



***Sponsorship and Exhibit
Opportunities***

Office Document Technology Forum

**November 7-8, 2007
Boston Marriott Quincy
Quincy, MA**

Office Document Technology Forum - Where *THE* Leading Industry Executives Gather

InfoTrends, the leading market research and consulting firm for the office document and digital peripherals solutions industries, will host its 3rd annual “**Office Document Technology Forum (ODT)**,” scheduled for **November 7-8, 2007**.

The redefined program will provide power-packed sessions covering the entire office spectrum from hardware to software to solutions in a condensed two-day program. Session topics will include:

- Market forecasts & trends
 - Sales & marketing strategies
 - New technology advances
 - Developing channels
- Plus many more...

An expanded show floor provides attendees with the opportunity to network with leaders and innovators in the office document industry.

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 office document/office hardware solutions markets
- You are responsible for cultivating partnerships and identifying new business development opportunities for your company
- You offer products, software, or services, and you’re looking for new customers
- You would like face time with a select group of key industry executives

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

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 including vendors, suppliers and dealers
- 8 hours of networking time dedicated to making contacts and exchanging ideas
- Minimum of 1 conference pass
- Chance to demonstrate your solutions/hardware 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 (15,500 Impressions) - customized mailings to the best prospects from our proprietary InfoTrends databases, as well as top industry association and publication lists.

eMarketing (63,400 Impressions) - a comprehensive online marketing program will optimize the power of electronic communications:

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

PR (4,750 Impressions) - we will work to generate maximum media attention, editorial coverage and excitement about attending The Office Document Technology Forum.

Audience Profile:

Hardware Manufacturers will attend to:

- Maintain or improve their competitive position
- Validate existing solution strategies for today and the future
- Network and build relationships with key software players and service providers
- Learn what user organizations require from a hardware platform today and what they will demand in the future

Software Suppliers & Developers will attend to:

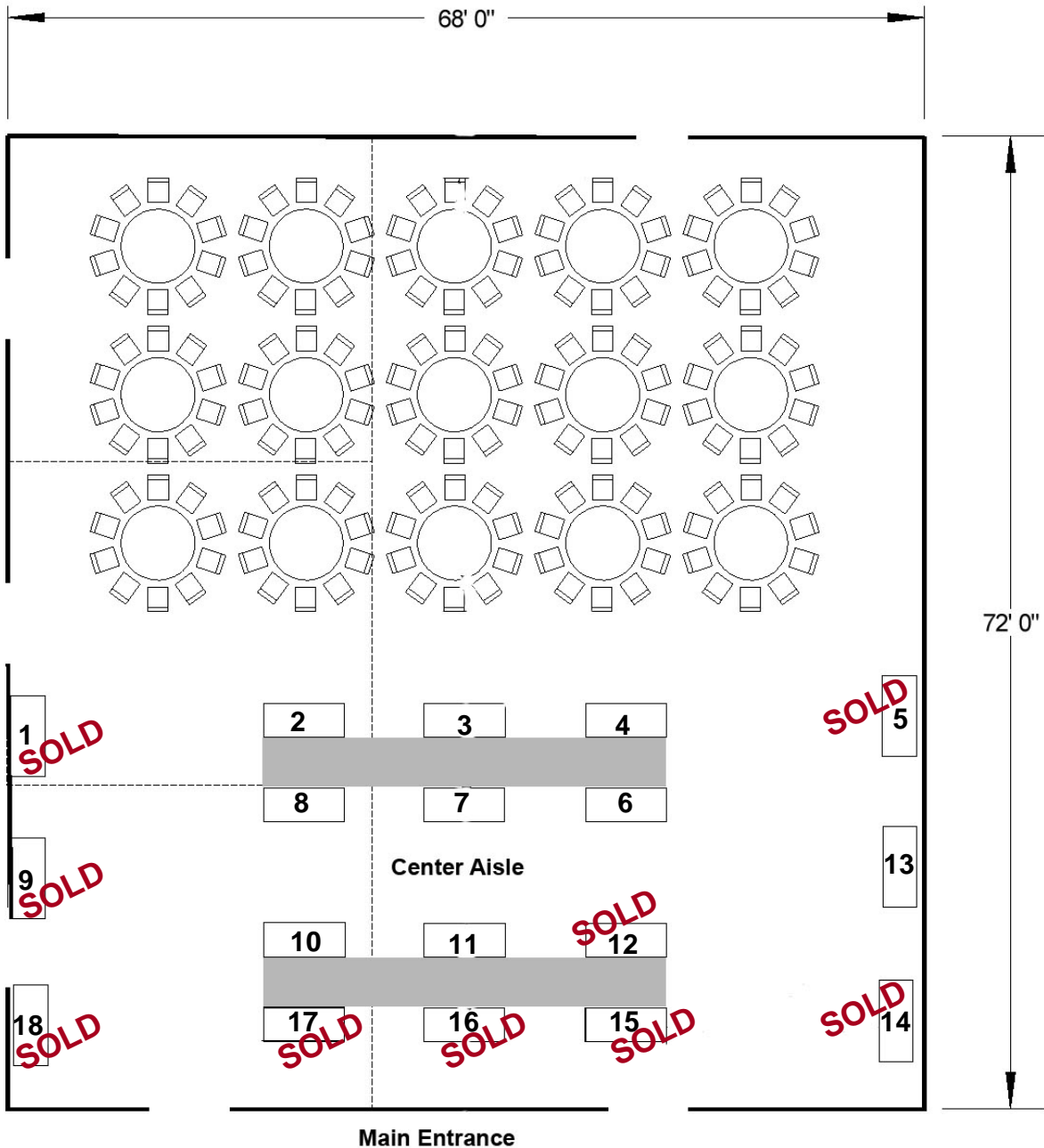
- Learn about the size, dynamics and trends driving the market
- Validate their existing strategies for product development, partnering, and go-to-market initiatives
- Network and build relationships with key hardware players and service providers
- Learn what user organizations require from software-based solutions today and what they will demand in the future

Dealers, VARs and Distributors will attend to:

- Understand where the hardware market is going and how to capitalize on emerging market trends to increase revenues and profitability
- Discover how to expand new business opportunities around software-based solutions that support office equipment
- Find out how fast the solutions market is growing, the dynamics and trends driving the market, and what user organizations require from a document solutions provider today and what they will demand in the future
- Network, build relationships, and learn how to become a player with key hardware and software providers

Floor Plan

InfoTrends has redesigned the technology showcase for 2007. We secured 4 additional meeting rooms from the Marriott. The extra space allows for the tabletops and the food functions (including lunch) to be located in the same room. This new layout will bring more traffic to your tabletop and increase your networking ROI. Please note, space is granted on a first-come, first-served basis. Reserve your preferred location today.



■ Indicates tabletops that are back-to-back.
A 3' workspace is provided between tables.

*diagram subject to change pending fire marshal approval

Past Sponsors/Exhibitors:



Sampling of Past Participating Companies

Representatives from multiple facets of the office hardware, software and solutions industry...from manufacturers to suppliers to dealer channels, will have a presence at this event. The list below is a sampling of attendees from the previous **Office Document Technology Forums**:

Adobe
A.F. Smith
AIIM
Appleton
BEI Services
BERTL
Blue Ridge Copier
BTA
Business World, Inc.
Canon Europe
Canon USA
Captaris
Cardinal Cartridge
Columbia Soft Corporation
Dealer Marketing Systems
Dictronics
DocuLex
Document Dynamics
DocuWare Corp.
Eastman Kodak Company
eCopy
EFI/MWA
Equitrac Corp.
Erie Copy Products
Fraser Advanced Information Systems
General Mills
Global Graphics Software
Herrin Document Systems
HP
IKON Office Solutions
ImageSource/ITEX
Imagistics International
Intermate
Kofax
Konica Minolta
Kraft Business Systems
Macdurgin Business Systems
Major Imaging Systems
Mimeo.com
Monotype Imaging
MOS Imaging Systems
Muratec America, Inc.
Network World Magazine
Nuance Communications
NWPSI
Oce
OfficeMax, Inc
Omtool
Peerless Systems Corp.
Pelican
Pitney Bowes
Preti, Flaherty, Beliveau, Pacion & Haley LLP
Print Audit Software
Print, Inc.
Pro Source
Questex Media
R.J. Young
Ricoh
Ricoh Innovations
Scotts Office Equipment
Sharp Electronics Corporation
Silex Technology America
Smile Business Products
Stan's Office Technologies
Stargel Office Solutions
Teco Image Systems Co. Ltd.
Text 100 Public Relations
Tomorrow's Office
TOPCALL International
Toshiba
Visioneer
Xerox Corporation
Xerox Global Services
Xerox Office Services

The Office Document Technology Forum in 2006 proved to be another success. With 20 tabletop displays and over 180 attendees, all gathered for networking and interactive session discussions. Attendees and exhibitors alike have spoken out about their positive experiences.

Here's what exhibitors and attendees had to say:

“Useful information! Helped to confirm industry trends and will improve our strategic planning.”

Richard Mark, R.L. Mark & Company Ltd.

.....

“Very good!”

John MacInnes, Print Audit

.....

“Excellent opportunity to listen and to speak to industry leaders. Each session went very quickly - great information was delivered.”

Ronelle Ingram, BTA

.....

“Fantastic event for creating an awareness about the challenges facing our businesses over the next 3+ years.”

Shaun Minogue, Business Machine Specialists (Australia)

“It was a great event for networking & taking a pulse of the industry!”

David Edmonds, Preo Software, Inc.

.....

“Informative. Excellent networking opportunity.”

Greg Schloemer, DocuWare Corp.

.....

“Overall good conference. To be repeated!”

Petra Beck, Eastman Kodak

.....

“Conferences like this help in evaluations of who, when, how to get involved.”

Joe Reeves, Smile Business Products

USB Drive Sponsorship - \$9,500

This opportunity is available to only one company. With this sponsorship, conference attendees will each receive a USB drive with your company logo imprinted on the drive. Sponsoring company can choose to include promotional materials on the memory stick that attendees will have to take away with them.

The USB Drive Sponsor will receive the following:

- Recognition as a sponsor in the conference brochure (assuming confirmation is before the print date of the brochure)
- Recognition on all event signage
- Two full conference passes to attend the 2-day event (a \$2,790 value)
- A tabletop display in the technology showcase (6' draped tabletop with 2 chairs)
- 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

* Pricing includes the cost of the USB and production – vendor to be selected by InfoTrends

Exclusive Break Sponsorship - \$9,000

This opportunity is available to only one sponsor. You will be promoted as the exclusive sponsor of the conference breaks throughout the 2-day event - a total of 6 breaks (excludes luncheons and receptions).

The Exclusive Break Sponsor will receive the following:

- Travel coffee mugs imprinted with the sponsor's logos and available for attendees to use during the breaks.
- Recognition as a sponsor in the conference brochure (assuming confirmation is before the print date of the brochure)
- Recognition on all event signage and a 2" x 8" signboard welcoming attendees to the refreshment break, featuring your company logo
- Two full conference passes to attend the 2-day event (a \$2,790 value)
- A tabletop display in the technology showcase (6' draped tabletop with 2 chairs)
- 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

* Pricing includes the cost of food and beverage – menu to be selected by InfoTrends

Reception - 1 Available - \$7,000

Wednesday, November 7, 2007 (2 hours)

The Networking Reception Sponsorship is a very popular sponsorship option. Marketers 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. Networking Reception Sponsor will receive the following:

- Recognition as a sponsor in the conference brochure (assuming confirmation is before the print date of the brochure)
- A 22" x 28" showcard welcoming attendees to the cocktail reception, featuring your company logo
- Acknowledgment during the general session
- Two full conference passes to attend the 2-day event (a \$2,790 value)
- A tabletop display in the technology showcase (6' draped tabletop with 2 chairs)
- Your company logo on the InfoTrends web site with a link to your home page
- Company profile (200 word description) on the InfoTrends web site
- You may provide promotional materials to be used during the reception (this may include your logo on a banner or signage, cups, or giveaways)

** Pricing includes the cost of food and beverage – menu to be selected by InfoTrends*

Luncheon - 2 Available - \$6,000 each

Wednesday, November 7, 2007 (1 hour)

Thursday, November 8, 2007 (1 hour)

The Luncheon Sponsorship is only available to two companies. The luncheon sponsorship is also a high-visibility sponsorship option. Luncheon sponsors will receive the following:

- Recognition as a sponsor in the conference brochure (assuming confirmation is before the print date of the brochure)
- A 22" x 28" showcard welcoming attendees to the luncheon, featuring your company logo
- Acknowledgment during the general session
- One full conference pass to attend the 2-day event (a \$1,395 value)
- A tabletop display in the technology showcase (6' draped tabletop with 2 chairs)
- Your company logo on the InfoTrends web site with a link to your home page
- Company profile (200 word description) on the InfoTrends web site
- You may provide promotional materials to be used during the luncheon (this may include your logo on a banner or signage, cups, or giveaways)

** Pricing includes the cost of food and beverage – menu to be selected by InfoTrends*

Pads & Pens Sponsorship - \$5,000

This opportunity is available to only one company. The sponsoring company's logo will be imprinted on the official conference pens and notepads and provided to each conference attendee.

The Pad & Pen Sponsor will receive the following:

- Recognition as a sponsor in the conference brochure (assuming confirmation is before the print date of the brochure)
- Recognition on all event signage
- One full conference pass to attend the 2-day event (a \$1,395 value)
- A tabletop display in the technology showcase (6' draped tabletop with 2 chairs)
- 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

* Pricing includes the cost of the pads, pens and production – vendor to be selected by InfoTrends.

Lanyard Sponsorship - \$4,500

This opportunity is available to only one company. The sponsoring company's logo will be printed on the official conference lanyard and given to each conference attendee.

The Lanyard Sponsor will receive the following:

- Recognition as a sponsor in the conference brochure (assuming confirmation is before the print date of the brochure)
- Recognition on all event signage
- One full conference pass to attend the 2-day event (a \$1,395 value)
- A tabletop display in the technology showcase (6' draped tabletop with 2 chairs)
- 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

* Pricing includes the cost of the lanyard and production – vendor to be selected by InfoTrends

Show Bags - \$4,500

This opportunity is available to only one company. The sponsoring company's logo will be imprinted on the official conference show bag and provided to each conference attendee.

The Show Bag Sponsor will receive the following:

- Recognition as a sponsor in the conference brochure (assuming confirmation is before the print date of the brochure)
- Recognition on all event signage
- One full conference pass to attend the 2-day event (a \$1,395 value)
- A tabletop display in the technology showcase (6' draped tabletop with 2 chairs)
- 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

* Pricing includes the cost of the bags and production – vendor to be selected by InfoTrends

Tabletop Display - \$4,000 each

Wednesday-Thursday, November 7-8, 2007 (open during all breaks and receptions)

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 confirmation is before the print date of the brochure)
- Recognition on all event signage
- Acknowledgment during the general session
- One full conference pass to attend the 2-day event (a \$1,395 value)
- A tabletop display in the technology showcase (6' draped tabletop with 2 chairs)
- Your company logo on the InfoTrends web site with a link to your home page

Select Packages

Customized

Customized sponsorship packages tailored to the needs of your specific company can be developed. If you wish to participate, please fill out the completed contract with arrangements for payment.

Combined

New in 2007! We will be holding our first annual **ODT Europe** event **October 22-23, 2007** in Amsterdam. If you would like to take a bundled approach to active, integrated participation in the Office Document Technology marketplace, become a worldwide sponsor. Value-priced packages that deliver premium visibility are available for interested exhibitors/sponsors.

For more information or for questions please contact:

Scott Phinney
781-616-2100 ext. 123
e-mail: scott_phinney@infotrends.com

**Office Document Technology Forum
Sponsorship Contract
November 7-8, 2007**

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

To: Scott Phinney

Fax: 781-616-2121

Tel: 781-616-2100 ext. 123

Email: scott_phinney@infotrends.com

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

- USB Drive Sponsorship** \$9,500
- Exclusive Break Sponsorship** \$9,000
- Reception Sponsorship (1 available)** ~~\$7,000~~ **SOLD**
- Luncheon Sponsorship (2 available)** \$6,000 each
- Pads and Pens Sponsorship** ~~\$5,000~~ **SOLD**
- Lanyard Sponsorship** ~~\$4,500~~ **SOLD**
- Show Bags** ~~\$4,000~~ **SOLD**
- Exhibitor - Tabletop Display** \$4,000 each

Sponsorship Terms and Conditions – Sponsor recognizes that the benefits of sponsorship are limited to what is outlined in our sponsorship invitation. Sponsor must participate in the complete 2-day event (November 7-8, 2007). Tabletops may not be broken down before the last break on the second day of the event. No exceptions will be made. Sponsorships are limited and granted on a first-come, first-served basis. Conference fees are nonrefundable. Upon receipt of this agreement and a PO number, InfoTrends will issue an invoice for the amount of the sponsorship.

Company Information:

Sponsoring Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Country: _____

Tel: _____ Fax: _____

Email: _____

**Office Document Technology Forum
Sponsorship Contract (continued)**

Contact Information:

Primary Contact: _____

Tel: _____ Fax: _____

Secondary Contact: _____

Tel: _____ Fax: _____

Signature: _____

Sponsorship Description: _____

Date/Time (if participating in a break): _____

Purchase Order # (if applicable)

Total Amount Due: _____

Payment Information:

Credit Card Number: _____ Expiration Date _____

Credit Card Company: _____

Cardholder's Name: _____

Title: _____

Cardholder's Billing Address: _____

City: _____ State _____ Zip Code _____

Authorized Signature: _____

Date: _____

Printed Name: _____

Please make all checks payable to InfoTrends

Return to:

**InfoTrends
Attn: Scott Phinney
97 Libbey Parkway Suite 300
Weymouth, MA 02189**

**Tel: 781-616-2100 ext. 123
Fax: 781-616-2121**