

Worldsourcing2009 Conference  
Marketing/Advertising Information Package

# Worldsourcing 2009

## Managing the Extended Enterprise

Neptune Theatre  
Halifax, Nova Scotia

January 12, 2009



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## Targeted Sponsorships

*Review these Balanced Viewpoint Worldsourcing 2009 targeted sponsorships to evaluate what marketing options your company may want to leverage to reach the thousands of Balanced Viewpoint Worldsourcing 2009 delegates and attendees this year. You may also want to consider a medal-level sponsorship to exceed your company's marketing goals.*

### Podcasting Sponsorship: \$10,000

Bring editorial conference coverage to thousands of firms and marketers worldwide. Extend the conference content with daily coverage of the event, on-site interviews, podcasts and an online photo gallery. Also includes:

- ⌘ **Exclusive Electronic Newsletter Ad Positions** – Three Special Balanced Viewpoint issues with circulation 1000+ per issue.
- ⌘ **Podcast Ads** – 15 second audio ad at beginning of each podcast, and 30 second ad at the end of each podcast.
- ⌘ **Term** – Exposure on the Balanced Viewpoint Worldsourcing 2009 Site will extended for 12 full months, through February 2010.

### Official Balanced Viewpoint Denim Shirt Sponsorship: \$15,000

Be the exclusive Balanced Viewpoint denim shirt sponsor and be a part of the promotion that lives on well beyond the event. High-quality denim shirts, co-branded with the Balanced Viewpoint logo and your company logo, will be distributed to all full conference attendees.

### Hotel Room Drop: \$5,000

Deliver your message directly to the hotel rooms of over 250 Balanced Viewpoint Worldsourcing 2009 Conference attendees! Your item will be placed inside attendees' rooms. Examples could include small gift, media kits, brochureware, etc.

### Conference Notepad Sponsorship: \$5,000

Notepad with your corporate logo co-branded and produced by Balanced Viewpoint. Provide all attendees with an opportunity to take note and keep them on track! Your sponsorship will be listed on the Balanced Viewpoint Worldsourcing 2009 website and listed in the Program Guide.

### Portable LCD Flat Display Digital Message Marketing: \$5,000 (Limited to 1 Organization)

Display your digital message on a 42" LCD flat display panel positioned at a prominent location in the entrance to the Conference Hall area.



## The Venue

Neptune Theatre is Atlantic Canada's largest professional regional theatre and presents a superb environment as a venue for executive conferences. Each year, the playbill includes a broad range of theatrical experiences. In the Studio Theatre, smaller more innovative productions are featured in this intimate setting.

With an enduring mission to pursue theatrical excellence with artistic vision through superior quality productions that entertain, challenge, and educate its audience, the new Neptune Theatre is entering its 44th season.

## Advertising Opportunities

### The Program Guide: The Worldsourcing Event's Powerful Branding Publication

Increase brand awareness by advertising in the Worldsourcing 2009 Conference Program Guide. This indispensable guide is distributed on-site to all conference attendees. As the official guide to the Conference, the Program Guide provides detailed information on every Conference session, meeting and presentation. There will be 500 copies distributed during the event.

- ⌘ Half-page Ad \$1,000
- ⌘ Full Page Ad \$1,500
- ⌘ Full Page Ad opposite Sessions-at-a-Glance page \$2,000
- ⌘ 2-Page Spread \$2,500
- ⌘ Full Page Ad on Interior Back Cover \$2,000
- ⌘ 2-Page Spread (Interior Front Cover & Page 1) \$2,000
- ⌘ Pre-printed Insert (double sided) \$1,500
- ⌘ Printed Insert (double sided) \$2,000
- ⌘ Full Page Ad on Back Cover \$3,000