



## **CMO Council Program Underwriting 2005 CMO Summit Sponsor Options**

### **Organizational Facts:**

- ❑ The CMO Council has more than 1,300 executive members drawn from a wide range of technology and communications companies worldwide
- ❑ Membership is by-invitation-only and is limited to senior marketing decision makers in the technology sector
- ❑ Companies represented range in size from \$90 billion to less than \$10 million in sales
- ❑ Total aggregated annual revenues of our member companies exceed \$450 billion annually
- ❑ Almost all members have a VP or above title in their organizations and report mainly to CEOs
- ❑ They control more than \$45 billion in annual marketing and media expenditures
- ❑ These marketing budgets range from \$7 billion to less than \$1 million
- ❑ There are more than 350 members of the Council in Europe drawn from the UK, Germany, France, Holland, Ireland, Italy, Greece, Sweden, Switzerland, Spain and Portugal
- ❑ Major brands represented on the North American Advisory Board include 3Com, Adobe, Bearingpoint, Cognos, EDS, EMC, HP, Intel, Interwoven, Juniper, Konica Minolta, NetApp, Nortel, Open Text, Oracle, palmOne, Pitney Bowes, Salesforce.com, Seagate, Symantec, Tektronix, Xerox, and Yahoo!
- ❑ Major brands on the CMO Council's European Advisory Board include Alcatel, ARM Semiconductor, Avaya, BT, Cable & Wireless, Cognos, Dell, GSM Association, HP, Kodak, Microsoft, Motorola, Siemens, Sony Ericsson, Tickets.com and Vignette
- ❑ Media partners and program underwriters have included The Economist, CMP Media, BtoB Magazine, Sales & Marketing Management, eMarketer, BusinessWeek, IDG, eChannelLine, Yahoo!, Google, Cognos, Biz360, WebTrends, Connectus Direct, Factiva, KnowledgeStorm, A.T. Kearney, Carat, Chief Executive Magazine, and many more.

### **Summit Headline Sponsorship**

The 2005 CMO Summits will be held at the Monterey Plaza Hotel and Spa in Monterey, California, (October 27 – October 28) and at the Conrad Hilton in Chelsea Harbour, London (November 17 – 18). The combined attendance at both events is expected to exceed 350 senior marketing executives from technology, telecommunications and other select industry sectors (e.g. financial services, retail, travel, health care). The CEO of Visa USA has committed to keynote the U.S. Summit and the CMO of Cisco has confirmed he will keynote the Summit in Europe. Other headline presenters include senior marketing executives from Intel, IBM, HP, Microsoft, HP, Xerox, Juniper Networks, Dell, Alcatel, and Yahoo! Our media partners helping to promote these events include The Economist, CMP Media, BtoB Magazine, eMarketer, eChannelLine and KnowledgeStorm.

The discounted underwriter fee of \$30,000 for both events (a savings of \$10,000 off the combined cost of \$15,000 for Europe and \$25,000 for North America) will give headline sponsors the following marketing and business development benefits and considerations:



- ❑ Brand visibility and identity at both summit venues and in the event web site, collaterals, signage, program hand-outs, e-mail communications, media relations activities and follow-on reports and CMO Council web site postings
- ❑ Savings discount (TBD) which can be extended by sponsors to all qualified customers registering for either events
- ❑ Mini-keynoter role in an existing CMO Summit presentation track
- ❑ Invention group leader role for one senior marketing executive at both venues
- ❑ Pre-event marketing involvement including use of CMO Council logo and CMO Summit brand identity system for Summit-related co-merchandising and promotion
- ❑ Option to demo or showcase applications in the Summit Solutions Center (all costs to equip and connect to be covered by sponsor)
- ❑ Flash-based commercials on digital signage systems that might be deployed at either venue
- ❑ Attendance by two company representatives at the exclusive pre-event speaker dinners
- ❑ Access to attendee list (names, titles, affiliations, addresses and telephone numbers)
- ❑ Selective licensing of intellectual capital presented or generated at the CMO Summits contingent on the concurrence and agreement of the CMO Council executive director
- ❑ Opportunity to distribute premiums and collaterals at your cost at locations and distribution points set up by CMO Council staff
- ❑ Sponsor print ads to be included in the program hand-out at each Summit event
- ❑ Complimentary attendance at each event by four sponsor executives or corporate guests
- ❑ Brand reference in ads, emails, postings or bulletins sent out by media partners including The Economist, CMP Media, BtoB Magazine, eMarketer, etc.

Summit title sponsorship will be limited to no more than three non-competitive underwriters at each venue. However, other companies may pay to host individual hospitality functions, such as receptions, dinners, lunches, breakfasts, facilities, services, or recreational activities.

## **Associated Summit Sponsorships**

The following secondary underwriting options are available:

### **Hospitality Functions**

(Breakfast, lunch or evening reception with introductory sponsor remarks; includes registration for two attendees)

Underwriting Fee: \$5,000 to \$20,000

### **Solutions Showcase Exhibitor**

(Includes demo station to be staffed by one senior product spokesperson, distribution of CD-ROMs or DVDs, program listing, hand-outs of materials and merchandise in summit gift bag and one complimentary pass for a senior marketing executive)

Underwriting Fee: \$5,500 per company



### **Audio-Visual Systems & Digital Audio Recording Services**

(Brand visibility; listing in program, hand-outs of materials and merchandise in summit gift bag; one free pass for a qualifying executive; and brand reference in post-summit distribution of audiotapes and digital recordings)

Underwriting Fee: \$10,000

### **Staging, Lighting, Platforms, Backdrops and Special Effects**

(Brand visibility; listing in program, hand-outs of materials and merchandise in summit gift bag; one free pass for a qualifying executive)

Underwriting Fee: In-kind service trade-out

### **Program Guide**

(Brand visibility; listing in program, hand-outs of materials and merchandise in summit gift bag; one free pass for a qualifying executive)

Underwriting Fee: In-kind service trade-out

### **Conference Merchandise & Specialty Items**

(This includes ID badges, notebooks, pens, golf shirts, caps, premiums, in-room distribution of newspaper, attendee gifts)

Underwriting Fee: \$6,000 (negotiable based on specific item)

### **Technology Tradeouts**

(This includes the use of supporting technologies including digital signage, barcode registration, internet kiosks, onsite merchant registration, onsite laptops, wireless networking capabilities, etc.)

Underwriting Fee: \$TBD (negotiable)

### **Recreational Event**

(Post-summit outing on Friday afternoon, October 28. This can include a golf tournament, Monterey Bay cruise, wine tasting, kayaking adventure, fishing trip, etc.)

Underwriting Fee: TBD

### **Contacts:**

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