

Knowledge Foundation International Conference

# SAMPLE PREP 2011

April 4-5, 2011  
San Diego, CA USA

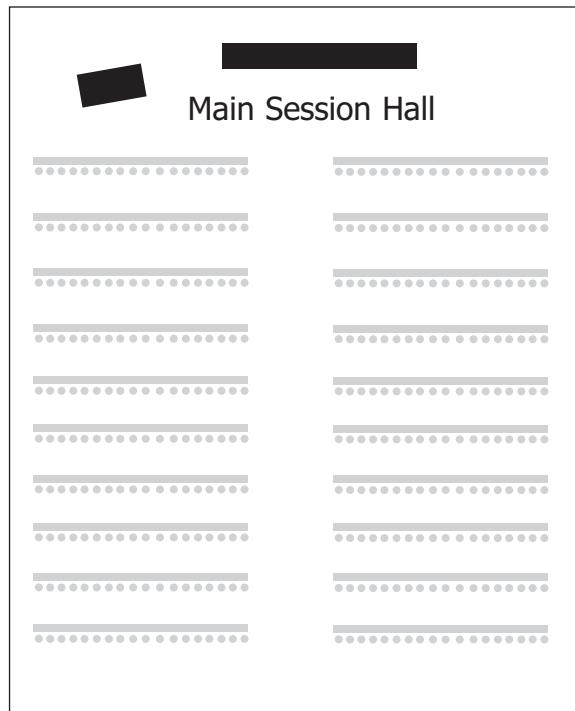
**Exhibitor  
& Sponsor  
Opportunities**

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 & Pavilion**



## 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

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KNOWLEDGE FOUNDATION

TECHNOLOGY COMMERCIALIZATION ALLIANCE

# 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

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# 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

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# 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

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# 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

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# 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)

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# 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

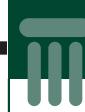
## CD Rom Label Logo Placement

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

SAMPLE PREP 2011

**Event** \_\_\_\_\_

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

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

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

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

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

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

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

## Please sign me up for:

- 2 DAY  
10' x 10' Exhibit Booth Space \$2,299.00
- Additional Exhibit-Only Booth Attendant \$149.00
- Gold Sponsor \$10,000.00
- Silver Sponsor \$5,000.00
- Luncheon Sponsor \$3,500.00
- Cocktail Reception Sponsor \$3,500.00
- Conference Workshop Sponsor \$5,000.00
- Hospitality Suite \$4,399.00
- Tote Bag Sponsor \$3,000.00
- Cd Rom Label Advertising \$3,000.00
- Wireless Internet Access \$3,000.00
- Name Badge Lanyard Sponsor \$2,000.00
- Product Showcase Presentation \$1,299.00
- Notepad & Pen Sponsor \$1,500.00
- On-site Materials Display \$329.00

- Black & White Doc Binder Ad \$299.00
- Additional Exhibit-Only Booth Attendant \$149.00
- Full Color Doc Binder Ad \$399.00
- Web Banner Advertising \$30 per click (billed monthly)

## FAX, MAIL, CALL, E-MAIL TO:

**The Knowledge Foundation**

**18 Webster Street**

**Brookline, MA 02446 USA**

**Tel: (617) 232-7400 ext. 210**

**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