

DI  
05

# 4th Annual Digital Imaging '05



## Sponsorship and Exhibit Information



September 28-29, 2005  
Hyatt Regency San Francisco Airport  
Burlingame, California  
Subject to Periodic Updates and Revisions  
Prepared 3/05

## The Largest Digital Imaging Conference for Industry Executives

InfoTrends/CAP Ventures, the leading market research and consulting firm for the digital imaging and document solutions industries, will once again host over 200 of the highest level digital photography executives for “Digital Imaging ’05,” scheduled for September 28-29, 2005. Now in its 4<sup>th</sup> year, this conference has secured its position as the gathering place for industry influencers and trendsetters to network and learn.

---

*“Excellent networking opportunity across a broad spectrum of touch points within the imaging industry.”*

Matt Troy, Smith Barney Citigroup

---

Changes are happening at breakneck speed in this market. Acquisitions and partnerships are announced so rapidly that it’s hard to find time to assess the implications for your company. Add to that the tremendous advances in technology and the almost daily introduction of new products, and you have an industry in flux. 98% of our previous conference attendees have benefited from the in-depth insights and market analysis provided by our team of expert industry analysts during this event. They’ll continue to focus on the critical issues and topics of the day in order to drive participation from all the leading businesses.

This sponsorship prospectus is designed to assist you in evaluating whether a sponsorship or exhibit package will help you generate visibility, build partnerships, and secure new business for your company. You should consider our offerings if:

- You want to demonstrate your leadership in this industry
- You want to drive growth in the digital imaging market
- You are responsible for cultivating partnerships and identifying new business development opportunities for your company
- You offer components, application software or services for OEMs, and you’re looking for new customers
- You would like face time with a select group of mass merchant and photo retail executives

We’re happy to work with you to identify a sponsorship package that is appropriate for your organization. Read on for more details...

### Sponsorship Benefits

This highly focused and interactive conference is perfect for networking, and the cost of sponsorship is kept reasonable to ensure satisfaction and maximum return on investment. Breakfasts, refreshment breaks and cocktail receptions are strategically positioned to maximize the visibility of each and every exhibit during the event. Here are just a few of the many sponsorship benefits:

- Intimate access to a group of industry decision-makers
- 9 hours of conference time dedicated to making contacts and exchanging ideas
- Minimum of 2 conference passes
- Opportunity to involve clients in the event
- Chance to demonstrate your solutions with an exhibit



Exposure will be given to all sponsoring companies for the duration of the 2-day conference, but don't underestimate the value of the exposure you'll receive through our direct marketing prior to the event. We use an integrated mix of marketing tools to attract the high-level executives you want to meet:

**Direct Mail** - customized mailings to the best prospects from our proprietary InfoTrends databases, as well as top industry association and publication lists.

**The Web** - a comprehensive online marketing program will optimize the power of the Internet:

- Targeted electronic mail
- Directory listings
- Prominent exposure on the InfoTrends' website
- Strategic links on top industry sites, and more

**PR** - we will work to generate maximum media attention, editorial coverage and excitement about attending Digital Imaging '05.

---

*“Excellent coverage of camera phone phenomena & printing in general.”*

Mitch Kadish, Epson America

---

## New for 2005

This event continues to evolve as the market develops. When the camera phone market grew in 2004, we expanded our coverage of mobile imaging technologies and focused on camera phone printing and image sharing. As the European market became the leading market for digital camera unit sales and revenue, we added new European data to highlight the important trends. As digital camera penetration rates in North America reached a critical mass, we stepped up our efforts to focus the industry on consumer memory keeping.

In 2005, we'll continue to focus on the hard issues that will shape the future. You can look forward to in-depth discussions and debates on all facets of photo printing, a more detailed examination of the digital living room, and further assessments of the camera phone market. We'll also tackle the issue of the digital camera market peak and a possible industry shakeout – how will this affect you?

A new mix of speakers with varying perspectives will add a slightly different look and feel to an already successful program. **This year we are introducing a new session that will allow start-ups to demo best-of-breed technologies.** Participants will be hand-picked by an independent advisory board and given 10 minutes to showcase their product or

service.

Presentations will be shared with venture capitalists and press as well as conference attendees.

Sponsors and exhibitors are welcome to submit their thoughts and ideas throughout the program development process.



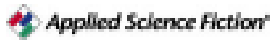
---

*“Great networking - lunch discussion was very good!”*

Michelle Vendelin, HP

---

## Past Sponsors/ Exhibitors:



## Related Events

InfoTrends/CAP Ventures hosts a number of highly successful digital imaging conferences across the globe. If you are interested in a sponsorship at one of these events, please contact us:

Inaugural European Event  
“Digital Imaging ‘05” – Amsterdam, The Netherlands  
October 26-27, 2005  
Hilton Amsterdam

14<sup>th</sup> Annual “Digital Imaging ‘05” – Tokyo, Japan  
December 2005  
Hotel To Be Announced

## Hear what other attendees are saying:

*“This annual event always brings a wide-angle perspective on future DI possibilities.”*

Frank Baillargeon, f/22 Consulting, Inc.

---

*“I appreciate the interactive format. It allows for more breadth of topic coverage.”*

Dan Morrow, Micron Technology

---

*“Timely topics, hot off the press data, excellent speakers: CONFERENCE EXTRAORDINAIRE.”*

Brett Bowyer, IPI

---

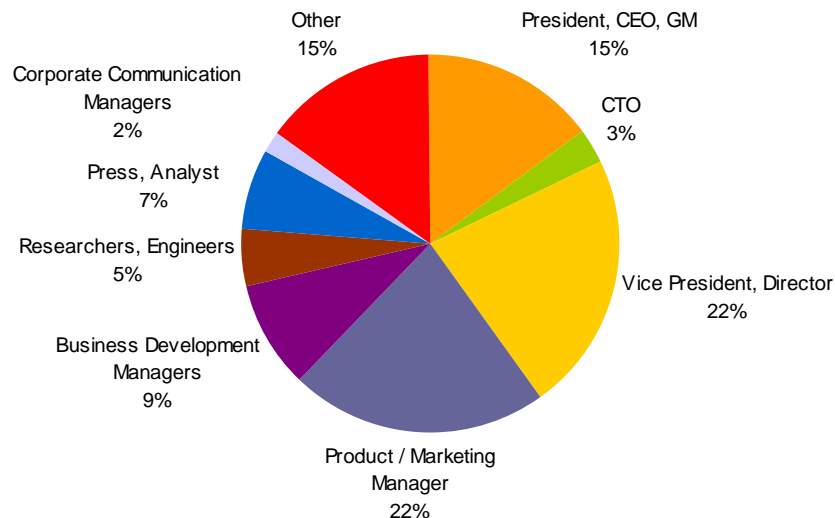
*“Excellent conference - I learned new information and received information for what I see as the imaging future.”*

Joe Panganiban, Liberty Photo Products

## Sampling of Post Participating Companies

Representatives from multiple facets of the digital imaging supply chain...from manufacturers to suppliers to retailers to Internet companies, will have a presence at this event. The list below is a sampling of attendees from previous **Digital Imaging Conferences**:

- |                              |                                |
|------------------------------|--------------------------------|
| ACD Systems                  | Mitsubishi Digital Electronics |
| Adobe Systems                | Motorola                       |
| Apple                        | Nikon Inc.                     |
| Audiovox                     | Nokia                          |
| Best Buy                     | Ofoto, Inc.                    |
| Canon                        | Olympus                        |
| Citigroup/Smith Barney       | PhotoWorks                     |
| CNET Networks                | Pioneer Electronics            |
| Comcast                      | Pixel Magic Imaging            |
| Costco                       | Pixology Ltd.                  |
| Dell                         | Planetweb                      |
| District Photo               | Polaroid                       |
| Duracell                     | Pure Digital Technologies      |
| Eastman Kodak                | Ricoh                          |
| eBay                         | SanDisk                        |
| Eckerd Drug                  | Shutterfly                     |
| Energizer Battery            | Silverwire                     |
| Epson America                | Simple Star                    |
| Flashpoint Technology        | Snapfish                       |
| Fuji Photo Film USA          | Sony Electronics               |
| Hewlett-Packard              | Sprint                         |
| International Paper          | Touchpoint Solutions           |
| IPI                          | Tweeter                        |
| iPIX Internet Pictures Corp. | Visioneer                      |
| Jasc Software, Inc.          | Walgreens                      |
| Konica Minolta Photo Imaging | Wal-Mart Stores, Inc.          |
| Lexmark                      | Webshots                       |
| LightSurf                    | Yahoo!                         |
| MeadWestvaco                 | Zebra Technologies             |
| Microsoft                    |                                |



## Exhibits

Each sponsor will receive a draped 6' tabletop with 2 chairs at the conference for displaying literature, new products, or new technologies. Sponsors bring their own equipment, and power may be ordered in advance of the event through InfoTrends/CAP Ventures. You can also rent computer monitors, TVs, Internet access, and other equipment from us if you place your order 30 days in advance of the conference. Tabletop browsing will take place in the morning, early evening, during the breaks, and during the lunches. Exhibitors receive the following:

- Recognition as an exhibitor in the conference brochure (assuming you confirm before the print date of the brochure)
- Recognition on all event signage (we will also provide a 6" x 24" sign for your tabletop)
- Acknowledgement during the general session
- Two full conference passes (a \$2,990 value)
- Discounted conference registration vouchers exclusively for your company's clients
- Recognition on appropriate promotional and collateral material (subject to the discretion of InfoTrends/CAP Ventures)
- The conference Web site will feature your name and logo, and will link to your Web site

## Continental Breakfast Sponsorships (2)

Two complimentary continental breakfasts (1 on each day) will be provided to all attendees. Conference attendees often use breakfast meetings to discuss important business issues with industry colleagues at a more leisurely pace. Continental Breakfast Sponsors receive the following:

- Company name in the program brochure at the place where the sponsored event occurs, assuming you confirm before the print date of the brochure (reading "Breakfast hosted by *Your Company*")
- 22" x 28" showcard welcoming attendees to the breakfast, featuring your corporate logo
- Discounted conference registration vouchers exclusively for your company's clients
- One complimentary exhibit (refer to "exhibit" section above for further details)
- Recognition as an exhibitor in the conference brochure (assuming you confirm before the print date of the brochure)
- Recognition on all event signage (we will also provide a 6" x 24" sign for your tabletop)
- Acknowledgement during the general session
- Two full conference passes (a \$2,990 value)
- Recognition on appropriate promotional and collateral material (subject to the discretion of InfoTrends/CAP Ventures)
- The conference Web site will feature your name and logo, and will link to your Web site

## NEW! Refreshment Break Sponsorships (3)

Three refreshment breaks (2 the first day, 1 the second day) will be provided to all attendees. Refreshment Break Sponsors receive the following:

- Company name in the program brochure at the place where the sponsored event occurs, assuming you confirm before the print date of the brochure (reading “Refreshment Break hosted by *Your Company*”)
- 22” x 28” showcard welcoming attendees to the refreshment break, featuring your corporate logo
- One complimentary exhibit (refer to “exhibit” section on page 6 for further details)
- Recognition as an exhibitor in the conference brochure (assuming you confirm before the print date of the brochure)
- Recognition on all event signage (we will also provide a 6” x 24” sign for your tabletop)
- Acknowledgement during the general session
- Two full conference passes (a \$2,990 value)
- Discounted conference registration vouchers exclusively for your company’s clients
- Recognition on appropriate promotional and collateral material (subject to the discretion of InfoTrends/CAP Ventures)
- The conference Web site will feature your name and logo, and will link to your Web site

## NEW! Pre-Conference Press & Attendee Reception (1)

The Pre-Conference Press & Attendee Reception Sponsorship is only available to one company. Marketers often find value in networking with influential market leaders in a relaxed, cocktail hour setting. The reception will be held the evening before the opening day of the conference. The Pre-Conference Press & Attendee Reception Sponsor will receive the following:

- Company name in the program brochure at the place where the sponsored event occurs assuming you confirm before the print date of the brochure (reading “Pre-Conference Press & Attendee Reception hosted by *Your Company*”)
- A 22” x 28” showcard welcoming attendees to the cocktail reception, featuring your corporate logo
- Time to give attendees a brief, 5-minute welcome to the cocktail reception
- Two full conference passes (a \$2,990 value)
- Discounted conference registration vouchers exclusively for your company’s clients
- One complimentary exhibit (refer to “exhibit” section on page 6 for further details)
- Recognition on all event signage (we will also provide a 6” x 24” sign for your tabletop)
- Acknowledgement during the general session
- Recognition on appropriate promotional and collateral material (subject to the discretion of InfoTrends/CAP Ventures)
- The conference Web site will feature your name and logo, and will link to your Web site

## Networking Reception (1)

The Networking Reception Sponsorship is only available to one company. The networking cocktail is typically a very popular sponsorship option. Marketers often find value in networking with influential market leaders in a relaxed, after-hours setting. The reception will be held immediately following the conclusion of day 1 of the conference. The Networking Reception Sponsor will receive the following:

- Company name in the program brochure at the place where the sponsored event occurs assuming you confirm before the print date of the brochure (reading “Cocktail Reception hosted by *Your Company*”)
- A 22” x 28” showcard welcoming attendees to the cocktail reception, featuring your corporate logo
- Time to give attendees a brief, 5-minute welcome to the cocktail reception
- Two full conference passes (a \$2,990 value)
- Discounted conference registration vouchers exclusively for your company’s clients
- One complimentary exhibit (refer to “exhibit” section on page 6 for further details)
- Recognition on all event signage (we will also provide a 6” x 24” sign for your tabletop)
- Acknowledgement during the general session
- Recognition on appropriate promotional and collateral material (subject to the discretion of InfoTrends/CAP Ventures)
- The conference Web site will feature your name and logo, and will link to your Web site

## Luncheon Sponsorship (2)

The Luncheon Sponsorship is only available to two companies (one on day one of the conference, one on day two of the conference). The luncheon sponsorship is also a high-visibility sponsorship option. The luncheon sponsor receives the following:

- Company name in the program brochure at the place where the sponsored event occurs assuming you confirm before the print date of the brochure (reading “Luncheon hosted by *Your Company*”)
- A 22” x 28” showcard welcoming attendees to the luncheon, featuring your corporate logo
- Time to give attendees a brief welcome to the lunch
- Two full conference passes (a \$2,990 value)
- Discounted conference registration vouchers exclusively for your company’s clients
- One complimentary exhibit (refer to “exhibit” section on page 6 for further details)
- Recognition on all event signage (we will also provide a 6” x 24” sign for your tabletop)
- Acknowledgement during the general session
- Recognition on appropriate promotional and collateral material (subject to the discretion of InfoTrends/CAP Ventures)
- The conference Web site will feature your name and logo, and will link to your Web site

## **\*\*By Invitation Only\*\* - Keynote Session Sponsorships (4)**

Qualified companies will be invited by InfoTrends/CAP Ventures to participate in the keynote session held on the morning of day one of the conference. Participants will receive billing as a general event sponsor. The content of all presentations must be approved by InfoTrends/CAP Ventures. Keynote session sponsors receive:

- A speaker spot during the keynote session (speaker must be approved by InfoTrends/CAP Ventures)
- Logo on the brochure cover (assuming you confirm before the print date)
- Two full conference passes (a \$2,990 value)
- Discounted conference registration vouchers exclusively for your company's clients
- One complimentary exhibit (refer to "exhibit" section on page 6 for further details)
- Recognition on all event signage (we will also provide you with a 6" x 24" sign for your tabletop)
- Acknowledgement during the general session
- Recognition on appropriate promotional and collateral material (subject to the discretion of InfoTrends/CAP Ventures)
- The conference Web site will feature your name and logo, and will link to your Web site
- Opportunity to place your brand on an unsponsored breakfast or refreshment break

## **Executive Sponsorships (2)**

The Executive level sponsorship is the highest level of sponsorship associated with this event. The Executive level sponsor receives the following:

- The opportunity to provide multiple speakers for the program (assuming you confirm before the program is finalized). Speakers and session content must be approved by InfoTrends
- Logo on the brochure cover (assuming you confirm before the print date)
- 100 word company description to be included inside the brochure (assuming you confirm before the print date)
- Opportunity for a promotional mailing, supported by InfoTrends/CAP Ventures, to your prospects/clients (maximum of 300 pieces)
- Opportunity to hang a corporate banner during the general sessions (sponsor to provide banner)
- Four full conference passes (a \$5,980 value)
- Discounted conference registration vouchers exclusively for your company's clients
- One complimentary exhibit (refer to "exhibit" section on page 6 for further details)
- Recognition on all event signage (we will also provide a 6" x 24" sign for your tabletop)
- Acknowledgement during the general session
- Recognition on appropriate promotional and collateral material (subject to the discretion of InfoTrends/CAP Ventures)
- The conference Web site will feature your name and logo, and will link to your Web site

## NEW! Internet Cafe Sponsorship

The Internet Cafe Sponsorship is only available to one company. The Internet Cafe offers Internet access for conference attendees to check their email and do business on the Web. The Internet Cafe is a natural meeting place, a popular resource, and a vital facility for those who need to stay in touch during the conference. The Internet Cafe Sponsor will receive the following:

- Company name in the program brochure assuming you confirm before the print date of the brochure (reading “Internet Cafe Sponsored by *Your Company*”)
- Recognition on all event signage including a dedicated 22” x 28” sign featuring your corporate logo
- Wireless access, 1 computer (desktop set-up), 1 wire connection, lounge furniture and beverages for 2 days (menu to be selected by InfoTrends/CAP Ventures)
- Two full conference passes (a \$2,990 value)
- One complimentary exhibit (refer to “exhibit” section on page 6 for further details)
- Discounted conference registration vouchers exclusively for your company’s clients
- Recognition on appropriate promotional and collateral material (subject to the discretion of InfoTrends/CAP Ventures)
- The conference Web site will feature your name and logo, and will link to your Web site

## Cost

<b>Exhibits</b> .....	<b>\$5,500</b>
<b>Refreshment Break Sponsorships</b> .....	<b>\$7,000</b>
<i>This price includes the cost of food and beverage – menu to be selected by InfoTrends/CAP Ventures</i>	
<b>Continental Breakfast Sponsorships</b> .....	<b>\$8,000</b>
<i>This price includes the cost of food and beverage – menu to be selected by InfoTrends/CAP Ventures</i>	
<b>Luncheon Sponsorships</b> .....	<b>\$10,000</b>
<i>This price includes the cost of food and beverage – menu to be selected by InfoTrends/CAP Ventures</i>	
<b>Internet Cafe Sponsorship</b> .....	<b>\$10,000</b>
<b>Pre-Conference Press &amp; Attendee Reception Sponsorship</b> .....	<b>\$12,000</b>
<i>This price includes the cost of food and beverage – menu to be selected by InfoTrends/CAP Ventures</i>	
<b>Reception Sponsorship</b> .....	<b>\$12,000</b>
<i>This price includes the cost of food and beverage – menu to be selected by InfoTrends/CAP Ventures</i>	
<b>**By Invitation Only** Keynote Session Sponsorships</b> .....	<b>\$12,000</b>
<b>Executive Sponsorships</b> .....	<b>\$17,000</b>

## Customized Packages

Customized sponsorship packages (ie. golf tournaments) tailored to the needs of your specific company can be developed.

If you wish to participate, please fill out and fax back the completed contract with arrangements for payment.

If you have any questions, please call or email:

**Matt O'Keefe**

**781-616-2100 x115**

**[mokeefe@infotrends-rgi.com](mailto:mokeefe@infotrends-rgi.com)**

### About InfoTrends/CAP Ventures

InfoTrends/CAP Ventures is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industries. InfoTrends/CAP Ventures provides research, analysis, forecasts, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses. Additional information about InfoTrends/CAP Ventures is available on the Web at [www.infotrends-rgi.com](http://www.infotrends-rgi.com).



Digital Imaging '05 Conference  
Sponsorship Contract  
September 28-29, 2005

Please fill out the following two pages and fax back to (781)616-2121

To: Matt O'Keefe

Fax: 781-616-2121

Tel: 781-616-2100 ext. 115

Email: mokeefe@infotrends-rgi.com

Yes, my company would like to participate as a sponsor at this event in the following capacity:

- Exhibitor ..... \$5,500
- Refreshment Break Sponsorship ..... \$7,000
- Continental Breakfast Sponsorship ..... \$8,000
- Luncheon Sponsorship ..... \$10,000
- Internet Cafe Sponsorship ..... \$10,000
- Pre-Conference Press & Attendee Reception Sponsorship ..... \$12,000
- Networking Reception Sponsorship ..... \$12,000
- \*\*By Invitation Only – Keynote Session Sponsorship ..... \$12,000
- Executive Level Sponsorship ..... \$17,000

The cost of food and beverage is included in the sponsorship cost of all events. InfoTrends/CAP Ventures reserves the right to make food and beverage selections for all events.

**Sponsorship Terms and Conditions** – Sponsor recognizes that the benefits of sponsorship are limited to what is outlined in our sponsorship invitation. Sponsorships are limited and granted on a first-come, first-served basis. Conference fees are non-refundable. Upon receipt of this agreement and a PO number, InfoTrends/CAP Ventures will issue an invoice for the amount of the sponsorship.

What company/product name would you like used on signage and in promotional materials?

\_\_\_\_\_

Please provide the URL we can use to obtain a digital image of your company logo:

\_\_\_\_\_

Do you know of any other companies that might be interested in being a sponsor or attendee at this conference? If so, please provide the name of the individual, their company, phone and email address: \_\_\_\_\_



Digital Imaging '05 Conference  
Sponsorship Contract (Continued)

Payment Information

Authorized Signature \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Division \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZipCode \_\_\_\_\_

Country \_\_\_\_\_

Telephone Number \_\_\_\_\_

Fax \_\_\_\_\_

Email Address \_\_\_\_\_

Event Contact's Name, Phone and Email (if different from above) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Purchase Order # (if applicable) \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Credit Card Company  AMEX  VISA  MASTERCARD

Credit Card Type  CORP. CARD  CORP. PURCHASING CARD  PERSONAL CARD

Cardholder's Name \_\_\_\_\_

Title \_\_\_\_\_

Cardholder's Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZipCode \_\_\_\_\_

*Conference sponsorship sales are final. No refunds will be issued.*