

Knowledge Foundation International Conference

# SAMPLE PREP 2011

**April 4-5, 2011  
San Diego, CA USA**

**Exhibitor  
& Sponsor  
Opportunities**



**KNOWLEDGE FOUNDATION**

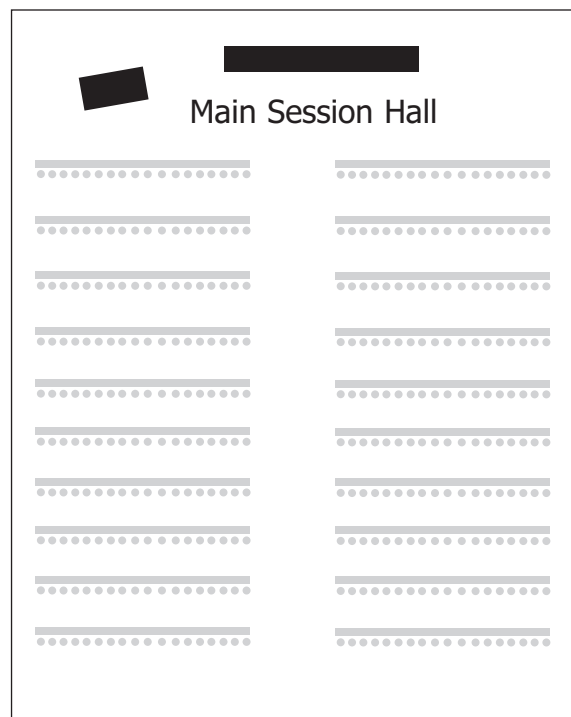
TECHNOLOGY COMMERCIALIZATION ALLIANCE

for sales inquiries contact **Craig Wohlers** at (617) 232 7400 ext. 205  
or email at [cwohlers@knowledgefoundation.com](mailto:cwohlers@knowledgefoundation.com)



# Exhibit Space Layout - Sample Prep 2011

## Hilton San Diego Resort International Ballroom & Pavillion



REGISTRATION

Booth #119 Booth #120 Booth #121 Booth #122 Booth #123 Booth #124 Booth #125 Booth #126 Booth #127

Booth #128 Booth #129 Booth #130

Exhibitor & Poster Display Hall

Refreshment Break Station

Refreshment Break Station

Booth #110 Booth #111 Booth #112

Booth #113 Booth #114 Booth #115

Booth #116 Booth #117 Booth #118

# Exhibiting Opportunities

## **2 DAYS - 10'x 10' Exhibit Booth Space** Cost: \$2,299

### **Benefits:**

- 10'x10' booth space in close proximity to the meeting room
- 1 conference registration to 2 days of event
- 1 exhibit-only booth attendant (*additional booth attendants \$150*)
- 1 set of conference documentation
- 3'x 6' draped table with 1 standard electrical strip
- 8.5"x 11" black and white advertisement inserted into the conference documentation binder (*upgrade your ad to color for \$199*)
- 1 set of mailing labels of conference attendees for your 1 time use sent to you after the meeting

# Sponsorship Opportunities

## Gold Sponsor

Cost: \$10,000

### Benefits:

- (3) conference registrations
- (1) 10' x 10' conference exhibit space
- (2) Exhibit-only booth attendants
- (3) Free Annual Memberships to the Knowledge Foundation
- Choice of event sponsorship - Cocktail Reception or Workshop - food & beverage, room rental, taxes & service charges included for basic event
- 8.5"x 11" 4-color advertisement in conference documentation binder
- Company logo featured prominently as gold sponsor on all marketing materials and on conference website prior to event
- Website link from [knowledgefoundation.com](http://knowledgefoundation.com) to your website

## Silver Sponsor

Cost: \$5,000

### Benefits:

- (2) conference registrations
- (1) 10' x 10' conference exhibit space
- (1) Exhibit-only booth attendant
- (2) Free Annual Memberships to the Knowledge Foundation
- 4-color advertisement in conference documentation binder
- Company logo featured prominently as silver sponsor on all marketing materials and on conference website prior to event

# Sponsorship Opportunities

## Luncheon Sponsor

Cost: \$3,500

### Benefits:

- (1) 10' x 10' booth space
- (1) conference registration
- Food & beverage, room rental, taxes & service charges included for basic luncheon
- 8.5"x 11" Black and white advertisement inserted into the conference documentation binder
- Opportunity to do a presentation about your company
- Your marketing materials will be prominently displayed at event
- Inclusion in promotional literature as an event sponsor
- Website link from [knowledgefoundation.com](http://knowledgefoundation.com) to your website

## Cocktail Reception Sponsor

Cost: \$3,500

### Benefits:

- (1) 10' x 10' booth space
- (1) conference registration
- Food & beverage, room rental, taxes & service charges included for basic cocktail reception
- 8.5"x 11" Black and white advertisement inserted into the conference documentation binder
- Opportunity to do a presentation about your company
- Your marketing materials will be prominently displayed at event
- You will be included in promotional literature as an event sponsor
- Website link from [knowledgefoundation.com](http://knowledgefoundation.com) to your website

# Sponsorship Opportunities

## Conference Workshop Sponsor

Cost: \$5,000

This sponsorship provides organizations with the opportunity to host and conduct a workshop that will occur in conjunction with the main conference program.

To receive the optimal benefit of exposure for your company in a credible format, workshops should provide participating delegates with strategies to expedite and enhance their productivity. The inclusion of presentations from end-users who are able to discuss the practicality of the technology is highly suggested. Workshops should be technical in nature and not designed as product/sales promotions by the hosting organization.

### **Workshop Structure:**

There are a variety of formats that can be used (with final approval required from The Knowledge Foundation) during the workshop...hands-on demonstration of product applications, case studies, interactive teams, etc. The hosting organization may suggest the workshop leader/s. The workshop should run approximately 4 hours (subject to event schedule).

### **Benefits:**

- (2) full access conference registrations
- (2) sets of conference documentation
- Room rental, audio visual, taxes & service charges included for basic workshop (food and beverage requirements would be an additional cost based upon your selections)
- Company logo in the program brochure
- 8.5"x 11" black and white advertisement inserted into the conference documentation binder
- 10' x 10' booth space with all the benefits of the 10'x10' exhibit booth

# Sponsorship Opportunities

## Hospitality Suite

Cost: \$4,399

### Benefits:

- Private meeting room for up to 15 people for 2 days
- Food & beverage, room rental, taxes & service charges included for basic hospitality suite for 2 days
- 10' x 10' booth space in close proximity to the meeting room
- 2 conference registrations
- 2 sets of conference documentation
- 8.5"x 11" 4-color advertisement inserted into the conference documentation binder
- 2 sets of mailing labels of conference attendees for your 2 time use
- Website link from [knowledgefoundation.com](http://knowledgefoundation.com) to your website
- 20% discount registration coupons for 4 of your prospects/clients

# Advertising Opportunities

## **Name Badge Lanyards**

Cost: \$2,000

### **Benefits:**

- Your company logo prominently displayed to all conference delegates on name badge lanyards given to each attendee
- 8.5" x 11" Black and white advertisement inserted into the conference documentation binder
- Customized basic name badge lanyards with your company logo included

## **Conference Notepad & Pens**

Cost: \$1,500

### **Benefits:**

- 8.5" x 11" Black and white advertisement inserted into the conference documentation binder
- Customized basic notepads and pens with your company logo included

## **On-site Materials Display**

Cost: \$329

### **Benefits:**

- Display your materials prominently at the conference

## **Documentation Binder Advertising**

4-Color: \$399

B&W: \$299

### **Benefits:**

- 8.5" x 11" black and white or 4-color advertisement inserted into the conference documentation binder

## **Website Banner Advertising**

Cost per click:

\$30.00

(billed monthly)

### **Benefits:**

- (1) 468 pixel x 60 pixel banner ad placed prominently on [knowledgefoundation.com](http://knowledgefoundation.com)



# Advertising Opportunities

## Conference Tote Bags

Cost: \$3,000

### Benefits:

- Your company logo prominently displayed to all conference delegates on customized tote bags given to each attendee
- 8.5" x 11" Black and white advertisement inserted into the conference documentation binder
- Customized basic tote bags with your company logo included

## Wireless Internet Access

Cost: \$3,000

### Benefits:

- Your company logo prominently displayed as the sponsor of wireless internet access at the conference for the duration of the conference
- 8.5" x 11" Black and white advertisement inserted into the conference documentation binder

## CD Rom Label Logo Placement

Cost: \$3,000

### Benefits:

- Your company logo prominently displayed to all conference delegates on customized 4-color Cd Rom of the conference documentation
- 8.5" x 11" Black and white advertisement inserted into the conference documentation binder

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# Registration Form

**Event** SAMPLE PREP 2011

**Name** \_\_\_\_\_

**Title** \_\_\_\_\_

**Company** \_\_\_\_\_

**Address** \_\_\_\_\_

**City State Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Fax** \_\_\_\_\_

**E-mail** \_\_\_\_\_

## Please sign me up for:

- |  |   |
|--|---|
| <input type="checkbox"/> 2 DAY<br>10' x 10' Exhibit Booth Space \$2,299.00 | <input type="checkbox"/> Black & White Doc Binder Ad \$299.00                   |
| <input type="checkbox"/> Additional Exhibit-Only Booth Attendant \$149.00  | <input type="checkbox"/> Additional Exhibit-Only Booth Attendant \$149.00       |
| <input type="checkbox"/> Gold Sponsor \$10,000.00                          | <input type="checkbox"/> Full Color Doc Binder Ad \$399.00                      |
| <input type="checkbox"/> Silver Sponsor \$5,000.00                         | <input type="checkbox"/> Web Banner Advertising \$30 per click (billed monthly) |
| <input type="checkbox"/> Luncheon Sponsor \$3,500.00                       |   |
| <input type="checkbox"/> Cocktail Reception Sponsor \$3,500.00             |   |
| <input type="checkbox"/> Conference Workshop Sponsor \$5,000.00            |   |
| <input type="checkbox"/> Hospitality Suite \$4,399.00                      |   |
| <input type="checkbox"/> Tote Bag Sponsor \$3,000.00                       |   |
| <input type="checkbox"/> Cd Rom Label Advertising \$3,000.00               |   |
| <input type="checkbox"/> Wireless Internet Access \$3,000.00               |   |
| <input type="checkbox"/> Name Badge Lanyard Sponsor \$2,000.00             |   |
| <input type="checkbox"/> Product Showcase Presentation \$1,299.00          |   |
| <input type="checkbox"/> Notepad & Pen Sponsor \$1,500.00                  |   |
| <input type="checkbox"/> On-site Materials Display \$329.00                |   |

**FAX, MAIL, CALL, E-MAIL TO:**  
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**Fax: (617) 232-9171**  
**E-Mail:**  
[cwohlers@knowledgefoundation.com](mailto:cwohlers@knowledgefoundation.com)

## Method of Payment

☐ Master Card ☐ Visa ☐ American Express

Card Number: \_\_\_\_\_ exp. \_\_\_\_\_ 1