

2011 Guide to Traffic Building and Branding Programs



July 19 - 21, 2011
Walter E. Washington Convention Center
Washington, DC

All sponsor logos must be provided as high-resolution EPS with a minimum of 300 dpi resolution at a size of 8 x 10 inches. EPS or AI file format is required.

All Programs include 60 day post-show Right of First Refusal.
Priority Points are awarded for Sponsorships and Advertising Investments.
All opportunities subject to availability.

Featured Sponsorships

Millennium Sponsor

Investment: \$27,500 (Value: \$52,000+)

Includes

- 20 x 20 Booth space
- Skyscraper Ad on Run-of-Site of www.fose.com
- Fully Upgraded Web Listing
- Fully upgraded Directory Listing
- 3 Double-Sided Meter Boards
- Full Page Ad in Show Directory
- 4 Full Conference Registrations
- Sponsor of 3 Exhibitor Categories
- Logo and Link on Sponsors Page of www.fose.com
- Logo and Link on Sponsors Page of www.fose.com
- Logo and Sponsorship Level on Sponsors Page of www.fose.com
- Logo and Sponsorship Level on Sponsors Page of Show Directory
- Logo and Sponsorship Level on Sponsors Signage On-Site
- Customized email sent to 5,000 pre-registered attendees (Email written and designed by sponsor)

Century Sponsor

Investment: \$13,400 (Value: \$29,000+)

Includes

- 10 x 20 Booth Space
- Skyscraper Ad on 4 pages on www.fose.com
- Fully Upgraded Web Listing
- Fully upgraded Directory Listing
- 2 Double-Sided Meter Boards
- Half Page Ad in Show Directory
- 2 Full Conference Registrations
- Sponsor of 2 Exhibitor Categories
- Logo and Sponsorship Level on Sponsors Page of www.fose.com
- Logo and Sponsorship Level on Sponsors Page of Show Directory
- Logo and Sponsorship Level on Sponsors Signage On-Site
- Logo and Sponsorship Level on Sponsors Page of Show Directory
- Logo and Sponsorship Level on Sponsors Signage On-Site

Decade Sponsor

Investment: \$8,300 (Value: \$17,000+)

Includes

- 10 x 10 Booth Space
- Tile Ads on on 4 pages on www.fose.com
- Fully Upgraded Web Listing
- Fully upgraded Directory Listing
- 1 Double-Sided Meter Boards
- Quarter Page Ad in Show Directory
- 2 Full Conference Registrations
- Sponsor of 1 Exhibitor Categories
- Logo and Sponsorship Level on Sponsors Page of www.fose.com
- Logo and Sponsorship Level on Sponsors Page of Show Directory
- Logo and Sponsorship Level on Sponsors Signage On-Site

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Show Directory Advertising

The Official Show Directory and Addendum is a powerful tool to reach decision makers with your message. It is a high impact investment. Your message will be seen by attendees and assist them in navigating the show floor and finding exhibitors. The Show Directory is also a year-round reference guide to products, services and companies.

Standard Positions - 4 Color	
Full Page	\$3,950
½ Page	\$2,950
¼ Page	\$1,250
Logo Upgrade Enhance your Listing	\$350
Shaded Listing Upgrade Frame your Company Information	\$350
Full Upgrade of Directory Listing	\$625

Premium Positions and Addendum - 4 Color	
Inside Front Cover - EXCLUSIVE!	\$4,950
Opposite Front Cover - EXCLUSIVE!	\$4,950
Bookmark - EXCLUSIVE!	\$8,250
Exhibitor Category Sponsor - EXCLUSIVE/Category!	\$1,250

RightNow Technologies, Inc
Booth 3507M
136 Enterprise Blvd
PO Box 5500
Bosman, MT 59718
406-522-1421
www.yourrightnow.com
www.rightnow.com/government
RightNow is helping rid the world of bad experiences one interaction at a time, seven million times a day. A leader in bringing the Cloud delivery model to government, RightNow has successfully served the US government for more than ten years. RightNow CX, the customer experience suite, helps agencies deliver exceptional customer experiences across the web, social networks and contact centers, all delivered via the cloud. With more than eight billion customer interactions delivered, RightNow is the customer experience fabric for nearly 2000 organizations around the globe.


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www.rocstor.com

Rocstor is leading the way in encrypted data storage solutions. A US manufacturer based in Los Angeles County. Our encrypted hardware-based solutions, featuring AES-256, CBC mode, Real-Time hardware encryption with single or two factor authentications (password protection, key-token or high security FIPS 12-3 Smartcards), should satisfy the requirements and mandatory government and military requirement. Designed in conjunction with US Governmental department requirements, Rocstor MX is the state-of-the-art mobile data storage, with two factor authentications, on device keypad for password protection in addition to FIPS 12-3 Smartcard with ability to function with different government issuing smartcards; PIN or CAC.



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Rsignia is a leading provider of innovative cyber security, forensics and mitigation tools to support the ever-changing landscape of cyber warfare. Our business partners are among the new technology enablers we selected to augment our own comprehensive cyber warfare solutions. Our customers consistently look to us for the latest and most advanced cyber warfare solutions. Our mission is to empower governments and businesses to combat security threats and make better, faster operational decisions. Attend our 40-minute security briefing in the SCORSEC Cybersecurity Theatre Tuesday, March 23, 2010 at 2:40PM.
GSA CONTRACT #: GS-35F-0705P



Safari Books Online
Booth 2025
1003 Cravenstein Highway North
Sebastopol, CA 95472
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sales@safaribooks.com
www.safaribooks.com
Safari Books Online is an on-demand digital library that provides searchable, online access to the full content of more than 10,000 books and training videos from the world's most-trusted digital media, technology and business sources. Safari Books Online has exclusive access to publishers such as O'Reilly Media, Addison-Wesley Professional, Prentice Hall and New Riders, as well as John Wiley & Sons, Apress, Manning, Microsoft Press and many more.

Training & Education

Colleges & Universities		Sponsored by
		
Avitech, Inc.	2923	
Canson, Inc.	2316	
CompuNetix, Inc.	3137	
Data Mountain Solutions, Inc.	1905	
Faronics	3335	
Inhove Lifetime Education	1477	

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Web Site Advertising

<u>Standard Positions</u>		
Banner Ad/Top	540 x 90	\$3,000
Skyscraper Ad	160 x 600	\$2,500
Banner Ad/Bottom	728 x 90	\$2,000
Tile Ad	160 x 160	\$1,500
<u>Home Page</u>		
Skyscraper Ad	160 x 600	\$4,000
Banner Ad/Bottom	728 x 90	\$3,500
Tile Ad	160 x 160	\$3,000
JPG or GIF (including animated GIF), <i>max 30k file size</i> , send click through URL		

Web Directory Listing

<u>Standard Listing Includes:</u>	<u>Included with the Booth</u>
Company Name	If applicable:
Address	GSA Contract #
Phone	Veteran Owned
Email	GSA Contract Designation
URL	Featured Sponsorship Designation
Twitter Address	Pavilion Designation
Company Profile (75 Words)	
Product Categories (Unlimited)	
Upgrade #2 - Logo Upgrade	Investment: \$350
Standard Listing plus...	
Logo with Online Directory Listing	
Upgrade #3 - Event Upgrade	Investment: \$500*
Standard Listing	3 Special Events plus Event Description
Logo Upgrade	
*Event listings free to Paid Theater Presentation Sponsors (Does not include logo upgrade)	
Upgrade #4 - Gold Digital Booth	Investment: \$750
Standard Listing	3 Featured Products with each receiving a 25 word description, product tagline, photo and brochure
Logo Upgrade	
1 Company Brochure	
3 White Papers, Brochures or Case Studies	

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Show Sponsorships

All Show Sponsorships include fully upgraded Online and Directory Listings

Aisle Signs - EXCLUSIVE!/Aisle
Investment: \$3,900/Aisle

Your logo and booth number will be on a double-sided 3' x 6' sign hanging from the show's Aisle Signs.

Badge Holder Inserts - EXCLUSIVE!
Investment: \$8,900

Your customized insert will be in every badge holder and visible to everyone at the show. (Note: Inserts provided by sponsor; Inserts must meet specifications and are to be approval by Show Management prior to production)

Carpet Overlays
Hall Entrance (Limited to 2 Exhibitors)
Investment: \$6,900

Cross Aisles (EXCLUSIVE!/Cross Aisle)
Investment: \$6,900

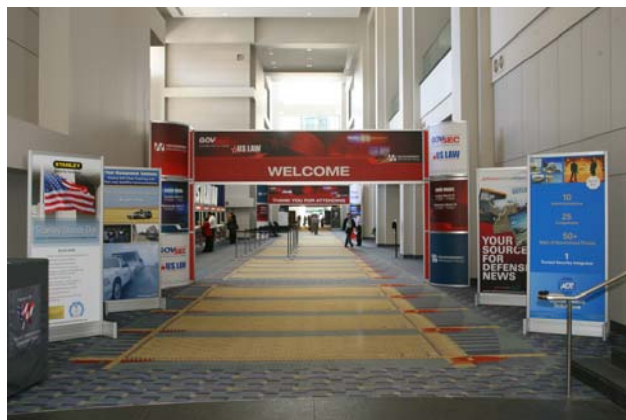
Adjacent to Booth
Investment: \$2,900



Sponsor an overlay by the entrance and you'll raise your profile as attendees enter the show floor. Strategically place your logos in directional overlays at key intersections that will lead qualified prospect and key customers right to you. (Note: Includes production and installation)

Meter Board Advertising
Investment: \$2,900

Watch visitors as they stop and read your marketing message located on the way to the show floor with these double sided free-standing billboards. (Note: Includes production of meter boards)



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Lanyard - EXCLUSIVE!
Investment: \$9,500

Your company name, booth number and URL will be seen throughout the show when you sponsor the show lanyards. (Note: Lanyards provided by sponsor; Lanyard to be approved by Show Management prior to production)

Official Show Bag Sponsor- EXCLUSIVE!
Investment: \$8,900

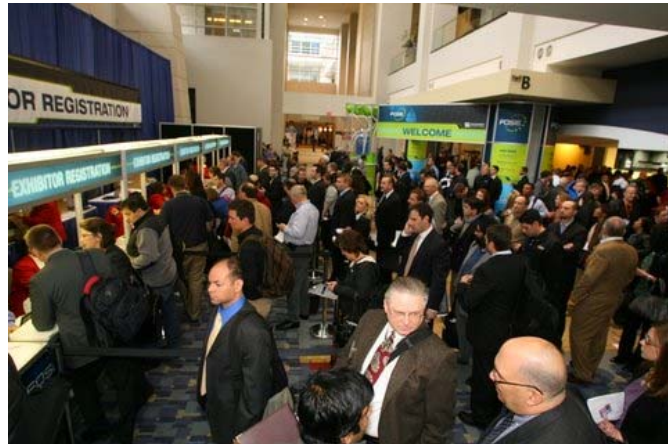
Have every buyer promote your company as they carry your branding on the show floor and throughout the show. (Note: Show Bag provided by sponsor; Show Bag to be approval by Show Management prior to production)

On-Line Registration - EXCLUSIVE!
Investment: \$9,500

Your company will be marketed to every pre-registered attendee with your banner ad on every page of attendee registration and the registration confirmation.

On-Site Registration - EXCLUSIVE!
Investment: \$9,500

Be the first company to greet attendees as they pick up their badge or register on-site. Sponsorship includes your logo on registration screens, counters, kiosks and signage.



Show Bag Insert
Investment: \$1,900

Promote your company in the Official Show Bag provided to every visitor at the show. Include a flyer, brochure or promotional item that will inform attendees as well as catch their attention. (Note: Inserts provided by sponsor; Limit 1 insert per sponsor)

Media Center - EXCLUSIVE!/sponsorship
Investment: \$5,900

Choice of Breakfast Sponsor, Lunch Sponsor or Internet Access Sponsor -

Get some serious media exposure by sponsoring the Media Center. Your exclusive sponsorship will be promoted on signage inside and outside the Media Center and in the shows's Official Media Kit. (Note: Sponsors and their representatives are not permitted in the Media Center)

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All opportunities subject to availability.

Education Sponsorships

All Show Sponsorships include fully upgraded Online and Directory Listings

CONFERENCE PORTFOLIO - EXCLUSIVE!

Investment: \$4,900

- Sponsored portfolio distributed to all Conference attendees
- Up to 5 Full Conference Registrations for Sponsor's Employees and Guests
- Logo with Link on Sponsors Page on www.fose.com
- Logo on Sponsors Page in the Show Directory and on signage on-site
- Tile Ad in Conference section of www.fose.com
- Fully upgraded Show Directory Listing and Logo upgrade for Sponsor's Online Listing
- Note: Portfolio provided by Sponsor; Portfolio subject to approval prior to production

CONFERENCE SESSION SPONSORSHIP - EXCLUSIVE!/Session

Investment: \$3,900

Includes:

- Speaker introduction by a Senior Executive of Sponsoring Company
- Literature Distributed on the Chairs of All Attendees
- Up to 5 Full Conference Registrations for Sponsor's Employees and Guests
- Logo with Link by Session on www.fose.com
- Skycraper or banner ad on the Conference and relevant Track page on www.fose.com
- Logo by Session in the Show Directory and on Session signage on-site
- Fully upgraded Show Directory Listing and Logo upgrade for Sponsor's Online Listing



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KEYNOTE SPONSORSHIP - EXCLUSIVE!/Keynote
Investment: \$19,900

Includes:

- Speaker introduction by a Senior Executive of Sponsoring Company
- Sponsorship Featured on Banner and Signage at Keynote
- Sponsorship featured on slides prior to presentation
- Literature Distributed on the Chairs of All Attendees
- Up to 10 Full Conference Registrations for Sponsor's Employees and Guests
- Logo with Link on Keynote and on Sponsors Page on www.fose.com
- Skycraper ad on the Keynote Page and 4 additional pages on www.fose.com
- Logo by Keynote and on Sponsors Page in the FOSE Show Directory and on Signage on-site
- Fully upgraded Online and Directory Listing
- Full Page 4 Color Ad in FOSE Show Directory
- VIP Seating for up to 20 Employees, Customers and Guests
- A 10 x 10 Booth on the show floor



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THEATER SESSION PRESENTATION

Investment: \$3,000/Session

Includes:

- 40 minute presentation in the selected Theater
- Session details, logo and link on the Theater's page of www.fose.com
- Session details and logo the Theater's page of the appropriate Show Directory
- LCD Projector, screen and 1 microphone
- Lead report of all Session attendees
- elnvitations to market the Session to customers and prospects
- Fully upgraded Show Directory Listing and Logo upgrade for Sponsor's Online Listing



THEATER SPONSORSHIP - EXCLUSIVE!

Investment: \$19,900

Includes:

- Sponsor's company incorporated into the name of the Theater
- Sponsor's logo on the outside walls of the Theater
- Sponsor's logo in the banner over the Theater
- Sponsor's logo adjacent to the Theater on the show's floor plan
- Sponsor's logo and link on the Theater page of www.fose.com or www.govsecinfo.com
- Skycraper ad on the Theater's page of www.fose.com
- Full page 4 color ad opposite the Theater page in the Show Directory
- One 40 minute session in the sponsored Theater
- Logo and link on the Sponsors page of www.fose.com
- Logo on the Sponsor's page of the appropriate Show Directory
- Fully upgraded Online and Directory Listing
- A 10 x 10 Booth on the show floor

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