



UW E-Business Institute
University of Wisconsin-Madison

9th Annual E-Business Best Practices & Emerging Technologies

Extend your brand to influential business decision makers from the nation's leading companies!

Sponsorship Opportunities

Tuesday, October 24, 2006
Monona Terrace, Madison Wisconsin

Platinum Conference Sponsorship – ONE AVAILABLE - \$5,000

The platinum conference sponsorship package combines marketing and branding in all pre-conference and day-of-event promotion and publicity for maximum exposure during the conference. Benefits include:

Addressing the Conference

The platinum Annual Conference sponsor is **the only sponsor** given the opportunity to sponsor one keynote speaker and introduce that speaker.

Pre-Conference Promotion

The platinum Annual Conference sponsor is **the only sponsor** mentioned in all pre-conference promotions, publicity and news releases to major media outlets across the Midwestern U.S.

Name Badges

The platinum sponsor is **the only sponsor** whose company logo appears on the attendee name badges.

Logo display

Your company logo will be featured on all Annual Conference Web site pages.

Display Table

As the platinum Annual Conference sponsor you have the opportunity to distribute your company's brochure and a gift/giveaway at a table in the registration and break area for maximum exposure.

Signage

The platinum Annual Conference sponsor can provide signage in the main conference room and the conference registration area.

Conference CD

As the platinum Annual Conference sponsor your company logo will appear on the cover and inside the conference CD.

Attendee Passes

The platinum Annual Conference sponsor ***receives ten (10) complimentary attendee passes*** with the option to purchase ten (10) more at a 25% discount off the applicable full conference registration fee.

Attendee List

Only sponsors receive the conference attendee list, including names, titles, and company.



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Track Sponsorships – THREE AVAILABLE - \$2,000 each

MARKETING – INFORMATION SECURITY – SUPPLY CHAIN MANAGEMENT

Display Table

As track sponsor, you have the opportunity to distribute your company's brochure and a gift/giveaway at a table in the conference track room and front registration desk.

Logo display

Your company logo will be featured on all Annual Conference Web site pages.

Signage

The track sponsors can provide signage in the conference track room.

Conference CD

As a track sponsor, your company logo will appear on the cover and inside the conference CD.

Attendee Passes

The track sponsors receive **four (4) complimentary attendee passes** with the option to purchase five (5) more at discounted rate of 25%.

Publicity

Track sponsors will be noted in all advance publicity to media and conference attendees, including links to your Web site.

Attendee List

Only sponsors receive the conference attendee list, including names, titles, and company.



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Breakfast & Break Sponsorship – ONE AVAILABLE - \$2,000

UW EBC will create prominent signage that recognizes your company as the continental breakfast and afternoon break sponsor.

Display Table

As the breakfast / break sponsor, you have the opportunity to distribute your company's brochure and a gift/giveaway at a table in the registration and break area for maximum exposure.

Logo display

Your company logo will be featured on all Annual Conference Web site pages, and your company banner will be featured near the breakfast-break area.

Attendee Passes

The Annual Conference breakfast-break sponsors will receive **2 (two) complimentary attendee passes**.

Attendee List

Only sponsors receive the conference attendee list, including names, titles, and company.