

Advantages of the Fusion 2008 Platinum Sponsorship

Your sponsorship of Fusion 2008 opens a door to networking and face-to-face time with IT and business executives. As a Platinum sponsor you have opportunities to meet attendees and be involved in Fusion before, during and after the event.

What is Fusion:

The Fusion 2008 CEO-CIO Symposium is an exclusive gathering of leaders to network, learn, and innovate. Attendees are senior-level business and technology executives with purchasing power—including CEOs, CIOs, and VPs of information technology.

Fusion is a highly interactive event. Your presence in the sessions and at the networking events will put you front and center. You meet C-level executives and high-level IT managers who attend to network with their peers and engage in lively discussions.

Benefits included

Advisory board membership

Join the inside track with many of the speakers and attendees as a major influence on the conference. Platinum is the only sponsorship level with this benefit.

Conference passes

4 complimentary conference registration passes to be used by members of your company or partner organization. Bring top level executives at your firm who have first hand knowledge of the strategic business obstacles that the attendees face. Consider the networking possibilities and the opportunity for one-on-one interaction with attendees when planning your company attendee list. (Would ordinarily cost: \$2,780)

Client invitations

3 complimentary conference registration passes that must be used for top-level executives from end-user organizations. You can invite a current client or potential client, with the strategic insight and purchasing power needed to make critical buying decisions for their organizations. You have an unparalleled opportunity to establish and build relationships with current and potential clients. WTN can facilitate some invitations on your behalf if needed. (Would ordinarily cost: \$1,485)

Discount on additional passes

40% off when you purchase extra passes for others in your company, or on additional invitations you extend to current clients or potential clients. . (Subject to limited availability. First preference is given to executives of end-user organizations.)

Address conference

The Fusion advisory board works closely with platinum sponsors to develop a session through which your organization can display its knowledge and expertise at

an executive level. Not only do you have the opportunity to present in front of the Fusion audience, but you also benefit from interaction with executive advisors who help you refine and target your message.

Speaker/Advisory Board dinner

Two passes for senior-level executives of your organization to attend the dinner held to honor speakers and advisory board members for their contribution to Fusion 2008. This is an excellent opportunity for you to meet CIOs and CEOs and network in one the most intimate gathering of the conference. Following dinner, a professional speaker facilitates a short and lively discussion. You are also mentioned as sponsoring the speaker dinner.

Exclusive executive briefings

On March 5th, meet in small groups with a select group of senior-level attendees from end-user organizations. These meetings will open up a two-way strategic dialog between you and key attendees and allow you to further demonstrate your expertise. These are not to be used for sales presentations and slides will be limited. The session is designed for strategic briefing and discussion. Vendor attendance is limited due to seating availability.

Multiple ways to promote your brand

Your logo is displayed in the Fusion2008 program, web site, print promotional materials, name tags, conference signage, presentation slides, and auditorium. Place 2 full page ads or one two-page spread in the conference program.

Signage in Fluno atrium and auditorium

Display your message on retractable banners that will be placed in the atrium where networking breaks occur and the front of the auditorium. You provide the signs. Details will be included in the sponsor guidelines.

Attendee mailing list

A spreadsheet of all attendees with their names, titles, companies, addresses and phone numbers will be available after the conference. Due to privacy and government regulations, we are unable to provide e-mail addresses to all attendees.

High-impact, targeted ad campaign

Since reaching the high-level, executive audience represented at Fusion is important to you, continue your exposure with a targeted advertising campaign. The market development fund included with your sponsorship provides matching dollars for advertising on Wistechology.com and in the WTN newsletter. Must be used by April 30, 2008. No credit. The value is \$4,300.

For more information and to discuss the details of your sponsorship package, contact sales at (608) 310-6018 or sales@wistechology.com. Packages and prices expire August 31, 2007, and are subject to change without notice.

*Registration and advertising added value: \$8,565
Total package cost: \$17,000*