

InfoTrends' Digital Imaging '03 Conference

Sponsorship and Exhibit Benefits List

October 8-9, 2003
Doubletree Hotel
San Jose, CA
Subject to Periodic Updates and Revisions
Prepared 3-03

Overview

InfoTrends Research Group, the leading market research and consulting firm for digital imaging technologies and markets, is pleased to announce the “2003 Digital Imaging Conference.”

Last year’s conference had over 200 digital imaging executives and 11 sponsoring companies participating. It complements our annual Digital Imaging Conference in Tokyo, Japan (now in its 11th year) and our trade show breakfast and lunch events for vendors and press. No other event will provide you with such a targeted audience to network with. We attract some of the most influential figures in digital imaging, as well as a qualified base of potential business partners.

We’re using feedback from past attendees, our clients and industry experts to create a full, 2-day program designed to generate new ideas and encourage further growth in this market. Topics will include:

- Mobile imaging
- Digital photo printing
- International digital imaging trends
- Kiosks and minilabs
- Convergence
- Image management / archiving
- Living room trends
- And much more.....

To view information on our past conferences, visit www.infotrends-rgi.com/conferences. To receive additional information on this sponsorship and exhibit opportunity, including a contract for participation, please email Matt O’Keefe at mokeefe@infotrends-rgi.com or by phone at 617-859-0300 x15.

Sponsorship Opportunities

This highly focused conference will allow you to deliver your message to a targeted group of decision-makers. The non-trade show environment is perfect for networking, and the cost of sponsorship is kept reasonable to ensure satisfaction and maximum return on investment.

InfoTrends is pleased to offer the following sponsorship opportunities for this event:

- Exhibits
- Refreshment Break Sponsorships (4 sponsorships available)
- Continental Breakfast Sponsorships (2 sponsorships available)
- Tote Bag Sponsorship (1 sponsorship available)
- Networking Reception Sponsorship (1 sponsorship available)
- Luncheon Sponsorships (2 sponsorships available)
- Executive Level Sponsorships

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. 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 you with a 6" x 24" sign for your tabletop)
- 1 full page black and white, camera ready corporate advertisement in the conference guide book (advertisement provided by sponsor)
- Acknowledgement during the general session
- One-time use of the attendee mailing list through 3rd party mailhouse
- Two full conference passes (a \$2,790 value)
- Recognition on appropriate promotional and collateral material (subject to the discretion of InfoTrends)
- The conference Web site will feature your name and logo, and will link to your Web site.

Refreshment Break Sponsorships (4)

Four refreshment breaks (2 on each day) will be offered during the conference. Conference attendees typically meet informally during the breaks to discuss topics of the day and to learn about their peers in attendance. 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 44" showcard welcoming attendees to the refreshment break, featuring your corporate logo
- One complimentary exhibit (refer to "exhibit" section on page 3 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 you with a 6" x 24" sign for your tabletop)
- 1 full page black and white, camera ready corporate advertisement in the conference guide book (provided by sponsor)
- Acknowledgement during the general session
- One-time use of the attendee mailing list through 3rd party mailhouse
- Two full conference passes (a \$2,790 value)

- Recognition on appropriate promotional and collateral material (subject to the discretion of InfoTrends)
- 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 44” showcard welcoming attendees to the breakfast, featuring your corporate logo
- Significantly discounted conference registration vouchers exclusively for retailers and dealers
- One complimentary exhibit (refer to “exhibit” section on page 3 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 you with a 6” x 24” sign for your tabletop)
- 1 full page black and white, camera ready corporate advertisement in the conference guide book (provided by sponsor)
- Acknowledgement during the general session
- One-time use of the attendee mailing list through 3rd party mailhouse
- Two full conference passes (a \$2,790 value)
- Recognition on appropriate promotional and collateral material (subject to the discretion of InfoTrends)
- The conference Web site will feature your name and logo, and will link to your Web site.

Tote Bag Sponsorship

This sponsorship opportunity is only available to one company. It represents a great opportunity for a company trying to build brand recognition among all market players. The canvas tote bag is supplied at registration to all conference attendees, and can be used throughout the conference to store paperwork and exhibitor material. These bags are typically used long after the conference ends, which provides you with even more exposure. The Tote Bag Sponsor receives the following:

- Company name in the program brochure at the place where registration occurs, assuming you confirm before the print date of the brochure (reading “Conference Tote Bags provided by *Your Company*”)
- Company logo on tote bag

- Significantly discounted conference registration vouchers exclusively for retailers and dealers
- One complimentary exhibit (refer to “exhibit” section on page 3 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 you with a 6” x 24” sign for your tabletop)
- 1 full page black and white, camera ready corporate advertisement in the conference guide book (advertisement provided by sponsor)
- Acknowledgement during the general session
- One-time use of the attendee mailing list through 3rd party mailhouse
- Two full conference passes (a \$2,790 value)
- Recognition on appropriate promotional and collateral material (subject to the discretion of InfoTrends)
- The conference Web site will feature your name and logo, and will link to your Web site.

Networking Reception Sponsorship

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. Our cocktail reception (if sponsored) 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 44” showcard welcoming attendees to the cocktail reception, featuring your corporate logo
- Time to give attendees a brief, 5-minute welcome to the cocktail reception
- Three full conference passes (a \$4,185 value)
- Significantly discounted conference registration vouchers exclusively for retailers and dealers
- One complimentary exhibit (refer to “exhibit” section on page 3 for further details)
- Recognition on all event signage (we will also provide you with a 6” x 24” sign for your tabletop)
- 1 full page black and white, camera ready corporate advertisement in the conference guide book (advertisement provided by sponsor)
- Acknowledgement during the general session
- One-time use of the attendee mailing list through 3rd party mailhouse
- Recognition on appropriate promotional and collateral material (subject to the discretion of InfoTrends)
- The conference Web site will feature your name and logo, and will link to your Web site.

Luncheon Sponsorships (2)

The Luncheon Sponsorship is only available to two companies (one on day 1 of the conference, one on day 2 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 44” showcard welcoming attendees to the luncheon, featuring your corporate logo
- Time to give attendees a brief welcome to the lunch
- Three full conference passes (a \$4,185 value)
- Significantly discounted conference registration vouchers exclusively for retailers and dealers
- One complimentary exhibit (refer to “exhibit” section on page 3 for further details)
- Recognition on all event signage (we will also provide you with a 6” x 24” sign for your tabletop)
- 1 full page black and white, camera ready corporate advertisement in the conference guide book (advertisement provided by sponsor)
- Acknowledgement during the general session
- One-time use of the attendee mailing list through 3rd party mailhouse
- Recognition on appropriate promotional and collateral material (subject to the discretion of InfoTrends)
- The conference Web site will feature your name and logo, and will link to your Web site.

Executive Level Sponsorships

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

- 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, to your prospects/clients (maximum of 300 pieces)
- Opportunity to hang a corporate banner during the general sessions (sponsor to provide banner)
- The chance to participate as a speaker during one of the conference sessions if confirmation is received prior to the print date of the brochure (subject to approval by InfoTrends)
- Four full conference passes (a \$5,580 value)
- Significantly discounted conference registration vouchers for retailers and vendors
- One complimentary exhibit (refer to “exhibit” section on page 3 for further details)
- Recognition on all event signage (we will also provide you with a 6” x 24” sign for your tabletop)

- 1 full page black and white, camera ready corporate advertisement in the conference guide book (advertisement provided by sponsor)
- Acknowledgement during the general session
- One-time use of the attendee mailing list through 3rd party mailhouse
- Recognition on appropriate promotional and collateral material (subject to the discretion of InfoTrends)
- The conference Web site will feature your name and logo, and will link to your Web site.

Cost

Exhibits.....	\$5,000
Refreshment Break Sponsorships.....	\$8,000
<i>This price includes the cost of food and beverage – menu to be selected by InfoTrends</i>	
Continental Breakfast Sponsorships.....	\$10,000
<i>This price includes the cost of food and beverage – menu to be selected by InfoTrends</i>	
Tote Bag Sponsorship.....	\$12,000
<i>This price includes the cost of the tote bags</i>	
Networking Reception Sponsorship.....	\$15,000
<i>This price includes the cost of food and beverage – menu to be selected by InfoTrends</i>	
Luncheon Sponsorships.....	\$15,000
<i>This price includes the cost of food and beverage – menu to be selected by InfoTrends</i>	
Executive Level Sponsorships.....	\$20,000

How Do I Sign Up?

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, Director of Sales, Marketing and Conferences, at 617-859-0300 x15; mokeefe@infotrends-rgi.com.

**Digital Imaging '03 Conference and Exhibition
Sponsorship Contract
October 8-9, 2003**

Please fill out the following two pages and fax back to (617) 859-0330

To: Matt O'Keefe, Director of Conferences **Fax:** 617-859-0330
Tel: 617-859-0300 ext. 15 **Email:** mokeefe@infotrends-rgi.com

- Yes, my company would like to participate as a sponsor at this event in the following capacity:
- Exhibitor — \$5,000
 - Refreshment Break Sponsorship — \$8,000
 - Continental Breakfast Sponsorship — \$10,000
 - Tote Bag Sponsorship — \$12,000
 - Cocktail Reception Sponsorship — \$15,000
 - Luncheon Sponsorships — \$15,000
 - Executive Level Sponsorships — \$20,000

The cost of food and beverage is included in the sponsorship cost of all events. The special event sponsor assumes responsibility for the full cost of the special event. InfoTrends 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. Sponsor agrees to one-time use of the attendee mailing list. Sponsorships are limited and granted on a first-come, first-served basis. Sponsorship fees must be paid in full in order to be considered a sponsor. Conference fees are non-refundable. Upon receipt of this agreement and a PO number, InfoTrends 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:

- Would you like to donate a prize for our attendee prize drawing (retail value = \$200 or more)? If so, please describe the prize:

- 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 '03 Conference and Exhibition
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.