

Worldsourcing2009 Conference
Gold Sponsorship Information Package

Worldsourcing 2009

Managing the Extended Enterprise

Neptune Theatre
Halifax, Nova Scotia

January 12, 2009



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The Gold Level Sponsorship

Be one of only 3 leading companies to participate as a Balanced Viewpoint 2009 Gold sponsor. Gold sponsorship offers an outstanding way to showcase your profile at the Balanced Viewpoint Worldsourcing 2009 Conference floor with a combination of promotional, high-visibility and content-related benefits.

The Gold Level Sponsorship is limited to 3 organizations

Your investment is \$25,000

Conference Opportunities – The following Conference opportunities are available to Gold level sponsors. These opportunities will provide a high level of exposure to all Conference attendees.

- ⌘ **Networking Luncheon Reception** – Sponsors of the conference delegate luncheon event. This event will extend 1½ hours as a stand-up reception and includes:
 - ⊕ **Signage** – Your company logo on prominent signage at the Networking Luncheon Reception.
 - ⊕ **Conference Hall Exposure** – A slide with your company logo looped on main screens before the Networking Luncheon Reception.
- ⌘ **Conference Session Speaking Slot** – An industry/technology related presentation delivered by your company at a scheduled session within the Conference agenda (deadlines apply). Your company's speaker will be identified in the Conference brochure, Balanced Viewpoint 2009 website and in the official program guide with a 50-word speaker description. A slide with your company's logo will be looped before the speaking session.
- ⌘ **Keynote Exposure** – A slide with your company logo looped before the keynote presentations.
- ⌘ **Delegate Conference Package** – Get the attention of every full Conference attendee by placing one piece of your company's literature in the Conference package distributed at registration.
- ⌘ **Post Show Mailing** – Mail to confirmed, opt-in 2009 Conference registrants, after the event with a onetime mailing.
- ⌘ **Full Conference Registrations** – Four (4) full Conference registrations
- ⌘ **Complimentary Executive Reception Passes** – Four (4) passes to the post-conference Executive Reception, for non-attendee VIP guests of your organization.



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

Advertising Opportunities – The following advertising opportunities are available to Gold level sponsors. These opportunities will provide exposure prior to the event and last the duration of the Conference (deadlines apply).

- ⌘ **Press Announcements** – Your company name will be included in a Balanced Viewpoint Conference pre-show press announcement as a Gold level sponsor.
- ⌘ **Conference Venue Signage** – Your company logo prominently located on your signage throughout the Conference.
- ⌘ **Attendee e-Brochure** – Premium logo placement on Conference website's downloadable e-brochures.
- ⌘ **Website Posting** – Acknowledgement of your organization's premium-level sponsorship on the Balanced Viewpoint Conference 2009 website.
- ⌘ **Program Guide** – One full-page, four-color advertisement, four-color advertisement in the Balanced Viewpoint Conference program guide, plus an expanded 75-word organization description.