

SPONSORSHIPS

Here is a unique opportunity for sponsoring activities at CMG'07. Your company name will be prominently featured at various CMG activities such as lunch, coffee breaks and PARS and on the CMG Web-site. Sponsorships have been bundled at various levels to accommodate your budgets. All sponsoring exhibitors will receive: Logo on Registration Signage and Exhibition Entrance Signage. Sponsorship level identification will be printed in the Final Agenda. All meals and receptions will identify sponsors at the entrance.

TITANIUM SPONSORSHIP - \$30,000

Your shared PARS sponsorship now becomes an exclusive evening PARS Sponsor; while still receiving all the benefits of the Platinum sponsorship and includes the opportunity for 4 non-exclusive MeasureIT ads during the conference year. Exclusive PARS is only available at this level.

PLATINUM SPONSORSHIP - \$25,000

20'x20' Booth, Five 1-Day Session Passes, 16 Booth Badges, shared Lunch Sponsorship, shared evening PARS Sponsorship (up to 4 sponsors per evening) Mon., Tues., Wed., or Thurs., Conference Page Ad, Item on Literature Table, Pre-Registered Attendee List, Registration Kit Insert, a shared Coffee Break Sponsorship, sponsorship for the Vendor Area during the Wed. night reception, 10 drink tickets for Wed. night reception, an opportunity for 3 non-exclusive MeasureIT ads during the conference year, and an opportunity to purchase up to 5 Discounted Conference Registrations.

GOLD SPONSORSHIP - \$14,000

10'x20' Booth, Four 1-Day Session Passes, 10 Booth Badges, shared Lunch Sponsorship, Conference Page Ad, Item on Literature Table, Pre-Registered Attendee List, Registration Kit Insert, a shared Coffee Break Sponsorship, sponsorship for the Vendor Area during the Wed. night reception, 10 drink tickets for Wed. night reception, and opportunity for 2 non-exclusive MeasureIT ads during the conference year and an opportunity to purchase up to 3 Discounted Conference Registrations.

SILVER SPONSORSHIP - \$10,000

10'x10' Booth, Two 1-Day Session Passes, 8 Booth Badges, shared Breakfast Sponsorship, Conference Page Ad, Item on Literature Table, Pre-Registered Attendee List, Registration Kit Insert, a shared Coffee Break Sponsorship, 10 drink tickets for Wed. night reception, and opportunity for 1 non-exclusive MeasureIT ads during the conference year, a credit of up to \$2,000 from A La Carte List (credit cannot be applied toward Pedestal space), and an opportunity to purchase up to 2 Discounted Conference Registrations.

BRONZE SPONSORSHIP - \$ 5,000

10'x10' Booth, Two 1-Day Session Passes, 6 Booth Badges, Conference Page Ad, item on Literature Table, 10 drink tickets for Wed. night reception, a credit of up to \$1500 from A La Carte List (credit cannot be applied toward Pedestal space), and an opportunity to purchase 1 Discounted Conference Registration.

Explanation of Terminology

Session Pass: This pass gives holder of the pass entry into CMG Sessions for the day you choose. This is an opportunity for you to bring in your prospects or clients, especially those in the local area. ***This is not inclusive of food functions.***

Booth Badges: Booth Badges allow representatives of your company into the hall to work your booth. They provide access to the Exhibition Hall and Exhibitor Lounge only.

Breakfast, Lunch, PARS & Coffee Break Sponsorships:
See a La Carte description on reverse page.

Conference Page Ad:
This is a banner ad created by you that will be randomly displayed at the top of CMG Conference pages. This is a non-exclusive item. The ad size must be 468 x 60 pixels and in GIF or JPG format. No animations accepted.

Item on Literature Table:
One piece of company Literature may be displayed on the Literature Display table in the Exhibit Hall.

Pre-Registered Attendee List:
See a La Carte description on reverse page.

Discounted Conference Registration:
You may purchase up to a full week or as little as a one day Conference Registration at a 25% discount. Sunday Workshops are not included. This registration allows access to all CMG events, including meals and PARS. Contact David Troxel (david@cmg.org) for your special form. ***Your account must be paid in full in order to take advantage of this discount.***

Registration Kit Insert:
See a La Carte description on reverse page.

Sponsorships Descriptions

Internet Café: Place your company's name in one of the most active areas at the conference. Your logo will appear with the CMG2007 conference logo on every desktop background, the screen saver and the CMG Web Portal with a link to your company's website. The Internet Café is open 24 hours Sunday through Friday. Sponsorship signage with the sponsoring company's logo will be provided by CMG. Logos must be in EPS format and are due to CMG HQ by September 28th.

Coffee/Snack Break: Attendees get the boost they need and your company gets the visibility. Two coffee breaks are held daily on Tuesday, Wednesday & Thursday. Morning coffee breaks and the Thursday afternoon coffee break will be held outside the session rooms in the hall. Tuesday and Wednesday afternoon coffee breaks will be held inside the Exhibit Hall. Sponsorship signage with the sponsoring company's logo will be provided by CMG. Logos must be in EPS format and are due to CMG HQ by September 28th. *(Up to 4 sponsors per break)*

Breakfast: Be the first thing they see! Breakfast sponsorships are available for Tuesday, Wednesday and Thursday. Sponsorship signage with the sponsoring company's logo will be provided by CMG. Logos must be in EPS format and are due to CMG HQ by October 5th. Sponsoring companies may display literature on a table at the entrance of the dining facility with appropriate signage. This includes 3 breakfast tickets for a sponsor. *(Up to 4 sponsors per day)*

Lunch: Lunches at CMG have the highest percentage of attendees concentrated at one time! Lunch sponsorships are available Tuesday, Wednesday and Thursday. Lunch sponsors may place one item at each attendees place at the table. Items must be approved 1 month in advance (contact CMG HQ for more information). Sponsorship signage with the sponsoring company's logo will be provided by CMG. Logos must be in EPS format and are due to CMG HQ by October 5th. Sponsoring companies may display literature on a table at the entrance of the dining facility with appropriate signage. This includes 3 lunch tickets for a sponsor. *(Up to 4 sponsors per day)*

PARS Reception: PARS is CMG's evening reception with entertainment, beverages and heavy hors d'oeuvres. Sponsoring companies have the opportunity to offer product giveaways, raffles and the opportunity to network with attendees in a relaxed setting. CMG must approve all giveaway or raffle items by October 5th. Sponsorship signage with the sponsoring company's logo will be provided by CMG. Logos must be in EPS format and are due to CMG HQ by October 5th. Sponsoring companies may display literature on a table at the entrance to the dining facility with appropriate signage.

Shared PARS: Each sponsor receives 5 PARS tickets and 10 beverage coupons for their staff. Contact CMG HQ for more detailed information. *(Up to 4 sponsors per evening)* Available Mon., Tues., Wed., or Thurs. evenings

Exclusive PARS: **Exclusive PARS is only available with Titanium Sponsorships.** The sponsor receives 10 PARS tickets and 20 beverage coupons for their staff. Contact CMG HQ for more detailed information.

Pre-Registered Attendee List: Use this list to promote your company's booth, product, exhibitor presentation or Monday User Group (MUG) meeting. This list will contain all pre-registered attendees who allow us to share their contact information. There is a separate form in this packet that must accompany the CMG'07 Sponsorship Order Form.

Hyperlink from CMG Web-site to yours: A link to your company's website will be placed on the Exhibitor Description page.

Registration Kit Insert: Every attendee will receive your insert when they arrive at registration. A one-page item not to exceed 8½ "x 11" will be inserted into the registration kit that contains the attendees' badge, tickets and other pertinent information. CMG must approve insert by Sept. 28th. Items must arrive at CMG HQ by Oct. 19th.

Banner Ad on MeasureIT On-line Newsletter: Reach over 5,000 subscribers to CMG's free monthly online newsletter. You can start advertising in May and continue through December. The ad size must be 468 x 60 pixels and in GIF or JPG format. No animations accepted.

Bulletin Ad: Advertise in CMG's Fall Bulletin with a full-page two-color ad. The fall issue is focused on the Annual Conference and is mailed to all CMG members. Artwork/ad is due to CMG by September 3rd.

Final Agenda Ad: The final agenda is given to every attendee at CMG'07 in their collectables bag. Your Full page ad is placed right in their hands. All ads are in two-color and must meet CMG formatting standards. Contact CMG HQ for the details. Artwork/ad is due to CMG HQ by September 14th.

Onsite Newsletter: CMG attendees pick up the newsletter with morning breakfast and check it for the daily updates. Advertise in the CMG onsite newsletter Sunday/Monday, Tuesday, Wednesday, Thursday or Friday. All ads must be in **JPG or GIF** format. Artwork/ad is due to CMG by October 5th.

Attendee Bag Insert: This allows you to place one promotional item in each attendee bag given to all of our attendees on-site. It is a great way to show off your brand. Size requirements are as follows: Nothing greater in size than 4 ½ " x 4" x 3". All other sizes must be approved. Sample materials or items must be provided by exhibiting company and CMG must approve by Sept. 28th.

PARS Beer & Wine Tasting: ****NEW**** Sponsorship for the Wednesday evening Pre-PARS reception in the exhibit hall is available for Gold, Platinum and Titanium sponsorship levels only. (Not available as an a la Carte purchase) A \$2000.00 value!

PARS Drink Tickets: ****NEW**** Each sponsoring exhibitor will receive 10 drink tickets to use at their discretion for Wednesday evening in the exhibit hall. Use them yourself or give them to attendees visiting your booth. This is also offered as an a la Carte item for non-sponsoring exhibitors to purchase. Tickets will be sold in increments of 10.