

Worldsourcing2009 Conference  
Silver Sponsorship Information Package

# Worldsourcing 2009

## Managing the Extended Enterprise

Neptune Theatre  
Halifax, Nova Scotia

January 12, 2009



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### The Silver Level Sponsorship

*The Balanced Viewpoint Worldsourcing 2009 Conference Silver sponsorship package offers 5 companies high visibility with additional branding, marketing, and advertising opportunities throughout the Conference. Maximize value and get your company in the Conference spotlight with this effective sponsorship package.*

The Silver Level Sponsorship is limited to 5 organizations

Your investment is \$20,000

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

- ⌘ **Session Sponsor** – Sponsors of a Conference speaking session (choice based on availability and in order of signup ). Includes logo recognition in the Conference brochure, official program guide and Worldsourcing 2009 website. A slide with your company's logo will also be looped before the sponsored session.
- ⌘ **Networking Break Sponsor** – Your organization will sponsor a Conference networking break, including logo recognition and prominent table-top signage. Your promotional collateral can be distributed in the networking break area. Your company will be listed on the Balanced Viewpoint Worldsourcing 2009 web site and in the official program guide.
- ⌘ **Keynote Exposure** – A slide with your company logo will be looped before the keynote presentations.
- ⌘ **Conference Venue Signage** – Your company logo on signage in the Conference venue.
- ⌘ **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.
- ⌘ **Conference Registrations** – Two (2) full Conference registrations
- ⌘ **Complimentary Executive Reception Passes** – Two (2) 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 Silver 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 2009 Conference pre-show press announcement as a Silver level sponsor.
- ⌘ **Attendee e-Brochure** – Premium logo placement on Conference website's downloadable e-brochures.
- ⌘ **Website Posting** – Acknowledgment of your company's sponsorship on the Balanced Viewpoint 2009 Conference website.
- ⌘ **On-Site Advertisement** – One half-page, four-color advertisement in the Balanced Viewpoint Worldsourcing 2009 Conference program guide, plus an expanded 50-word company description.