

Sponsor Media Kit and Guidelines

Build relationships with key executives

Executive attendance: Fusion consistently attracts business and technology leaders. Go beyond the individual sale and build strategic relationships with the executives who make platform decisions and set their organizations' technology direction.

Meetings: The top three sponsorship levels allow you to schedule executive meetings with small groups of attendees during the conference for strategic discussions.

Logo display: Your branding is included on a wide variety of materials including the Fusion 2008 web site, brochures, flyers, e-mail marketing, and signs and slides at the conference. Brand exposure depends on which sponsorship package you choose.

Client relations: We provide template letters to invite clients to Fusion 2008, as well as co-branded promotional PDFs and brochures with your logo to send out. Certain sponsorship levels also receive complimentary guest passes.

Conversation pieces: Fusion 2008 presenters are experts in their fields and deliver high-quality keynotes and panel discussions that give you something to talk about during generous networking breaks.

Targeted advertising: Your sponsorship includes a market development fund for an advertising campaign on Wisconsin Technology Network, the premier source for business technology news in the state with a significant national and international readership.

Summary of sponsorship packages

All sponsorships provide value through brand exposure, included registrations, and advertising. Speak with a WTN representative for details; the summaries below hit only the high points and unique offerings with each sponsorship level.

Platinum: You have top billing and premium visibility. Only platinum sponsors join the symposium's advisory board and work with us to develop a customized opportunity to present or moderate during a session. Exclusive brand placement includes name badges. Sponsor the speaker and advisory board dinner. Includes 4 registrations plus 3 guest passes for your clients, and executive meetings.

Gold: You have significant visibility during all parts of the event and the opportunity to introduce or moderate, but not present, a session. Sponsor lunch. Includes 3 registrations plus 2 guest passes for your clients, and executive meetings.

Keynote: Introduce a keynote presentation or sponsor lunch. Sponsor the cocktail party. Includes 2 registrations plus 1 guest pass for a client, and executive meetings.

Networking Break: Sponsor networking breaks and refreshments. Includes 2 registrations plus 1 guest pass for a client.

Frequently asked questions

Why should I sponsor?

Sponsorship leads to visibility, goodwill, publicity, differentiation in the marketplace, enhanced VIP relationships, and new business partnerships and sales. Sponsoring a high-level, exclusive, executive symposium associates your organization with premium content and networking opportunities. Fusion 2008 sponsorship packages are designed to give you an optimal combination of branding and direct interaction.

How do I take advantage of the sponsorship?

We encourage you to implement pre-and post-event promotion to maximize your exposure and participation with the target audience. We recommend:

- Implementing an advertising campaign (online and print) that will provide exposure to the attendees of the event, as well as target audience.
- Making sure all of the attendees from your organization are briefed on the executive nature of the audience and are prepared to build strategic relationships through face-to-face networking.
- Informing clients of the event and using the client invitations included in your sponsorship to deepen existing relationships.
- Using the attendee list for a post-show follow up mailing. This provides a great introduction and overall awareness for your sales teams.
- Sending out press releases; posting to your company website and linking to the WTN event website.

Can our company present at the symposium?

Some sponsorship levels include opportunities to present, including sessions, panel moderation, and small-group executive meetings. Our advisory board works closely with sponsors to develop their presentations and engage the audience, which is made up of senior executives who appreciate strategic, commercial-free discussions.

Is this a trade show?

Fusion is a symposium – meant to bring attendees together to network, learn and innovate. To keep the atmosphere conducive to face-to-face peer networking, Fusion does not have large booths or a trade-show atmosphere. The best way to promote your company to attendees is to get to know them in person.

How much literature should I bring?

We recommend bringing 1 to 3 different pieces targeted at an executive audience. Conference attendance is approximately 200. Keep in mind that the most effective way to connect with Fusion attendees is face to face, and many attendees will not view supporting literature as their primary way of learning about your company.

Can you help me meet people?

We make every reasonable effort to help our sponsors find and meet key attendees. Attendee lists are provided to all sponsors. In addition, Keynote, Gold, and Platinum sponsors set up executive meetings on March 5 with small groups of attendees to make more connections.

Who else has sponsored Fusion symposiums?

Michael Best & Friedrich CA	Inacom Information Systems AE Business Solutions	Berbee TeraMedica	Whyte Hirschboeck Dudek R.W. Baird
ProCurve by HP	Symantec	Mason Wells	EMC ²
TDS Telecom	Greenbrier & Russel	NameProtect	NEC Display Solutions
Oracle	Clifton Gunderson	ManPower	GE Healthcare
Cisco Systems	Compuware	Charter Business	
Adobe	Citrix	Sonic Foundry	

Sponsorship Summary

	Platinum	Gold	Keynote	Networking Break
	\$17,000	\$12,000	\$9,000	\$6,000
Availability	4	2	2	6
Client Relation Benefits				
Sponsor passes ¹	4	3	2	2
Client passes ¹	3	2	1	1
(Registration Value)	\$4,262	\$3,075	\$1,885	\$1,885
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 3/6	Cocktail party on 3/5	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	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 Fusion. Must be used by April 30, 2008. 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 attendance to make room for end-users. All passes must be assigned by Feb. 5, 2008. 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 March 5th, meet in small groups with key attendees and advisory board members in a two-way strategic dialog.				
⁵ All signs are supplied by the sponsors. Front signs are retractable banners. Side signs are foam core or vinyl. 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.				

The Fusion 2007 CEO-CIO Symposium is an exclusive gathering of leaders to network, learn, and innovate.

Executive Satisfaction

71% of attendees responded to the survey.

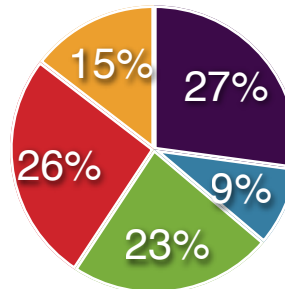
99% rated the overall quality of the conference "excellent" or "very good."

99% said they would plan to attend next year's conference

98% said they would recommend Fusion to a colleague

Executive Peer-to-Peer Networking

Business leaders attend Fusion for exclusive opportunity to network, lead and innovate.



- CEO, CIO, CTO
- Senior VP, VP
- Director
- Manager
- Other

27% of attendees were C-level executives

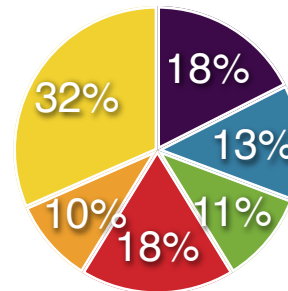
Fusion Attracts Wide Spectrum of Organizational Size

Interact with buyers from all customer segmentations.

- 11%** have less than 50 employees
- 13%** have 50 - 249 employees
- 15%** have 250 - 999 employees
- 28%** have 1,000 - 4,999 employees
- 11%** have 5,000 - 9,999 employees
- 21%** have more than 10,000 employees

Attendee Purchasing Power

Our attendees will control or influence the following spending within one year.



- Less than \$1 million
- \$1-4 million
- \$5-9 million
- \$10-24 million
- \$25-49 million
- More than \$50 million

60% purchase more than \$25 million annually in IT products and services.

"Great information, great speakers, and the opportunity to learn with peers."

Scott Arnett, CTO, Wausau Benefits

"Peer networking. There are very few totally unique issues that any of us need to deal with, and having such a collection of talent in an environment that motivates information sharing as well as Fusion does is awesome."

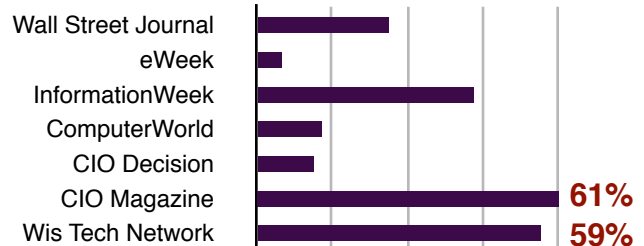
Oskar Anderson - CIO, WI Dept. of Administration

"I've attended two times and have found it to be useful, informative, and free of the jargon that plagues IT conferences."

Linda Tucci - Senior News Writer, SearchCIO.com

Media Sources Attendees Reference

Influential leaders reference the below options when learning or making decisions about business technology issues.



Attendees are senior-level business and technology executives with purchasing power — including CEOs, CIOs, and VPs of information technology. The symposium took place at the Fluno Center for Executive Education in Madison, WI on February 27 - 28, 2007. Methodology: An e-mail survey was sent to 178 conference attendees, speakers and sponsors on March 1, 2007. Between March 1, 2007 and March 23, 2007, 127 people responded to the survey (71% response rate).