



Event Overview

Conference Dates: February 23 - 25, 2010
 Microsoft Corporate Campus
 Redmond, Washington Building 33

Sponsorship Contacts: Kristin Bockius Rick Deller
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Projected Attendance : 400 customers from organizations throughout Federal, State and Local government, as well as K12 and higher education learning institutions.

Event Description

The 2010 US Public Sector CIO Summit is Microsoft’s annual gathering of federal, state and local government and education CIOs. The event is designed to strengthen the business relationship between Microsoft and Public Sector CIO’s and provides a unique opportunity to bring them together with peers from around the country. This invitation-only event will provide exclusive access to Microsoft executives and key partners, and will equip customers with the strategic tools needed to function as both an organizational and IT visionary. During the event, attendees are provided with two full days of information designed to help extend their existing Microsoft technology investments; increase their knowledge of current and future Microsoft technologies; and showcase solutions and programs that have been designed specifically for Public Sector customers.

Agenda (subject to change)

Tuesday February 23:	Afternoon 6pm	Arrival and Move In Welcome Reception Bellevue, Washington
Wednesday February 24:	8:30am 10:30am 12 noon 1:30pm 5pm 7pm	General Session and Keynote Breakout Session Lunch Breakouts Adjournment Dinner Newcastle Golf Club
Thursday February 25:	8:30am 9:30am 12 noon 1:30pm 5pm	Microsoft Executive Keynote Breakout Sessions Lunch Breakout Session Adjournment

CIO Partner Sponsorship Mission

Provide Microsoft CIO Summit attendees with a clear vision of the value of partner solutions and offerings including increased efficiencies, cost savings, and productivity gains, as well as demonstrate how Microsoft and each partner products and practices support that vision.

Partner Benefits

All Microsoft CIO Summit 2010 partners will receive the following benefits:

- Company listing with logo and 50 word description in Microsoft CIO Summit Partner Guide to be distributed to each attendee upon check-in.
- All technical and keynote sessions delivered during the CIO Summit
- Wired and wireless internet access provided for duration of event in the Microsoft Conference Center
- Opportunity to reserve conference hotel rooms at negotiated conference rates by using the official CIO Summit website
- Admittance to both the Welcome reception and the Newcastle dinner for all authorized partner staff.
- Booth package (dependent on booth size) provided by Freeman decorating to include pipe and drape, table, chairs, power strip (Drayage, shipping and equipment rental costs not included)
- Access to approved audio video contractors for monitor, computer and other tradeshow needs

Note: Benefits are subject to full payment and any applicable artwork and description deadlines

Partner Benefits	Diamond	Welcome	Gold	Lanyard	Latte	Bronze
Investment	\$35,000.00	\$20,000.00	\$13,000.00	\$12,500.00	\$10,000.00	\$7,500.00
Available	2	1	4	1	1	15
Exhibit Space	10X20	10X10	10X10	10X10	10X10	10X10
Conference Passes	6	4	4	3	2	2
Speaking Slot	Yes	No	No	No	No	No
Gala Dinner Sponsorship	Yes	No	No	No	No	No
Welcome Reception Sponsorship	No	Yes	No	No	No	No
Color Sign with Logo	Yes	Yes	Yes	No	No	No
Color Banner	Yes	Yes	No	No	No	No
Logo on Website	Yes	Yes	Yes	Yes	Yes	Yes
Logo on Attendee Lanyards	No	No	No	Yes	No	No
Logo/Description in Partner Guide	Yes	Yes	Yes	Yes	Yes	Yes
Logo on Coffee Cups	No	No	No	No	Yes	No

Diamond Level Sponsorship (Subject to Availability)

Investment: \$35,000

2 available

Exhibit Space

- 20X10 space for partner demos and attendee networking
- Exhibit space to be selected by partner
- Dedicated private office space built out in St. Helens ballroom with seating for eight (8). Includes all day beverage service and one (1) color sign with partner logo. This space will be ideal for customer and side meetings.

Customer Engagement/Networking and Staffing

- 6 full conference badges for booth and sales/marketing staff
- Acknowledgement of partner as co-sponsor of the gala Newcastle dinner and social event at the Newcastle Country Club
- Reserved seating during lunch to be identified by table top signage with partner logo. This will be ideal opportunity to invite customers to lunch to further discussions about your solutions. Location of your reserved table will be identified to all attendees upon registration.

Marketing and Branding

- One (1) 2X3 color sign with partner logo
- 20 minute speaking slot on Day 2 of event in breakout session space. Audio video and slide deck support provided
- Company name and logo on registration site landing page with link to site of partner's choice
- Top logo placement in the Partner Guide
- Company logo on agenda cover
- Company logo on all banners placed throughout Conference center
- One (1) 4X6 banner hung above partner's selected exhibit space.

Welcome Reception Sponsorship (Subject to Availability)**Investment: \$20,000****1 available****Exhibit Space**

- 10X10 space for partner demos and attendee networking
- Exhibit space to be selected by partner

Customer Engagement/Networking and Staffing

- 4 full conference badges for booth and sales/marketing staff
- Acknowledgement of partner as sponsor of the Welcome Reception includes opportunity for partner to make thank you remarks to audience, color signage, banner and beverage napkins imprinted with partner's color logo.
- Reserved seating during lunch to be identified by table top signage with partner logo. This will be ideal opportunity to invite customers to lunch to further discussions about your solutions. Location of your reserved table will be identified to all attendees upon registration.

Marketing and Branding

- One (1) 2X3 color sign with partner logo
- Company name and logo on registration site landing page with link to site of partner's choice
- Logo placement in the Partner Guide
- Company logo on agenda cover
- Company logo on all banners placed throughout Conference center
- One (1) 4X6 banner hung above partner's selected exhibit space.

Gold Sponsorship (Subject to Availability)**Investment: \$13,000****4 available****Exhibit Space**

- 10X10 space for partner demos and attendee networking

Customer Engagement/Networking and Staffing

- 4 full conference badges for booth and sales/marketing staff
- Reserved seating during lunch to be identified by table top signage with partner logo. This will be ideal opportunity to invite customers to lunch to further discussions about your solutions. Location of your reserved table will be identified to all attendees upon registration.

Marketing and Branding

- One (1) 2X3 color sign with partner logo
- Company name and logo on registration site landing page with link to site of partner's choice
- Logo placement in the Partner Guide
- Company logo on agenda cover
- Company logo on all banners placed throughout Conference center
- One (1) 4X6 banner hung above partner's selected exhibit space.

Lanyard Sponsorship (Subject to Availability)**Investment: \$12,500****1 available****Exhibit Space**

- 10X10 space for partner demos and attendee networking

Customer Engagement/Networking and Staffing

- 3 full conference badges for booth and sales/marketing staff
- Reserved seating during lunch to be identified by table top signage with partner logo. This will be ideal opportunity to invite customers to lunch to further discussions about your solutions. Location of your reserved table will be identified to all attendees upon registration.

Marketing and Branding

- Company logo or tagline on every attendee's lanyard. Artwork provided by Partner. Production of lanyards in sufficient quantity provided by Microsoft)
- Company name and logo on registration site landing page with link to site of partner's choice
- Logo placement in the Partner Guide
- Company logo on agenda cover
- Company logo on all banners placed throughout Conference center

Latte Cart Sponsorship (Subject to Availability)**Investment: \$10,000****1 available****Exhibit Space**

- 10X10 space for partner demos and attendee networking

Customer Engagement/Networking and Staffing

- 2 full conference badges for booth and sales/marketing staff
- Reserved seating during lunch to be identified by table top signage with partner logo. This will be ideal opportunity to invite customers to lunch to further discussions about your solutions. Location of your reserved table will be identified to all attendees upon registration.

Marketing and Branding

- Company logo or tagline on coffee cups and sleeves provided at the Latte carts within the Conference Center. Artwork provided and layout approved by Partner. Production of cups and sleeves in sufficient quantity provided by Microsoft)
- Company name and logo on registration site landing page with link to site of partner's choice
- Logo placement in the Partner Guide
- Company logo on agenda cover

Bronze Sponsorship (Subject to Availability)**Investment: \$7500****15 available****Exhibit Space**

- 10X10 space for partner demos and attendee networking

Customer Engagement/Networking and Staffing

- 2 full conference badges for booth and sales/marketing staff
- Reserved seating during lunch to be identified by table top signage with partner logo. This will be ideal opportunity to invite customers to lunch to further discussions about your solutions. Location of your reserved table will be identified to all attendees upon registration.

Marketing and Branding

- Company name and logo on registration site landing page with link to site of partner's choice
- Logo placement in the Partner Guide

Partner Deliverables and Acknowledgments

To confirm partner participation, please read and affirm the requirements noted below

1. Partner will provide 50 word description on the solutions(s)/area of business to be showcased within their booth space.
2. Partner agrees to abide by Microsoft Government Gifting policy while on campus and also at any Microsoft sponsored social event related to the CIO Summit. Microsoft's gifting policy does not allow for items of value to be distributed by partner staff to any CIO customer attendee. This includes give-away items, promotional items, drawings and raffles, games of chance, or other gifts of value such as memory sticks, writing instruments and portfolios. Partner specific collateral and white papers are allowed and permitted.
3. Lead generation is allowed, however, lead generation devises will not be offered to partners by Microsoft or its agents including Meeting Solutions, Inc. or Freeman Decorating Company.
4. Full payment for sponsorship commitment is due no later than (5) business days prior to start of event.
5. Booth staffing is open only for employees of sponsoring partner. Guests of partners, either customers or related entities, are permitted with prior Microsoft approval.

I agree to the above requirements. Date _____

Print Name _____ Signature _____

Sponsorship Registration Form

- | | |
|--|---|
| <p><input type="checkbox"/> Diamond Sponsor – \$35,000</p> <p><input type="checkbox"/> Welcome Party Sponsor – \$20,000</p> <p><input type="checkbox"/> Gold Reception – \$13,000</p> <p><input type="checkbox"/> Bronze Sponsor - \$7,500</p> | <p><input type="checkbox"/> Latte Cart Sponsor– \$10,000</p> <p><input type="checkbox"/> Lanyard Sponsor - \$12,500</p> |
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Return this form via fax or e-mail to: Rick Deller Fax: (443-627-2210) E-mail: rick@meetingsolutionsinc.com or v-rickde@microsoft.com	Microsoft Event Contact: Kristin Bockius E-mail: krisbock@microsoft.com
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This section must be completed in full:

Authorized By	Send Invoice To
Name:	Name:
Company:	Company:
Mailing Address:	Mailing Address:
City, State:	City, State
Zip:	Zip:
Phone:	Phone:
Fax:	Fax:
E-mail:	E-mail:

To Pay By Credit Card Type: MC VISA AMEX Name as it appears on card: Credit Card Number: - - - Expiration Date: / <div style="text-align: center; margin-top: 5px;"> </div> Signature: _____
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Terms/ Conditions/Additional Information:

Deliverable Fulfillment is dependent on Meeting Solutions receipt of all required logos and collateral items at least 20 days prior to start date of event. Staffing is open for employees of partner only. Guests of partners and their partnering organizations only permitted with Microsoft approval. Non paying partners will not be admitted to the conference center. Booth sharing is not permitted without prior approval. Services: By signing this agreement, your organization agrees to support the event at which you have been chosen to participate or exhibit in a professional manner. "Participate" includes the following actions: 1) Provide personnel and computer systems, exhibit materials, staging for your organization's presence at event, 2) Bear all lodging, shipping and incidental costs and expenses associated with your organization's participation, and 3) Must be customer ready 30 minutes prior to registration. Termination: This Agreement shall commence as of the Effective Date as signed below. Microsoft shall have the right to cancel with or without cause provided reimbursement for services is made to Company. If your organization cancels within two weeks of the event date, your organization will be responsible for a fee equal to 25% of the cost listed above. Payment: Any balances not paid within 15 days of the event date will preclude your organizations participation in all future Microsoft Public Sector events until all such outstanding balances are paid in full.

Authorized Signature: _____