

Dear Prospective Partner,

Businesses often seek creative opportunities to collaborate with other quality organizations. The Carolina Games Summit, to be held at Wayne Community College in Goldsboro, NC, is one such opportunity. Carolina Games Summit is a hybrid festival of industry speakers, video game tournaments, product promotions, exhibition booths and educational sessions tailored to appeal to the whole family.

Phi Beta Lambda, a non-profit association for business/technology students will be producing the conference. Phi Beta Lambda provides students with an opportunity for career exploration, self-improvement, and volunteerism. Students are able to build resumes, network with business leaders, and explore new opportunities by attending leadership conferences.

On Saturday January 26, 2008, we will host our third annual all day event. Over 50,000 square feet of the main building on campus will be occupied to accommodate the event. Our last event doubled in size from the previous year to over 1,400 attendees. This year we are hoping to promote your organization to over 2,000 attendees, speakers, partners, and volunteers.

Through our print media partnerships, radio advertising, online marketing, and post event television news coverage we tallied over 3 million people in our extended audience. For an in depth look at our past event, please view our summary document which is included in this packet.

Please view the attached list of ways to partner with our organization and expose our entire audience to your products and services. Feel free to contact us regarding custom opportunities; we are constantly looking for unique ways to partner with other organizations. Also take time to review our websites, www.CarolinaGamesSummit.com and www.PhiBetaLambda.org, for more information.

You may contact me directly via our website or by phone at (919) 906-0424.

Sincerely,

Michael Everett, III
Creative Director
advisor@phibetalambda.org

EXHIBITION HALL OPPORTUNITIES

The first floor will include an exhibition hall where game developers, college recruiters, industry supporters/promoters, local businesses, and community organizations/clubs can meet face to face with thousands of attendees, speakers, and other partners. Attendees are able to explore future career opportunities while trying the latest products and services from our partners/exhibitors.

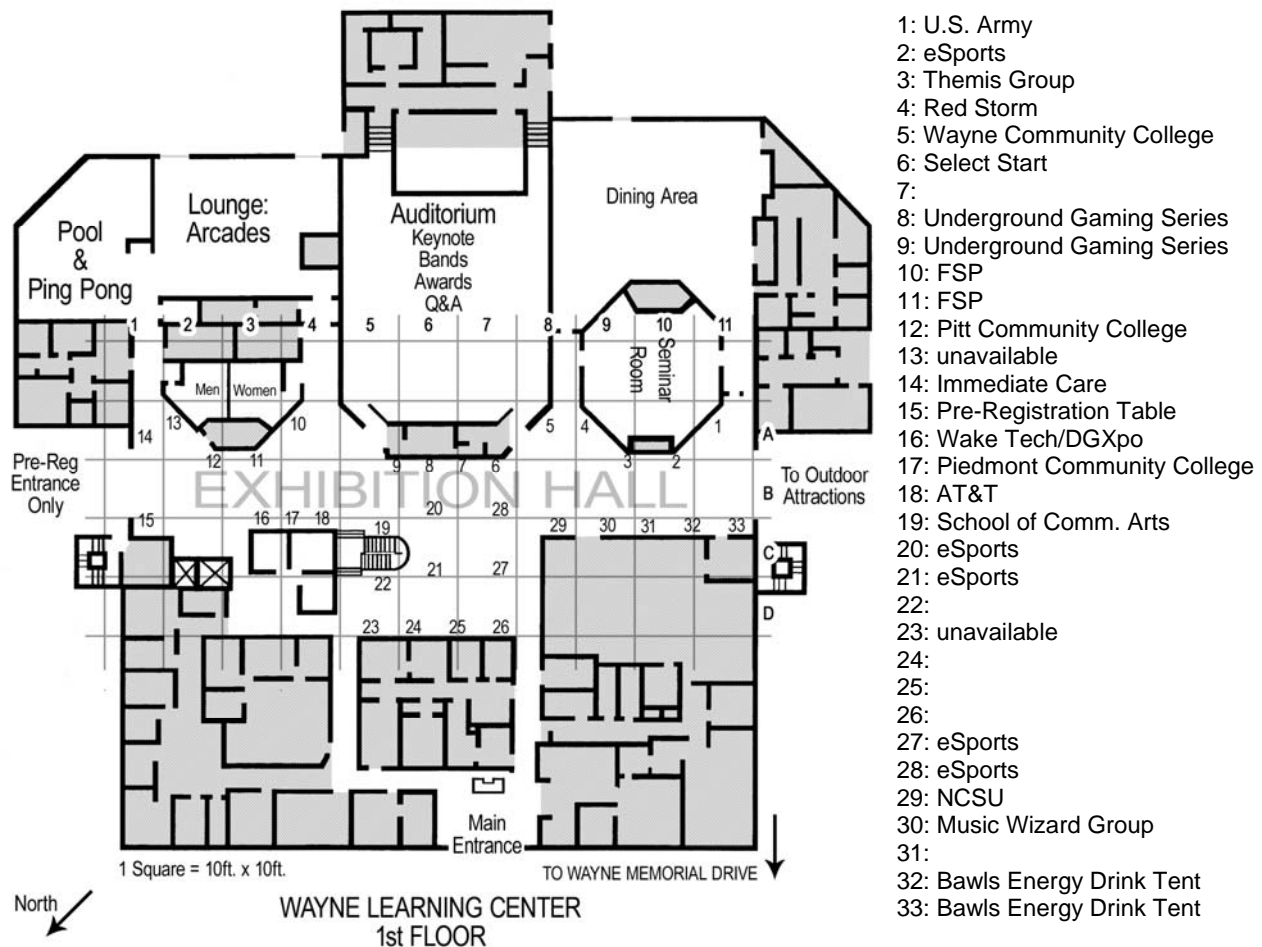
Tabletop Display 10' x 10' Booth

Price: \$75
Price: \$150

Reserve your spot on our exhibition room floor, limited power and Internet access available. All attendees must walk through the exhibition area upon entering the event, don't miss this chance to interact directly with our attendees.

Includes

- Exhibitor Listing in Program
- 8' x 3' Table and Two Chairs (optional when purchasing booth)
- The right to distribute giveaways at the table or within booth footprint
- Website Advertising on CarolinaGamesSummit.com & Phibetalambda.org



EXHIBITION ROOM OPPORTUNITIES

The second floor hosts tournaments and free play rooms where attendees can test their skills against other gamers face to face or simply try out the latest games and consoles. Companies and organizations can host free play rooms or run officially sanctioned tournaments during our event.

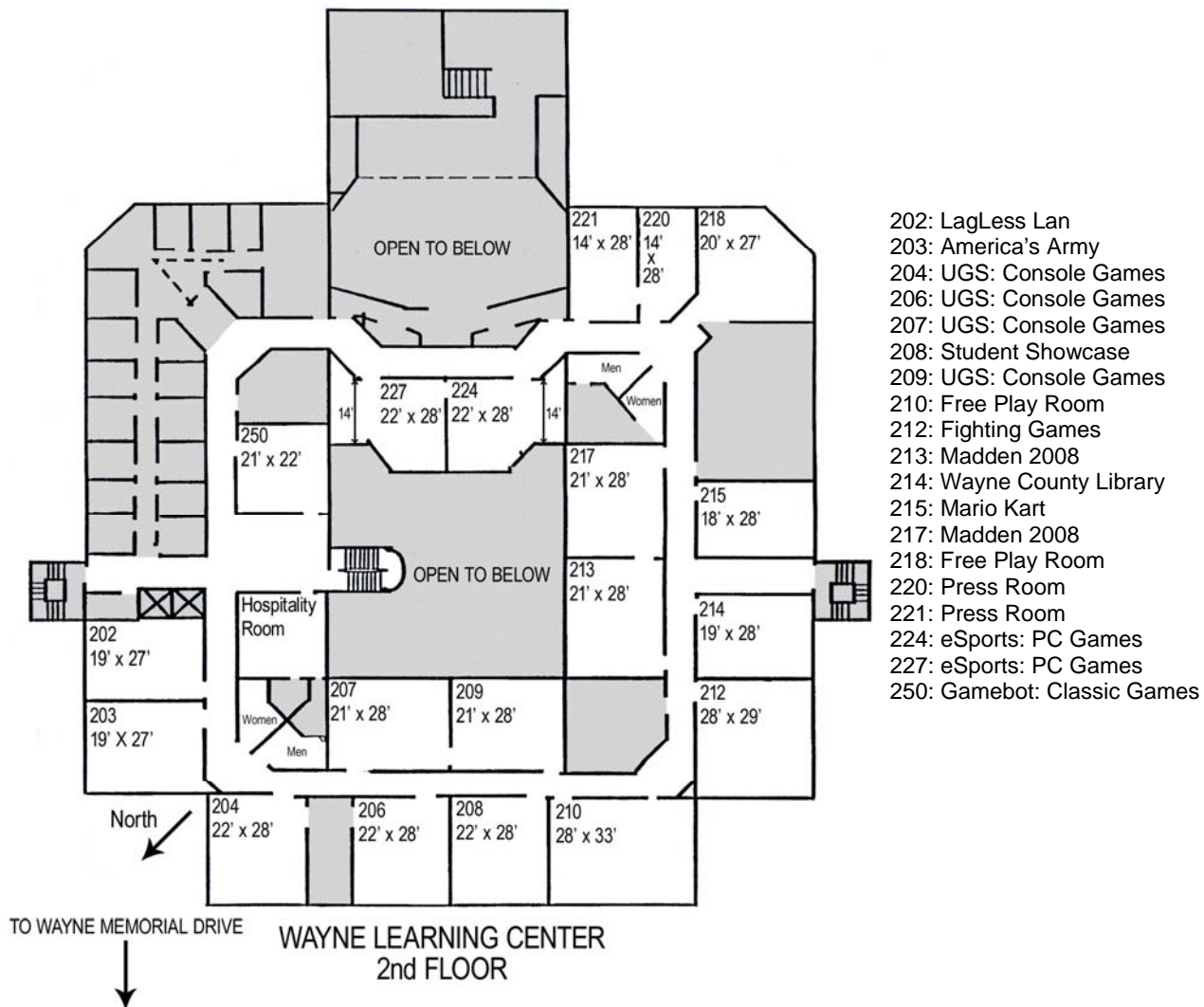
Exhibition Room

Price: \$150

Bring your own equipment, displays, representatives, and have exclusive rights to all room content, subject to staff approval.

Includes

- Special Room Listing in Program
- Pre-event Marketing (if desired)
- Website Advertising on CarolinaGamesSummit.com & Phibetalambda.org



FOOD VENDOR OPPORTUNITIES

Sell food and/or beverages direct to over 2000 gamers, exhibitors, and staff. Items may be sold in the food court or from your mobile unit set up in a pre-approved designated location.

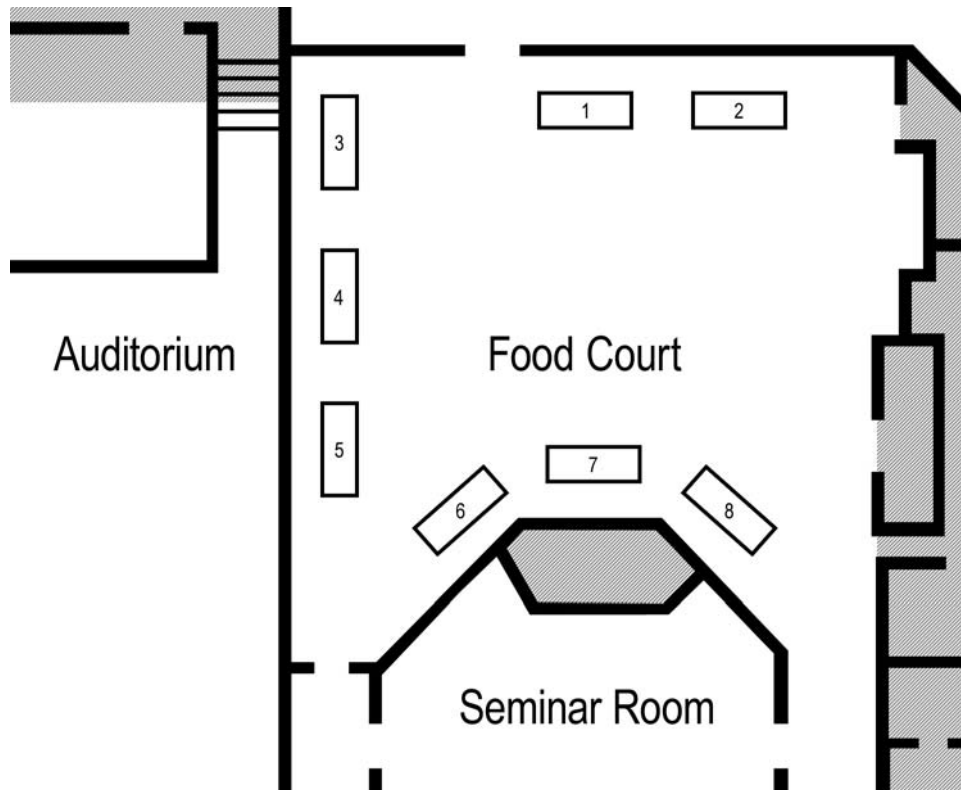
10' x 10' Booth: 10 a.m. to 2 p.m. or 2 p.m. to 8 p.m. (half day) Price: \$200
10' x 10' Booth: 10 a.m. to 8 p.m. (full day) Price: \$350

Mobile Kitchen Price: \$350

For large scale mobile kitchens space will be allocated in our outdoor attractions area (see page 4) or other approved campus location. Food may be sold directly from the mobile kitchens and/or transported to a 10' x 10' booth in the food court for distribution.

All of the above Includes:

- Vendor Listing in Program
- 8' x 3' Table and Two Chairs (optional)
- Website Advertising on CarolinaGamesSummit.com & Phibetalambda.org



1. Jersey Mike's
2. Papa John's

OUTDOOR MARKETING OPPORTUNITIES

Just outside the first floor exhibition hall attendees can see large scale outdoor attractions such as the US Army's "Adventure Van" 18-Wheeler. Also on site are radio stations, food vendors, and other attractions that just won't fit anywhere else.

Entertainment Assets

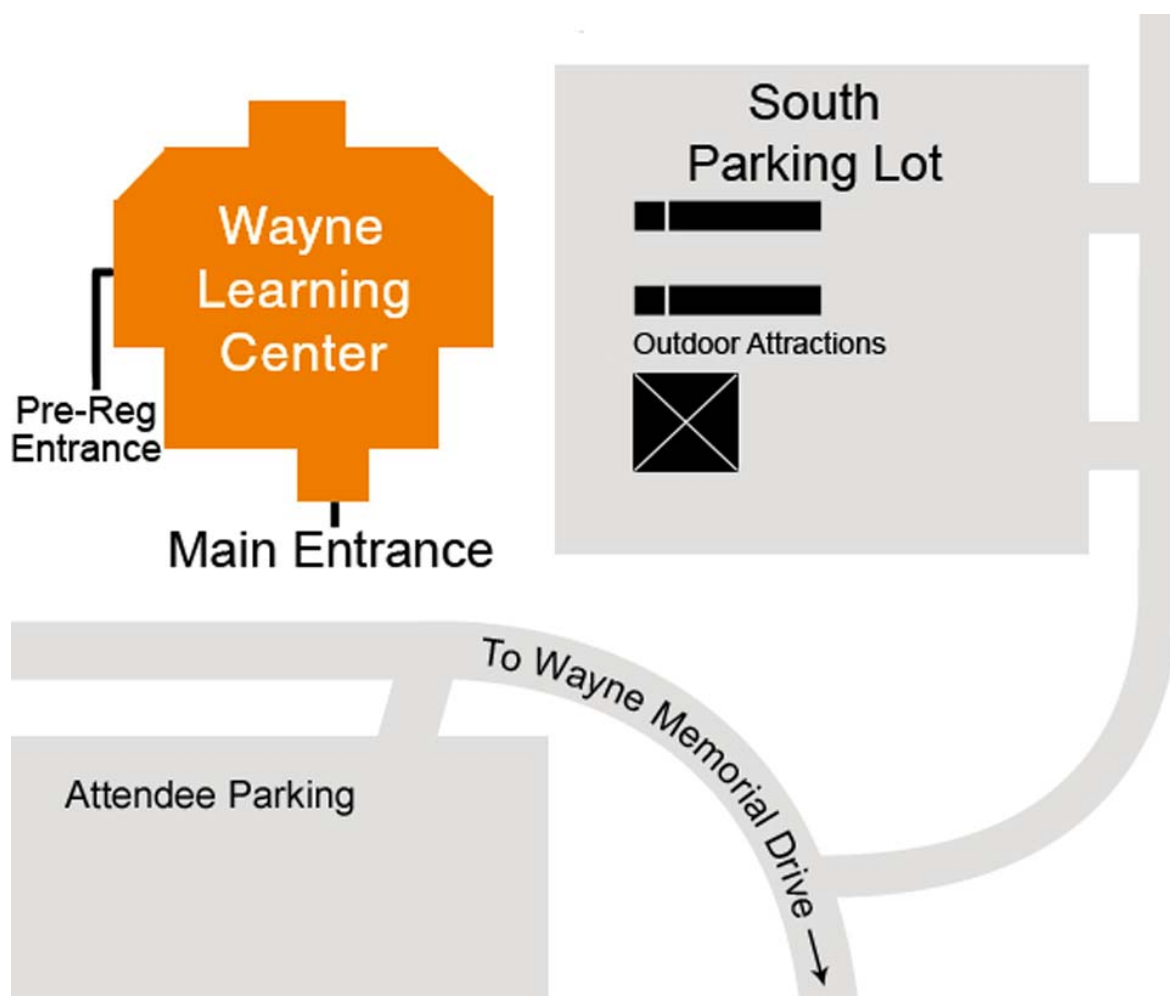
Price: FREE

Outdoor assets which add value to our event by entertaining or educating our attendees in a "fun" way will not be charged any fees from the conference itself. All assets are subject to staff approval.

Purely Marketing/Sales Only Assets

Price: \$250

The majority of outdoor displays will qualify as entertainment assets but for companies looking to show off their latest products not directly related to simulations or videogames you can still capitalize on our event. Examples include, cars, motorcycles, ATVs, or other large scale non-food related product marketing/sales displays.



SPONSORSHIP DESCRIPTIONS

Associate your organization's name with our conference and extend your reach to over 2,000 attendees, partners, and associates.

Title Sponsorship [Exclusive]

Price: \$5,000

The pinnacle of sponsorship opportunities allows your company logo and/or name to be included alongside Carolina Games Summit in all possible publications, including the website, program, and all press releases. For example the event would be re-branded as "Carolina Games Summit Sponsored by Your Company"

Includes:

- Complementary Event Passes
- Radio Advertising
- Advertising on Promotional Flyers
- Full Page/Color Program Advertisement
- Single Use of Attendee Database for Post-Event Distribution
- WayneCC PBL Professional Division Membership
- Website Advertising on CarolinaGamesSummit.com & Phibetalambda.org

Sponsored Session

Price: \$1,000

Numerous opportunities for sponsored sessions are available including seminar room and auditorium presentations. All sessions, and their sponsors, receive special pre-event marketing and integration into our website.

Includes

- Special Session Sponsor Listing in Program
- Session Sponsor Signage and/or Electronic Logo Display
- Free Exhibition Table with Complementary Event Passes (if desired)
- Website Advertising on CarolinaGamesSummit.com & Phibetalambda.org

Tournament Sponsor

Price: \$500.00

Electronic Sports (eSports) and competitive gaming continue to grow in popularity. Take advantage of this phenomenon by sponsoring a videogame tournament at this year's Carolina Games Summit. Branded plaques, certificates, and large checks for the top three places are included with this sponsorship. 1st Place: \$250, 2nd Place: \$100, 3rd Place: \$50

Includes:

- Complementary Event Passes
- Tournament Sponsorship Listing in Program
- Sponsor Recognition During Awards Ceremony
- Branded Plaques and Big Checks for Awards Ceremony Distribution
- Website Advertising on CarolinaGamesSummit.com & Phibetalambda.org

SPONSORSHIP DESCRIPTIONS CONTINUED

Official Product Recognition

Price: \$1,000

Get the recognition your product or service deserves while obtaining exclusive rights within your product category. For example the official energy drink of the 2006 event enjoyed exclusive exhibition and sales rights within the energy drink category. Some restrictions do apply; contact event staff for business segment availability.

Includes:

- Complementary Event Passes
- Official Product Recognition in Program
- Single Use of Attendee Database for Post-Event Distribution
- Website Advertising on CarolinaGamesSummit.com & Phibetalambda.org

Hospitality Room Sponsorship [Exclusive]*

Price: \$1,500

Sponsor the hospitality room and market directly to our speakers, exhibitors, partners, and volunteers. Literature distribution opportunities are available, sponsor must provide literature. Sponsorship includes catering for both setup night on January 25th and the main day of the event January 26th.

Includes:

- Complementary Event Passes
- Hospitality Room Sponsorship Listing in Program
- Single Use of Attendee Database for Post-Event Distribution
- WayneCC PBL Professional Division Membership
- Website Advertising on CarolinaGamesSummit.com & Phibetalambda.org

Event Partner

Price: \$500

Show your organizations support by becoming an event partner.

Includes:

- Complementary Event Passes
- Partner Company Listing in Program
- Advertising on Promotional Flyers
- Website Advertising on CarolinaGamesSummit.com & Phibetalambda.org

Networking Social Sponsor [Pricing Upon Request]

Sponsor a fully authorized social event before or after the summit. Use this opportunity to network with attendees in a less formal environment. Authorized socials will be promoted to attendees via event website, pre-event notifications, and reminder emails.

TAKEAWAY SPONSORSHIP OPPORTUNITIES

Takeaway items are perfect for extending your organization's influence past the actual summit dates. Every attendee will receive our high quality conference materials for use throughout the event. Many of these items will remain in our attendee's possession for years to come.

Bag Sponsorship [Exclusive]

Price: FREE

Become the official bag sponsor and we will distribute paper, plastic, or canvas bags branded with your company logo to every attendee. 2,500 High quality bags to be supplied by sponsor two weeks prior to the event. This sponsorship also comes with one free bag insert sponsorship (see below)

Bag Inserts

Price: \$100

Include a promotional flyer, booklet, or coupon within every attendee bag. Event management must approve all inserts prior to inclusion in show bags. Sponsor is responsible for supplying and delivering literature at least one week prior to the event.

Lanyard Sponsor [Exclusive]

Price: FREE

Hang your organizations name/logo on every attendee, speaker, representative, and staff member at ALT Summit. Lanyards are an extremely visible and popular sponsorship opportunity. 2,500 Lanyards to be supplied by sponsor two weeks prior to the event.

Badge Holder Sponsorship [Exclusive]

Price: \$500

Placed behind every attendee badge, inserts are a unique opportunity to advertise your company or special promotion. Printing Included. Sponsor is responsible for providing corporate logo to event staff one month prior to the event.

Program Advertising

Ensure your organization is a permanent part of our full color program. To see an example of our 2007 full color program please visit:

<http://www.carolinagamesummit.com/pictures.php>

Full page: \$250

Back Cover: \$750

Inside Back, Inside Front Cover: \$500

All exclusive sponsorships include right of first refusal for 2009 summit.