



## Sponsorship Opportunities

The Partner Event, hosted by The Partner Channel®, provides you an opportunity to share your solution(s) and expertise with a focused group of leading business solutions Partners. It's also a way to show your support for The Partner Channel and our mission to host events which provide excellent learning and networking opportunities for Partners.

We've created sponsorship packages to assist you in reaching Partners with your message. Please take a look at the packages, and choose one that fits your organization best.

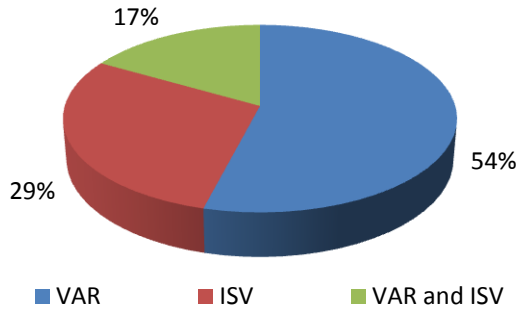
Please direct all inquiries to Jasmine McNellis at [Jasmine@thepartnerchannel.com](mailto:Jasmine@thepartnerchannel.com) or 701.478.6880.

## Table of Contents

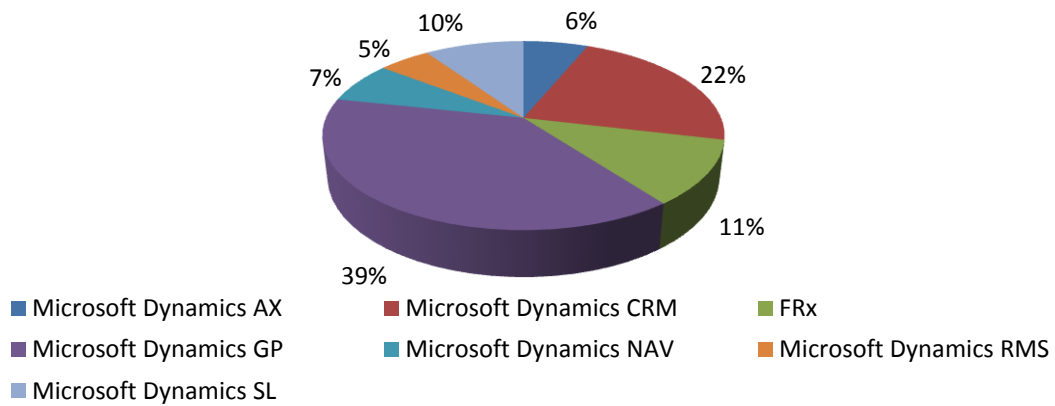
<a href="#">2008 Demographics</a> .....	2
<a href="#">Visionary Package (SOLD OUT)</a> .....	3
<a href="#">Innovator Package</a> .....	5
<a href="#">Believer Package</a> .....	7
<a href="#">Sponsorship Contract</a> .....	8

## 2008 Demographics

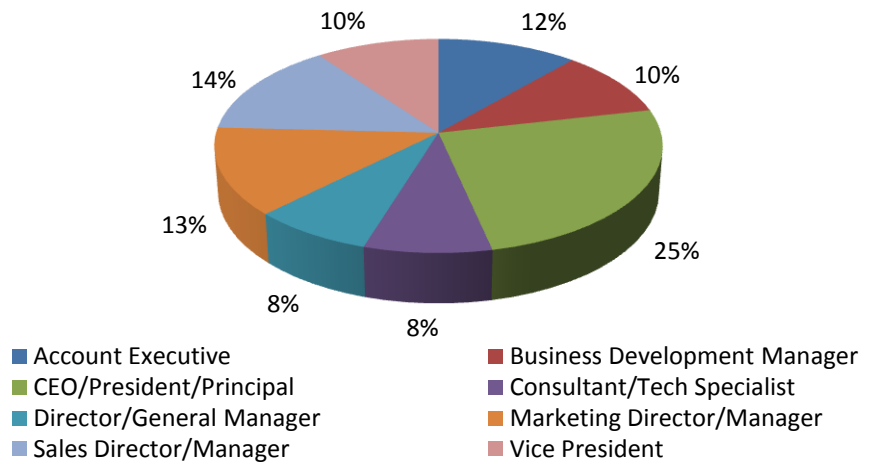
### Partner Type



### Product Affiliation



### Role



## Visionary Package – \$5,000 (to best serve you, only five (5) sponsors will be selected at this level)

**NOTE:** The Visionary Sponsors will be selected from a pool of interested Partners. If you are interested in this sponsorship level, please submit the completed sponsorship contract form by Tuesday, June 9, 2009 at 12:00pm CT. After 12:00pm CT, five (5) companies will be selected as Visionary Sponsors via a random draw and notified via e-mail shortly thereafter. If your organization was not drawn as a Visionary Sponsor, you will receive an e-mail on Wednesday, June 10, with your confirmed sponsorship level.

Visionary Sponsors of The Partner Event will receive the following:

- Seven Minutes of Fame presentation opportunity during a General Session timeframe
  - Each Visionary Sponsor will receive a seven-minute timeslot during the General Session timeframes. This is your time to shine – and the benefit to your solution(s) in seven minutes or less.
  - Your presentation should highlight the benefits of your solution(s); how your product features ultimately benefit customers and why Partners should choose to work with you.
  - These presentations will be taped and shared on The Partner Channel's Web site following the event. We will contact you to discuss presentation needs.
- Insert in The Partner Channel Magazine
  - In addition to our regular print run, we will distribute a copy of the magazine to each attendee
  - Visionary Sponsors have the opportunity to include an insert in the copies distributed at The Partner Event. Sponsors will be responsible for the printing and shipping costs of producing the insert (up to 5" x 8 ½" in size), and The Partner Channel will manage the process of placing the inserts in the magazine and distributing the magazines to event attendees.
- **50% New!!!** Meet and Greet at the Welcome Reception and Dinner/Party
  - You can host a cocktail table during the Welcome Reception, Sunday, September 20, 5:30 – 8:00pm and during the fun and casual dinner/party on Monday, September 21, 7:00 – 10:00pm (the latter is the NEW part!).
  - These two opportunities will allow you to connect with Partners face to face, in addition to your meal, hallway and workshop time.
  - You may have collateral available to distribute to interested Partners at the Welcome Reception; collateral will also be placed by event staff at the Sponsor literature table and will be replenished as needed throughout the conference (one space per sponsor). We ask that you not bring collateral to the offsite dinner/party.
  - We'll print a sign with your company name on it and you'll be able to snag a table during both networking events, first come, first serve.
- The Partner Channel Virtual Expo: Fall 2009
  - We're also bringing the Expo online! When you become a Sponsor, you will have a "booth" within the Fall 2009 session of our Virtual Expo.
  - An online Expo allows us to promote our Sponsors to the Partner community at large. We will achieve this by featuring the Virtual Expo before, during, and after the event. The Virtual Expo will be highlighted in The Partner Event communications, in The Partner Channel's monthly newsletters through December 2009 (sent to over 1,750 contacts), and in The Partner Channel Magazine's Fall and Winter issues (sent to over 6,600 contacts).
  - Your "booth" will have features that allow Partners to find your solutions by your company name and the categories of horizontal, industry, and service. When Partners are in your "booth", they will be able to see your company logo/contact information, watch a demo or video, download up to six (6) brochures, and put their name in your "fishbowl" for you to follow up with them on an offer or prize giveaway.
  - You can view The Partner Channel Virtual Expo: Spring 2009 at <http://tpcvirtualexpo.com>.
- Two (2) complimentary conference registrations
  - Two members of your team will be able to attend The Partner Event at no cost!
  - After you are signed up as a Sponsor you will receive a registration code to claim your free registrations. Please do not register until you receive this code for the complimentary registrations.

**Sold Out**

## (Visionary Package Continued)

- FREE two (2) night stay at the Holiday Inn (good for 2 rooms)
  - The Partner Channel will pick up the room and tax expenses for two rooms over two nights during The Partner Event! Please make your own room reservations at the Holiday Inn and we will arrange for the payment. Sponsor is responsible for any incidentals charged to the room. (Note: If you choose to upgrade to a suite, you will need to cover the difference in room cost/
  - E-mail [Jasmine@thepartnerchannel.com](mailto:Jasmine@thepartnerchannel.com) with the name of the individual as the reservations are under by 5:00pm on Monday, September 14, so you can work with the hotel to cover your reservation.
- Promotional item inclusion in event registration bags
  - Include information about your product/company in the attendee registration bag.
  - Item restrictions:
    - If paper, no larger than 11 1/2" x 11" or folded down to 11 1/2" x 11"
    - If 3-dimensional item, please contact [Jasmine@thepartnerchannel.com](mailto:Jasmine@thepartnerchannel.com) to receive approval of item based on size and weight.
    - Banner quantities will be shared by Friday August 14, 2009.
  - Mail your promotional item to arrive at the following address by Thursday, September 10:  
The Partner Channel, Attention: Jasmine McNellis  
222 Broadway, Suite 200, Fargo, ND 58102
- One (1) banner hung in The Partner Event general area
  - You provide the banner and we'll take care of hanging it
  - Location will be determined by event manager
  - Provide The Partner Channel with the size and direction (horizontal or vertical) of your banner by 5:00pm on Thursday, September 10.
  - Please mail your banner to arrive at the following address by Thursday, September 10:  
The Partner Channel, Attention: Jasmine McNellis  
222 Broadway, Suite 200, Fargo, ND 58102
- Event Promotion
  - Visionary Sponsor logo to use on your Web site, marketing materials, and e-mail signature to assist in promoting The Partner Event.
  - Contract as a Sponsor by Friday, August 14, 2009 (contract received and payment made), and we'll highlight your company on printed materials, Sponsor thank you signage, and The Partner Event Web site (with a link to the URL of your choice).
- Pre and Post-Event Promotion
  - The Partner Channel will send a Tweet from <http://twitter.com/partnerchannel> as soon as you sign up as a Visionary Sponsor. You'll receive another Tweet before the event and one more after the event.
  - The Partner Channel will include a link to the full Sponsor list in our July, August, September, October, November, and December e-Newsletters as well as a link to the Virtual Expo site in our September, October, November, and December e-Newsletters (sent to over 1,750 contacts).
  - The Partner Channel will also include your company logo in our Fall 2009 and Winter 2010 issues of The Partner Channel Magazine as part of our promotion and follow up to The Partner Event (sent to over 6,600 contacts).
  - The Partner Event management team will e-mail you a list of opted-in event attendees by Wednesday, September 23, for a one-time post-event mailer at your own expense. This mailing list will contain the mailing address and e-mail address for Partners who opt-in to this form of contact from Event Sponsors.

**Sold Out**

## Innovator Package – \$3,500 (to best serve you, only sixteen (16) sponsors will be selected at this level)

Innovator Sponsors of The Partner Event will receive the following:

- **Gong in 60 Seconds: The 60-second Commercial**
  - Each Innovator Sponsor will receive a 60-second timeslot during one of the General Session timeframes. This is your time to shine – and share the benefits of your solution(s) – in 60-seconds or less. Go over 60-seconds and you'll hear The Partner Event gong and your turn is over.
  - These presentations will be presented in a back-to-back format, so you will be limited in the amount of presentation materials available for the session. We will contact you to gather your presentation needs.
  - These presentations will be taped and available for download following the event.
- **50% New!!! Meet and Greet at the Welcome Reception and Dinner/Party**
  - You can host a cocktail table during the Welcome Reception, Sunday, September 20, 5:30 – 8:00pm and during the fun and casual dinner/party on Monday, September 21, 7:00 – 10:00pm (the latter is the NEW part!).
  - These two opportunities will allow you to connect with Partners face to face, in addition to your meal, hallway and workshop time.
  - You may have collateral available to distribute to interested Partners at the Welcome Reception; collateral will also be placed by event staff at the Sponsor literature table and will be replenished as needed throughout the conference (one space per sponsor). We ask that you not bring collateral to the offsite dinner/party.
  - We'll print a sign with your company name on it and you'll be able to snag a table during both networking events, first come, first serve.
- **The Partner Channel Virtual Expo: Fall 2009**
  - We're also bringing the Expo online! When you become a Sponsor, you will have a "booth" within the Fall 2009 session of our Virtual Expo.
  - An online Expo allows us to promote our Sponsors to the Partner community at large. We will achieve this by featuring the Virtual Expo before, during, and after the event. The Virtual Expo will be highlighted in The Partner Event communications, in The Partner Channel's monthly newsletters through December 2009 (sent to over 1,750 contacts), and in The Partner Channel Magazine's Fall and Winter issues (sent to over 6,600 contacts).
  - Your "booth" will have features that allow Partners to find your solutions by your company name and the categories of horizontal, industry, and service. When Partners are in your "booth", they will be able to see your company logo/contact information, watch a demo or video, download up to six (6) brochures, and put their name in your "fishbowl" for you to follow up with them on an offer or prize giveaway.
  - You can view The Partner Channel Virtual Expo: Spring 2009 at <http://tpcvirtualexpo.com>.
- **One (1) complimentary conference registration**
  - One member of your team will be able to attend The Partner Event at no cost!
  - After you are signed up as a Sponsor you will receive a registration code to claim your free registration. Please do not register until you receive this code for the complimentary registration.

## (Innovator Package Continued)

- FREE two (2) night stay at the Holiday Inn
  - The Partner Channel will pick up the room and tax expenses for one room over two nights during The Partner Event – a \$200 value! Please make your own room reservations at the Holiday Inn and we will arrange for the payment. Sponsor is responsible for any incidentals charged to the room. (Note: If you choose to upgrade to a suite, you will need to cover the difference in room cost/night.)
  - E-mail [Jasmine@thepartnerchannel.com](mailto:Jasmine@thepartnerchannel.com) with the names of the individual the registration is under by 5:00pm on Monday, September 14, so we can work with the hotel to cover your reservation.
- Promotional item inclusion in event registration bags
  - Include information about your product/company in the attendee registration bag.
  - Item restrictions:
    - If paper, no larger than 8-1/2" x 11" or folded down to 8-1/2" x 11"
    - If 3-dimensional item, please contact [Jasmine@thepartnerchannel.com](mailto:Jasmine@thepartnerchannel.com) to receive approval of item based on size and weight
    - Bag quantity will be shared in early August
  - Please mail your promotional items to arrive at the following address by Thursday, September 10:  
The Partner Channel, Attention: Jasmine McNellis  
222 Broadway, Suite 200, Fargo, ND 58102
- Event Promotion
  - Innovator Sponsor logo to use on your Web site, marketing materials, and e-mail signature to assist in promoting The Partner Event.
  - Contract as a Sponsor by Friday, August 14, 2009 (contract received and payment made), and we'll highlight your company on printed materials, Sponsor thank you signage, and The Partner Event Web site (with a link to the URL of your choice).
- Pre and Post-Event Promotion
  - The Partner Channel will send a Tweet from <http://twitter.com/partnerchannel> as soon as you sign up as an Innovator Sponsor. You'll receive another Tweet after the event as a thank you.
  - The Partner Channel will include a link to the full Sponsor list in our July, August, September, October, November, and December e-Newsletters as well as a link to the Virtual Expo site in our September, October, November, and December e-Newsletters (sent to over 1,750 contacts).
  - The Partner Channel will also include your company logo in our Fall 2009 and Winter 2010 issues of The Partner Channel Magazine as part of our promotion and follow up to The Partner Event (sent to over 6,600 contacts).
  - The Partner Event management team will e-mail you a list of opted-in event attendees by Wednesday, September 23, for a one-time post-event mailer at your own expense. This mailing list will contain the mailing address and e-mail address for Partners who opt-in to this form of contact from Event Sponsors.

## Believer Package – \$1,500

Believer Sponsors of The Partner Event will receive the following:

- **50% New!!!** Meet and Greet at the Welcome Reception and Dinner/Party
  - You can host a cocktail table during the Welcome Reception, Sunday, September 20, 5:30 – 8:00pm and during the fun and casual dinner/party on Monday, September 21, 7:00 – 10:00pm (the latter is the NEW part!).
  - These two opportunities will allow you to connect with Partners face to face, in addition to your meal, hallway and workshop time.
  - You may have collateral available to distribute to interested Partners at the Welcome Reception; collateral will also be placed by event staff at the Sponsor literature table and will be replenished as needed throughout the conference (one space per sponsor). We ask that you not bring collateral to the offsite dinner/party.
  - We'll print a sign with your company name on it and you'll be able to snag a table during both networking events, first come, first serve.
  
- The Partner Channel Virtual Expo: Fall 2009
  - We're also bringing the Expo online! When you become a Sponsor, you will have a "booth" within the Fall 2009 session of our Virtual Expo.
  - An online Expo allows us to promote our Sponsors to the Partner community at large. We will achieve this by featuring the Virtual Expo before, during, and after the event. The Virtual Expo will be highlighted in The Partner Event communications, in The Partner Channel's monthly newsletters through December 2009 (sent to over 1,750 contacts), and in The Partner Channel Magazine's Fall and Winter issues (sent to over 6,600 contacts).
  - Your "booth" will have features that allow Partners to find your solutions by your company name and the categories of horizontal, industry, and service. When Partners are in your "booth", they will be able to see your company logo/contact information, watch a demo or video, download up to six (6) brochures, and put their name in your "fishbowl" for you to follow up with them on an offer or prize giveaway.
  - You can view The Partner Channel Virtual Expo: Spring 2009 at <http://tpcvirtualexpo.com>.
  
- One (1) discounted conference registration
  - You will receive 1 conference registration at 50% off the early bird price.
  - After you are signed up as a Sponsor you will receive a registration code to claim your discounted registration. Please do not register until you receive this code for the discounted registration.
  
- Event Promotion
  - Believer Sponsor logo to use on your Web site, marketing materials, and e-mail signature to assist in promoting The Partner Event.
  - Contract as a Sponsor by Friday, August 14, 2009 (contract received and payment made), and we'll highlight your company on printed materials, Sponsor thank you signage, and The Partner Event Web site (with a link to the URL of your choice).
  
- Pre and Post-Event Promotion
  - The Partner Channel will send a Tweet from <http://twitter.com/partnerchannel> as soon as you sign up as a Believer Sponsor.
  - The Partner Channel will include a link to the full Sponsor list in our July, August, September, October, November, and December e-Newsletters as well as a link to the Virtual Expo site in our September, October, November, and December e-Newsletters (sent to over 1,750 contacts).
  - The Partner Channel will also include your company logo in our Fall 2009 and Winter 2010 issues of The Partner Channel Magazine as part of our promotion and follow up to The Partner Event (sent to over 6,600 contacts).
  - The Partner Event management team will e-mail you a list of opted-in event attendees by Wednesday, September 23, for a one-time post-event mailer at your own expense. This mailing list will contain the mailing address and e-mail address for Partners who opt-in to this form of contact from Event Sponsors.



## Sponsorship Contract

Return completed contract to Jasmine McNellis ([Jasmine@thepartnerchannel.com](mailto:Jasmine@thepartnerchannel.com)) or fax to 701.478.1077

I want to sponsor The Partner Event, September 20-22, 2009, at the following level:

- Visionary Package – \$5,000
  - If you are interested in this sponsorship level, please submit the completed sponsorship contract form by Tuesday, July 14, 2009 at 12:00pm CT. After 12:00pm CT, five (5) companies will be selected as Visionary Sponsors by a random drawing and notified via e-mail shortly thereafter. If you are not drawn as one of the five (5) Visionary Sponsors, which sponsorship would you like?
    - Innovator Sponsor
    - Believer Sponsor
- Innovator Package – \$3,500
  - If the sixteen (16) Innovator Sponsor spots are filled, are you interested in the Believer Sponsor level?
    - Yes
    - No
- Believer Package – \$1,500

## Contact Information

Company Name (as it should appear in conference materials) \_\_\_\_\_

URL (as it should appear in conference materials) \_\_\_\_\_

Contact Name (as it should appear in conference materials) \_\_\_\_\_

E-mail Address (as it should appear in conference materials) \_\_\_\_\_

Phone Number (as it should appear in conference materials) \_\_\_\_\_

Alternate Contact Name (for logistical purposes only) \_\_\_\_\_

Alternate Contact's E-mail Address (for logistical purposes only) \_\_\_\_\_

Mailing Address \_\_\_\_\_  
Address City State/Province Postal Code

## Payment Information

Payment Type (circle one)      Credit      Check      (Mail check to: Jasmine McNellis, The Partner Channel, 222 Broadway Suite 200, Fargo ND 58102)

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Visa, MasterCard or American Express Security Code (last 3 or 4 digits on the card) \_\_\_\_\_

Billing Address \_\_\_\_\_  
Address City State/Province Postal Code

**Payment for Sponsorship must be received by FRIDAY, AUGUST 14, 2009, to be included in event promotion items.**