inside! A bag stuffer gift provided by your company will also be inserted inside the sturdy conference tote that each attendee will receive upon registration.

Placement and size of image on padfolio to be approved by ProfitKey International.

Your sponsorship package also includes:

Bag stuffer gift (provided by sponsor)

Cyber Cafe Sponsorship (exclusive) \$2,695

Distinguish your company as the technology presence with sponsorship of the Cyber Café. Located in the product pavilion directly adjacent to the event's meeting rooms, this interactive information center will be the place where attendees spend their downtime between events and conduct their crucial remote business. Display your company's website as the homepage on all computers, or utilize the space for appropriate product demonstrations to aid them in their daily responsibilities.

Sponsor is responsible for loading any software or screen savers to be viewed on PC's.

Conference Badge Holder Sponsorship (exclusive) \$2,320

Your company name/logo displayed on our conference badge holder is a great way to get your company noticed at the conference. A conference name badge attached to a lanyard will be provided at registration to each attendee. Wearing this allows them entrance into the product pavilion room and all educational sessions, as well as activities and off-site events throughout the conference. This name badge offers your company great exposure while being worn by all, including ProfitKey staff members. Many attendees keep their badges and reuse them long after the conference is over!

PROFITKEY INTERNATIONAL RESERVES THE RIGHT TO APPROVE SIZE OF LOGO AND PLACEMENT ON THE NAME BADGE.

Conference Pen Sponsorship (exclusive) \$2,320

Your company name/logo displayed on our conference pen is a great way to get your company noticed at the conference. A conference pen will be provided at registration to each attendee. These pens will get lots of use long after the conference is over!

PROFITKEY INTERNATIONAL RESERVES THE RIGHT TO APPROVE SIZE OF LOGO AND PLACEMENT ON THE PEN.



Sponsorship Opportunities

Index of Sponsorships

Hotel Gift Drop Sponsorship (exclusive) \$1,995

Be the first impression on attendees! Increase booth traffic and stand out from the crowd by greeting conference attendees staying at The Cambridge Hyatt Regency Hotel with one promotional item supplied by your company. This item will be delivered to the hotel room of each attendee and will be there upon their arrival.

iTouch 8GB Drawing Sponsorship (exclusive) \$1,945

Each ProfitKey conference attendee who visits the sponsoring company's booth will be given coupons to enter a drawing for an iTouch 8GB. This iTouch will be given away at Closing Session by you to give your company even more exposure! Prominent signage in the conference registration area and recognition in the conference program will promote this drawing and the location of the sponsor's booth.

Vendor Reception Relaxation Station Sponsorship (two hours - exclusive) \$1,875

A relaxation area will be setup adjacent to your booth, and ProfitKey User Conference attendees will be pampered with a complimentary head/neck/back massage! This will take place on Saturday, September 19, 2009 during the two-hour Vendor Reception from 7 to 9pm. A banner provided by your company with your logo will be prominently displayed in this area.

Welcome Reception Sponsorship (exclusive) \$1,995

Make an immediate impact that will last the duration of the event by sponsoring the Welcome Reception on Friday evening, September 18th. This event will be the first opportunity for all attendees to get together and network with each other. The evening will be themed in your company's décor - from table signs to napkins and gifts, the opportunity is yours to customize!

Conference Program Sponsorship (exclusive) \$1,995

Your company logo will appear on the back cover of the one and only tool that communicates the who, what, when, and where of the entire conference. This program will be in the portfolio bag that each attendee receives. PROFITKEY INTERNATIONAL RESERVES THE RIGHT TO APPROVE SIZE AND PLACEMENT OF LOGO ON CONFERENCE PROGRAM.

Vendor Workshop Sponsorship (5 opportunities available) \$1,695

Host and facilitate a completely customized workshop showcasing your company in front of event attendees...up to 1 hour in length! Share new product information, perform a product demo, outline a case study, and get the opportunity to hear first hand from industry decision makers their thoughts and feedback.



Sponsorship Opportunities

Index of Sponsorships

Conference Meals Sponsorship (6 opportunities) \$1695

Throughout the conference, certain meals are provided by the ProfitKey User Group. These are times when conference attendees will network and share ideas as well as take advantage of some “down time”. Your company name and logo will be displayed on food stations throughout the dining area showing your support of the conference – a great opportunity for those of you who are on a tight budget!

Mealtime availability is as follows:

Saturday, September 19, 2009 – Breakfast - Opening Session

Saturday, September 19, 2009 – Lunch

Sunday, September 20, 2009 – Breakfast

Sunday, September 20, 2009 - Lunch

Monday, September 21, 2009 – Breakfast - Closing Session

Monday, September 21, 2009 – Lunch

PROFITKEY INTERNATIONAL RESERVES THE RIGHT TO APPROVE SIZE OF LOGO AND PLACEMENT ON TABLETOP DISPLAY.



Sponsorship Opportunities

Index of Sponsorships

ALL sponsorship packages are also inclusive of the following:

- 10 x 10 Vendor Booth space with signage
- Web banner and link on PKI and User Conference web site
- One Hour Session Presentation Opportunity
- Wine Reception Sponsorship
- List of Conference Attendees
- Free registration for one attendee for entire conference

PROFITKEY INTERNATIONAL RESERVES THE RIGHT TO APPROVE ALL PROMOTIONAL ITEMS SUBMITTED FOR DISPLAY/DISTRIBUTION TO CONFERENCE ATTENDEES.

Requests will be handled on a first come, first served basis.

Instructions

- Complete and submit Sponsorship Agreement
- Submit camera-ready logo (1 color)
- Submit promotional material samples for ProfitKey International review by July 17, 2009
- Submit full sponsorship payment by July 17, 2009
- Submit banner for web site (125 x 125 pixels, up to 10KB size)
- Register for Conference at www.pkug.org
- Ship promotional materials to conference site by September 16, 2009
- Ship 125 stuffer gifts to conference site by September 16, 2009 (*if applicable*)



Sponsorship Opportunities

Index of Sponsorships

Sponsorship Agreement

Name _____ Company _____

Address _____

Phone _____ Fax _____ Email _____

- | | |
|---|---|
| <input type="checkbox"/> Off-Site Event – Duck Tour\$3,820 | <input type="checkbox"/> iTouch 8GB Drawing\$1,945 |
| <input type="checkbox"/> Off-Site Event – Fenway Tour\$2,945 | <input type="checkbox"/> Vendor Reception Relaxation Station\$1,875 |
| <input type="checkbox"/> Off-Site Event – Goodie Bag Only.....\$2,320 | <input type="checkbox"/> Welcome Reception\$1,995 |
| <input type="checkbox"/> Conference Tote Bag\$2,945 | <input type="checkbox"/> Conference Program\$1,995 |
| <input type="checkbox"/> Conference Padfolio\$2,945 | <input type="checkbox"/> Vendor Workshop\$1,695 |
| <input type="checkbox"/> Cyber Cafe\$2,695 | <input type="checkbox"/> Conference Meal\$1,695 |
| <input type="checkbox"/> Conference Badge Holder\$2,320 | |
| <input type="checkbox"/> Conference Pen\$2,320 | |
| <input type="checkbox"/> Hotel Gift Drop\$1,995 | <input type="checkbox"/> Additional Company Representative\$1,195 |

By signing below, I acknowledge that I am duly authorized to sign for my company and understand that I am making a commitment to participate in this sponsorship opportunity. If total sponsorship payment is not received by July 17, 2009, I understand the sponsorship agreement may be cancelled.

I also understand that my company is responsible for arrangements for any charges incurred for shipping of materials to and from the conference site.

Name _____ Date _____

Accepted by ProfitKey _____ Date _____

Please return Sponsorship Agreement form to: Andrea Harper, ProfitKey International - Fax (603) 898-7554