



## IT EXPO EXHIBITOR, PRESENTATION AND SPONSOR OPPORTUNITIES

February 8, 2009

Dear Information Technology Product and Service Providers,

In today's competitive IT world, efficient visibility to the correct target audience is essential to achieving market share and sales goals.

On Thursday, May 7, 2009, IT Expo Seattle 2009 will launch as the Pacific Northwest's newest and most complete medium for interacting with current and future clients.

Produced by Gonzalez Marketing LLC, IT Expo Seattle 2009 provides an effective and efficient forum for IT providers to showcase the very latest in business information technology to an enthusiastic audience of IT decision makers.

IT Expo Seattle 2009 will feature 30,000 square feet of IT industry exhibits, 30 50-minute presentations delivered by experts on the very latest in IT services and products, a welcome breakfast event, a luncheon event with keynote, a complete website with industry news and links to sponsors and exhibitors, webcasts of key presentations, an event guide, gift bags for VIP attendees and more.

For sponsors, presenters and exhibitors, IT Expo Seattle 2009 provides high image and branding visibility in an exclusive business environment, exposure to current and new customers, opportunities to delivery informative hands-on demonstrations, direct interaction with key market decision makers, and new collaborations with IT industry colleagues.

For attendees, IT Expo Seattle 2009 provides a complete, one day event focused on learning about the latest in time- and money-saving IT products and services, how to maximize utility of current systems, opportunities to ask direct questions to industry experts, see systems in action, and make direct contact with service and product suppliers.

Attendance at IT Expo Seattle is limited to CEO/CIO/CFO/management level decision makers, IT Systems administrators and IT industry professionals. IT Expo Seattle 2009 is free to qualifying attendees and advance registration is required. For more information on exhibiting, presenting and sponsorship at IT Expo Seattle 2009, please contact us at

Thanks and we look forward to your participation.

Sincerely,  
Stephen L. Gonzalez  
President, Gonzalez Marketing LLC  
Producers of IT Expo Alaska and IT Expo Seattle

## EXHIBIT, PRESENTATION AND SPONSORSHIP OPPORTUNITIES

IT EXPO SEATTLE 2009, MAY 7, 2009,  
THE WASHINGTON STATE CONVENTION & TRADE CENTER,  
SEATTLE WASHINGTON

### Exhibit

Exhibit space is available in sizes in multiples of 8 x 10'. A single booth space main exhibit includes 8'x10' area, power (110 volt, 4 plug), back and side wall separators, booth signage, inclusion in vendor list on website and in IT Expo Alaska Guide.

Single booth space (8'x10') main floor and lobby area is \$1,200.00

Select double booth in high visibility areas (10'x20') \$2,100.00

### Presentation Opportunities

IT Expo Seattle 2009 will feature up to 30 presentations from experts from leading IT product and service providers. Session presentations are fifty minutes (50 minutes) in length and include promotion via our IT Expo e-news, website and event guide. IT Expo Sponsors receive priority on duplicate topics. Cost per presentation is \$350.00 for exhibitors and \$750 for non-exhibitors.

Note: All speakers must be approved by IT Expo Conference Committee. Presentations include audio, projector, screen, laptop.

### Sponsorship

#### Parking Sponsor

IT Expo Seattle 2009 Parking sponsorship provides high visibility and booth traffic as attendees validate their parking at your booth. Parking sponsorship includes:

- Logo and signage at Parking Garage and in front of Seattle Convention Center entrance
- PA announcements
- Validating machine at booth
- Sponsor recognition in e-vites, e-newsletters and website.

Sponsor investment: Cost of parking x number of validated (past years has ranged from \$1200 - \$2000)

#### Coffee Break Sponsor 10-11a, 2:30-3:00pm

Our Coffee break sponsors are much appreciated by IT expo attendees. Sponsors receive:

- Logo and signage on Espresso cart in lobby area
- PA announcements
- Sponsor recognition in e-vites, e-newsletters and website

Sponsor investment: \$1500

### **Internet Café (1 available)**

Our internet Cafe is a high visibility and traffic area that allows IT Expo attendees access to email and the World Wide Web. Internet Cafe Sponsorship includes:

- 5' x 20' space on back wall
- High tables
- pipe and drape as needed
- Signage with logo on large Internet Cafe banner
- Logo and promotional inclusion in IT Expo Guide
- Recognition in website and IT Expo Guide
- Recognition in public address system announcements

\*Internet Cafe sponsor provides all necessary equipment and internet connections and including aerial signage

Sponsor investment: \$2000

### **Continental Breakfast Sponsor (1 available)**

Our welcome buffet breakfast is well-attended and includes welcoming remarks by event producers, major sponsors and local dignitaries. Sponsorship includes:

- Prominent signage during the breakfast event
- PA Announcements
- Sponsor recognition in e-vites, e-newsletters and website

Sponsor investment: \$3500

### **Luncheon sponsor (1 available)**

Our luncheon event is a featured highlight of IT Expo Seattle 2009 and includes a presentation opportunity to the sponsor. Lunch is plated and free to the first 100 registered VIPs and just \$10.00 to the following 100. (Exhibitors are charged \$10.00 if purchased minimum of 1 week in advance of the event and \$20 at the door.) Luncheon is plated and high quality. Sponsorship includes:

- Sponsor recognition in all media, promotional materials and e-vites
- Prominent signage during the luncheon event
- Presentation slot (30 minutes)
- PA Announcements

Sponsor investment: \$5000.00

### **Silver Sponsorship (5 available)**

IT Expo Seattle 2009 Silver sponsors are prominently recognized in all materials, receive priority in presentation slots, and premium location of exhibit space.

Silver Sponsorship includes:

- 4 booths, (20' x 20' or 10' x 40') in Silver Sponsor area
- Pipe and drape, tables and chairs as needed,
- Power and internet connection.
- Logo and "silver sponsor" recognition in all media, public relations and other promotional activities
- Prominent logo inclusion in website and e-newsletter mailings
- 1 50 minute speaker presentation slot at no charge (up to 3 additional presentation slots at the discounted rate of \$200 per presentation)
- Inclusion as silver sponsor in event signage throughout the Washington State Convention & Trade Center.
- Marketing materials within event bags at no charge
- Editorial space in IT Expo Event Guide
- Editorial space in our News section at [www.itexpoalaska.com](http://www.itexpoalaska.com)

Invitation for a corporate representative to participate on our advisory committee

Total Cost: \$5,500

### **Gold Sponsorship (4 available)**

IT Expo Alaska 2009 Gold Sponsors are prominently recognized in all materials, receive priority in presentation slots, and premium location of exhibit space.

Gold Sponsorship includes:

- 6 booths (20' x 30') in Gold Sponsor area, includes pipe and drape, tables and chairs as needed, and power.
- Logo and "gold sponsor" in all media, public relations and other promotion
- Prominent logo inclusion in website and e-newsletter mailings
- 2 50 minute speaker presentation slots (with up to 4 additional presentation slots at the discounted rate of \$200 per presentation)
- Priority consideration for additional presentation topics
- Inclusion as gold sponsor in event signage throughout the Washington State Convention & Trade Center
- Marketing materials within event bags at no charge
- Prominent editorial space in IT Expo Guide
- Invitation for a corporate representative to participate on our advisory committee

Total Cost: \$7,500

### **Presenting Sponsorship (1 available)**

IT Expo Seattle 2009 Presenting Sponsor is our premiere sponsor and provides for high visibility in every aspect of our event.

Presenting sponsor receives:

- 8 booths (20' x 40') in center location, includes pipe and drape, tables, chairs, and power.
- Logo and "Presents" in large size in all media, public relations and other promotion.
- Presenting sponsor logo in all event signage, large size
- Presenting sponsor recognition via public address announcements
- Prominent logo inclusion in website and e-newsletter promotions
- Website links in all website and e-newsletters
- 2 50 minute speaker presentation slots (with up to 4 additional presentations at discounted rate of \$200 per presentation)
- Priority consideration for additional presentation topics
- Prominent Banner space throughout the Washington State Convention & Trade Center
- Headline story in IT Expo Guide,
  
- Invitation for a corporate representative to participate on our advisory committee
- Marketing materials within event bags at no charge

Please contact us at 907-562-8640 to discuss Presenting Sponsorship.

All sponsorships are subject to approval by event producers. For more information, contact Steve Gonzalez at 907-562-8640.

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Phone: 907-562-8640 FAX: 907-562-8641