

Digital Healthcare Conference 2009 Sponsorship Summary

	Platinum	Gold	Keynote	Networking Break
	\$17,500	\$12,500	\$9,500	\$6,000
Availability				
Client Relation Benefits				
Sponsor passes ¹	4	3	2	2
Client passes ¹	3	2	1	0
(Registration Value)	\$4,965	\$3,575	\$2,185	\$1,590
Discount on extra passes ¹	40%	35%	30%	25%
Advisory board member	Yes	-	-	-
Address conference ²	Custom session	Moderate or join panel	Introduce keynote	-
Networking sponsorship	Speaker/board dinner	Lunch on 5/8	Cocktail party on 5/6	Networking break
Speaker dinner passes ³	2	1	1	-
Executive briefing ⁴	Yes	Yes	Yes	-
<i>Briefings are 30- to 40-minute meetings between sponsor executives and an exclusive group of attendees for strategic discussions.</i>				
Branding Benefits				
Logo on name badges	Yes	-	-	-
Mention on agenda	Yes	Yes	Yes	-
Sign in auditorium ⁵	Front and side	Side	Side	Side
Symposium program ad	2 full pages	1 full page	1 full page	1 full page
<i>All symposium sponsorships include the following, subject to receipt of materials: Logo on conference web site, logo on pre-conference promotional literature, banner ad on conference web site, and attendee mailing list. ⁶</i>				
Advertising Bonus				
<i>Your market development fund applies to web and e-mail advertising with the Wisconsin Technology Network, reaching the same demographic you reach at DHC. Must be used by June 30, 2009. No credit. Contact us for details and packages.</i>				
Spending matched up to	\$4,300	\$3,200	\$2,200	\$1,000
Additional Sponsorship Opportunities				
<i>For sponsors at any of the above levels. First consideration given to higher level sponsors. Examples include but are not limited to:</i>				
Conference Bag	\$1,200 to \$1,700			
Conference Pen	\$1,000 and up			
Conference Notepad	\$1,000 and up			
¹ Client attendees must be from end-user organizations. WTN reserves the right to limit additional vendor passes to 2 per sponsor to make room for end-users. All passes must be assigned by April 5, 2009. No exceptions, extensions or credits are possible.				
² Company representative for board or speaking position must be a senior level executive and is subject to advisory board approval.				
³ Number of speaker dinner passes represents total attendance from your company, including presenters.				
⁴ On May 6th, meet in small groups with key attendees and advisory board members in a two-way strategic dialog.				
⁵ Side signs are supplied by WTN. Front signs are retractable banners and are supplied by sponsor. Details will be in guidelines.				
⁶ Mailing list does not include e-mail addresses due to privacy regulations.				
Packages and prices are subject to change without notice. Contact us for full sponsorship program details. To discuss your sponsorship, call sales at (608) 310-6018 or e-mail sales@wistechology.com.				