



COMPUTERWORLD SNIA
SNW

April 12-15, 2010 • Rosen Shingle Creek • Orlando, Florida
 October 11-14, 2010 • The Gaylord Texan • Dallas, Texas

Participate in the World's Leading Conference for Storage Networking

The Leading Conference for:

- IT Management
- Storage Architects
- IT Infrastructure Professionals
- Business Continuity Planning Experts
- Data Management Specialists
- Network Professionals

Sponsors of SNW Spring 2009 and Fall 2009 included:

PLATINUM SPONSORS	GOLD SPONSORS		CONTRIBUTING SPONSORS	
	"BEST PRACTICES IN STORAGE" AWARDS PROGRAM SPONSOR 	TRAINING PARTNERS 	MEDIA SPONSORS 	OFFICIAL WIRE SERVICE

For sponsorship opportunities call:
 Ann Harris at 508-820-8667, or
 Meredith Norton at 508-820-8518

www.snwusa.com

PLAN NOW TO PARTICIPATE

**SPRING 2010
U.S. CONFERENCE**

SNW
April 12-15, 2010
Rosen Shingle Creek
Orlando, Florida
For Details:
www.snwusa.com

**FALL 2010
U.S. CONFERENCE**

SNW
October 11-14, 2010
The Gaylord Texan
Dallas, Texas

MARK YOUR CALENDAR

EUROPE

SNW Europe
October 26-27, 2010
Frankfurt Messe
Frankfurt, Germany
For Details:
www.snweurope.com



SNW® – Defining the Industry and Educating End Users

Since its establishment in 1999, SNW has been the leading conference series designed for Information Technology end-users and Storage Networking industry professionals. In 2010, SNW, a strategic partnership between Computerworld and the Storage Networking Industry Association (SNIA), continues to provide attendees with a compelling agenda filled with practical, user-focused sessions as well as insights into emerging trends, technologies, products and solutions.

The Conference agenda, with more than 150 speakers in 130 sessions, highlights real-world examples of storage deployments presented in actual end-user case studies; industry analysts and visionaries relay their ideas about challenges that users face while technologists respond by presenting their own perspectives. In addition, the technical tutorials produced by SNIA enable attendees to upgrade their skills.

In the Expo, attendees have an opportunity to meet vendor companies showcasing cutting-edge products and solutions. As a complement to the Expo the Hands-On Lab, organized in association with the SNIA, host demonstrations and labs and features multi-vendor solutions in a vendor-agnostic environment.

Act now to reserve your position on the Sponsor/Exhibitor Roster

Sponsor/Exhibitor opportunities are limited, so act now to reserve your place. Contact Ann Harris, Vice President, Computerworld, Strategic Programs and Events at 508-820-8667 or Meredith Norton, Sales Manager at 508-820-8518.

Limited Sponsorship Opportunities

A limited number of sponsorship opportunities are available to companies seeking high-profile, pre-event and on-site exposure. Platinum Sponsorships provide highest visibility and maximum access to the conference audience, along with other entitlements that include a meeting room in the host hotel and the ability to host partners in a pavilion. Gold and Contributing Sponsorships provide branding and preferred exhibit locations in the Expo, along with options for heightened visibility through additional sponsorships. Previous sponsors hold right of first refusal during the renewal period.

Exhibitor Opportunities

A limited number of Exhibitor opportunities are available for those companies not seeking extensive exposure in the pre-event and post-event time frames. SNW offers a turn-key option for companies that have limited budgets which provides visibility, demo space, and access to the conference sessions and networking opportunities.

The Premier Forum For Users and Vendors

“SNW continues to be the world’s largest open-industry event focused on storage networking, information management and critical IT topics including virtualization, cloud, security and energy efficiency. Co-owned by SNIA and Computerworld, and produced twice per year since 1999, SNW offers four days of continual networking, education, and current insights into challenges, trends and solutions. SNW provides the unique experience where the entire industry convenes, including end-users, vendors, analysts, media, and the channel, to exchange experiences, perspectives, and requirements for data management and storage solutions.

End-users attend SNW for its educational and decision-influencing experience. At the end of the event, they leave with actionable ideas, best practices, and solutions to their own challenges. SNIA enriches the event with a continuum of educational content spanning technology tutorials, topic-specific summits and panels, professional certification preparation, hands-on labs, whitepapers, technology standards, and an industry dictionary.

Sponsors have the opportunity to inform the industry of their latest solutions and successes, as well as meet with customers and new prospects. SNIA invites SNIA members and other vendors, along with the entire IT community, to attend SNW in 2010.”

WAYNE ADAMS
CHAIRMAN, BOARD OF DIRECTORS
STORAGE NETWORKING INDUSTRY ASSOCIATION

“Call for Presentations” and Speaking Opportunity Inquiries

Users, implementers, and vendors of storage products/solutions are invited to submit their proposals for consideration as speakers for SNW Fall 2010 online at www.snwusa.com. The Official “Call for Presentations” for the Fall 2010 program will be issued in April 2010. Contact Derek Hultitzky, Vice President, Event Marketing & Conference Programs, for more information at 508-620-7705 or visit www.snwusa.com.

The Venues

Rosen Shingle Creek, Orlando, Florida

Rosen Shingle Creek is nestled on a 230-acre site along Shingle Creek just off Universal Boulevard, east of the Orange County Convention Center North/South expansion and just 10 minutes away from the Orlando International Airport. Our ideal location is just a short distance to a variety of Orlando's best attractions, restaurants, shopping and entertainment venues.

Our 1,500 guest rooms offer luxurious first-class settings that capture the resort environment. Capitalizing on Rosen Shingle Creek's elevation, every single room offers a stunning view of the golf course and the area's incomparable setting — from the perfectly manicured fairways and greens to the picturesque creek, magnificent cypress trees, and lush natural vegetation.

Additional features include:

- Ten minutes from the Orlando International Airport
- An impressive example of the 1900's Spanish Revival style architecture
- 95,000 square-foot exhibit space (Gatlin Ballroom)



The Gaylord Texan, Dallas, Texas



Surrounded by rolling pastureland and overlooking beautiful Lake Grapevine, the magnificent Gaylord Texan pays tribute to everything Texas as only Texas can: on a grand scale. As a guest of this 1,500 room resort, you'll experience the best of the Lone Star State under the signature glass atriums where you can dine, shop, socialize, and be entertained among four-and-a-half acres of lush indoor gardens. Take a stroll around, and soak in the festive atmosphere of Riverwalk Atrium, marvel at Palo Duro Canyon in the Lone Star Atrium, or taste the Contemporary Southwestern creations of award-winning Texas chef Stephan Pyles in his Hill Country Atrium restaurant.

Guests will enjoy the 25,000-square-foot world-class spa and fitness center with indoor pool, 18-hole championship golf at the adjacent Cowboys Golf Club, grotto-style outdoor pool, and nightly live music. Guest may also arrange to go bass fishing, water skiing or participate in other water sports through the nearby marina. Beautifully appointed guest rooms are equipped with a safe for storing, and charging, your electronic gear as well as high-speed Internet.

Additional features include:

- Six minutes from Dallas-Fort Worth International Airport
- 20 minutes from downtown Dallas or Fort Worth
- 180,000-square-foot exhibition hall
- 17-bay loading dock

Underwriter Sponsorships available at SNW

Underwriter Sponsor Package

\$100,000
(limited to 2 sponsors)

Exhibit Space:

- Exhibit space for up to a 20' x 20' booth (sponsor-provided) in the Expo/Ballroom during the hours of the Conference Expo.
- Space for two 6' wide x 4' deep x 8' high displays in the Platinum Galleria (SNW-provided display).
- Option to host a Partner Pavilion in the Expo for between 5-10 partner companies. Limited to 4 Partner Pavilions on a first-come, first-served basis. (See p. 5 for Partner Pavilion details and additional costs.)

On-Site Visibility:

- Highest level branding as one of only two conference underwriters
- Industry Leader presentation on main stage (1 of 2 available)
- Exclusive sponsorship of either Welcome Reception or Best Practices in Storage Awards program - based on availability
- Best available meeting room (location or layout)
- Highest level (Platinum) participation in SNW Connect-- online/mobile conference guide and networking platform.
- SNW-provided signage/banners with logo located onsite promoting company as a Platinum Sponsor.
- Joint sponsorship (signage provided) with other Platinum Sponsors of Gala Dinner/Reception and Entertainment.
- Official Executive Meeting Suite in host hotel for 3 days/nights, for private networking meetings. This meeting room does not include the connecting sleeping room which may be reserved (per deadlines, etc.) and paid for separately.
- Guaranteed option to reserve up to 5 sleeping rooms at the host hotel at negotiated conference rates, subject to compliance with the housing registration deadlines and other requirements. Possibility to reserve additional rooms at host hotel based on availability. Allocation of additional rooms will be by sponsorship level. Platinum Sponsors submitting their requests in advance of the deadline will receive top priority. Other hotel properties will be offered for additional staff subject to availability and compliance with the housing registration deadline.
- Option to reserve 2 prime location tables for your clients and company VIPs at the Gala Dinner/Reception.
- Listing in official Conference Guide.
- 1 full-page, 4-color advertisement in the official Conference Guide-preferred position.
- Logo on all conference materials such as Agenda, official Conference Guide and Proceedings.
- Option to place company brochure into official Conference briefcase.
- Option to add high profile sponsorship(s) as outlined on pg. 9.

Registration Entitlements:

- 22 full conference registrations with ability to purchase additional registrations at 50% off the prevailing rate.
- Complimentary Full Conference registration for up to 30 IT End-Users. Turnkey program includes prepared email invitation copy and .pdf invitation containing SNW Registration Application customized with Sponsor logo. Only qualified applicants meeting the definition of "IT End-User" on the application will be accepted. All applications are subject to approval by both the sponsor and SNW.

Pre-Conference Promotion:

- One-time use of the pre-conference registration list (postal mailing list) and one-time use of email list for those opted-in.
- Logo with links and Underwriter Sponsor designation appearing on SNW Web site.
- Logo and Underwriter Sponsor designation appearing on up to 6 planned attendee advertisements appearing in Computerworld, scheduled to commence in November/December, 2009, for the April conference and June/July, 2010, for the Fall conference (as available from time of receipt of signed contract).
- Logo and Underwriter Sponsor designation appearing on up to 2 planned attendee brochures commencing in January/February, 2010, for the April conference and July/August, 2010, for the Fall conference (as available from time of receipt of signed contract).

Post-Conference Benefits:

- Two-time use of post-conference registration postal mailing list. Two-time use of opt-in email list.
- Underwriter sponsors of the Spring SNW will be extended "right of first refusal" through June 15, 2010 for the Fall 2010 event. (Completed contract, as found on page 15, may be used to reserve this sponsorship). Sponsorships and priority selection of booth locations, etc., are available on a first-come, first-served basis upon receipt by FAX of signed contract. Incumbents will maintain their priority position as a "carry-over" from previous order.

Platinum Sponsorships available at SNW

Platinum Sponsor Package

\$57,500**

** Companies committing to both SNW Spring 2010 and SNW Fall 2010 may do so at this published price. Otherwise, prices are subject to change.

Platinum Plus Option:

Additional 10' x 10' space to create a 10' x 20' Expo space.

Available to Platinum Sponsors only.

Cost for option: \$18,000

Total Platinum Plus package: \$75,500

Thought Leadership Option:

Executive included in panel discussion on main stage during general session.

Available to Platinum Sponsors only.

Cost for option: \$9,500

Exhibit Space:

- Exhibit space for up to a 10' x 10' display (sponsor-provided) in the Platinum Showcase section in the Expo/Ballroom during the hours of the Conference Expo. (Displays only; no tabletops.)
- Space for a 6' wide x 4' deep x 8' high display in the Platinum Galleria (SNW-provided display).
- Option to host a Partner Pavilion in the Expo for between 5-10 partner companies. Limited to 4 Partner Pavilions on a first-come, first-served basis. (See p. 5 for Partner Pavilion details and additional costs.)
- **Platinum Plus Option:** ability to add 100 sq. feet of space to create a 10' x 20' Expo display. Available to Platinum Sponsors on a first-come, first-served, space available basis, at additional cost. Includes 4 additional VIP Conference Registrations for your staff.

On-Site Visibility:

- SNW-provided signage/banners with logo located onsite promoting company as a Platinum Sponsor.
- Joint sponsorship (signage provided) with other Platinum Sponsors of Gala Dinner/Reception and Entertainment.
- Official Executive Meeting Suite in host hotel for 3 days/nights, for private networking meetings. This meeting room does not include the connecting sleeping room which may be reserved (per deadlines, etc.) and paid for separately.
- Guaranteed option to reserve up to 5 sleeping rooms at the host hotel at negotiated conference rates, subject to compliance with the housing registration deadlines and other requirements. Possibility to reserve additional rooms at host hotel based on availability. Allocation of additional rooms will be by sponsorship level. Platinum Sponsors submitting their requests in advance of the deadline will receive top priority. Other hotel properties will be offered for additional staff subject to availability and compliance with the housing registration deadline.
- Option to reserve a prime location table for your clients and company VIPs at the Gala Dinner/Reception.
- Listing in official Conference Guide.
- 1 full-page, 4-color advertisement in the official Conference Guide.
- Logo on all conference materials such as Agenda, official Conference Guide and Proceedings.
- Option to place company brochure into official Conference briefcase.
- Option to add high profile sponsorship(s) as outlined on pg. 9.

Registration Entitlements:

- 15 Full Conference Program registrations providing access to meals, networking receptions, gala dinner, conference sessions and expo for use by: sponsor executives; sponsor-invited/designated business partners/resellers/channel partners; and/or exhibit staff.
- Option to purchase additional registrations for representatives of sponsor company (only) at 50% off prevailing rate, provided registrations are received no later than 72 hours prior to the start of the conference.
- Complimentary Full Conference registration for up to 30 IT End-Users. Turnkey program includes prepared email invitation copy and .pdf invitation containing SNW Registration Application customized with Sponsor logo. Only qualified applicants meeting the definition of "IT End-User" on the application will be accepted. All applications are subject to approval by both the sponsor and SNW.

Pre-Conference Promotion:

- Logo with links and Platinum Sponsor designation appearing on SNW Web site.
- Logo and Platinum Sponsor designation appearing on up to 6 planned attendee advertisements appearing in Computerworld, scheduled to commence in November/December, 2009, for the April conference and June/July, 2010, for the Fall conference (as available from time of receipt of signed contract).
- Logo and Platinum Sponsor designation appearing on up to 2 planned attendee brochures commencing in January/February, 2010, for the April conference and July/August, 2010, for the Fall conference (as available from time of receipt of signed contract).

Post-Conference Benefits:

- Two-time use of post-conference registration list (postal mailing list) and one-time use of email list for those opted-in.
- Platinum sponsors of the Spring SNW will be extended "right of first refusal" through June 15, 2010 for the Fall 2010 event. (Completed contract, as found on page 15, may be used to reserve this sponsorship). Sponsorships and priority selection of booth locations, etc., are available on a first-come, first-served basis upon receipt by FAX of signed contract. Incumbents will maintain their priority position as a "carry-over" from previous order.

Partner Pavilion Sponsorships available at SNW

Partner Pavilion Package

From \$30,000 to \$45,000 (net)**

Platinum Sponsor – Additional Opportunity

Description:

- A minimum of 6 kiosks to a maximum of 10 kiosks for partners. Platinum Sponsors only are eligible to be Pavilion Hosts.
- Participation in a Partner Pavilion will be at the discretion of SNW as well as the Pavilion Host company. Companies that participated in the Spring 2009 or Fall 2009 event as a Sponsor or Exhibitor may appear in a Partner Pavilion only as an add-on to their own company's exhibit or sponsor presence unless specifically approved by SNW. Companies with no recent history as an SNW Sponsor or Exhibitor (Fall 2009 or Spring 2009) may appear as a partner without a separate commitment as an SNW Sponsor or Exhibitor.

Exhibit Space:

- SNW provided kiosk set-ups of approximately 3' x 3' x 8' in the Expo/Ballroom during the hours of the Conference Expo. Host companies may provide their own kiosk properties with prior approval from SNW management.

Pavilion Host Entitlements:

- Partner Pavilion Banner bearing host company logo.
- Option to locate Sponsor's own Platinum booth in designated Partner Pavilion area.
- Option for additional sponsorship/advertising featuring Host and Partners on an "as available" basis.
- Option to place 1 brochure or collateral piece representing the Partner Pavilion in Official Conference Briefcase.

For each Partner:

- Company logo sign on kiosk.
- 1 Full Conference Program registration providing access to meals, networking receptions, gala dinner, conference sessions and expo. Option to purchase 1 (only) additional Full Conference Program registration at 50% off the prevailing rate, provided registration is received no later than 72 hours prior to the start of the conference.
- Listing in official Conference Guide.
- Guaranteed option to reserve 1 sleeping room at the host hotel at negotiated conference rates, subject to compliance with the housing registration deadlines and other requirements. Possibility to reserve additional rooms at host hotel based on availability. Allocation of additional rooms will be by sponsorship level. Platinum Sponsors submitting their requests in advance of the deadline will receive top priority. Other hotel properties will be offered for additional staff subject to availability and compliance with the housing registration deadline.

** Package price for Pavilion Host companies includes minimum of 6 partner kiosks and associated entitlements. Additional kiosks may be added, up to a maximum of 10. Cost per additional kiosk is \$5,000. A 10% discount will be offered to companies hosting a Partner Pavilion with the maximum number of 10 kiosks making cost of the Partner Pavilion Package \$45,000 for 10 partners.

Gold Sponsorships available at SNW

Gold Sponsor Package

\$36,750**

** Companies committing to both SNW Spring 2010 and SNW Fall 2010 may do so at this published price. Otherwise, prices are subject to change.

Exhibit Space:

- Exhibit space for up to a 10' x 10' display (sponsor-provided) in prime location of the Expo/Ballroom during the hours of the Conference Expo.

On-Site Visibility:

- SNW-provided signage/banners with logo located onsite promoting company as a Gold Sponsor (reduced-sized banners relative to Platinum status).
- Guaranteed option to reserve up to 3 sleeping rooms at the host hotel at negotiated conference rates, subject to compliance with the housing registration deadlines and other requirements. Possibility to reserve additional rooms at host hotel based on availability. Allocation of additional rooms will be by sponsorship level. Platinum Sponsors submitting their requests in advance of the deadline will receive top priority. Other hotel properties will be offered for additional staff subject to availability and compliance with the housing registration deadline.
- Logo on conference materials such as Agenda, official Conference Guide and Proceedings.
- Listing in official Conference Guide.
- Option to add high profile sponsorship(s) as outlined on pg. 9.

Registration Entitlements:

- 8 Full Conference Program registrations providing access to meals, networking receptions, gala dinner, conference sessions and expo for use by: sponsor executives; sponsor-invited/designated business partners/resellers/channel partners; and/or exhibit staff. Option to purchase up to 6 additional registrations for representatives of sponsor company (only) at 50% off prevailing rate, provided registrations are received no later than 72 hours prior to the start of the conference.
- Complimentary Full Conference registration for up to 20 IT End-Users. Turnkey program includes prepared email invitation copy and .pdf invitation containing SNW Registration Application customized with Sponsor logo. Only qualified applicants meeting the definition of "IT End-User" on the application will be accepted. All applications are subject to approval by both the sponsor and SNW.

Pre-Conference Promotion:

- Logo with links and Gold Sponsor designation appearing on SNW Website.
- Logo and Gold Sponsor designation appearing on up to 6 planned attendee advertisements appearing in Computerworld scheduled to commence in January/February, 2010, for the Spring conference and July/August, 2010, for the October conference (as available from time of receipt of signed contract).
- Logo and Gold Sponsor designation appearing on up to 2 planned attendee brochures commencing in January/February, 2010, for the Spring conference and July/August, 2010, for the October conference (as available from time of receipt of signed contract).

Post-Conference Benefits:

- Two-time use of post-conference registration list (postal mailing list).
- Gold sponsors of the Spring 2010, SNW in Orlando, Florida, will be extended "right of first refusal" through June 15, 2010 for the Fall 2010, event in Dallas, TX. (Completed contract, as found on page 15, may be used to reserve this sponsorship). Sponsorships and priority selection of booth locations, etc., are available on a first-come, first-served basis upon receipt by FAX of signed contract. Incumbents will maintain their priority position as a "carry-over" from previous order.

Contributing Sponsorships available at SNW

Contributing Sponsor Packages

"Basic Package" price
\$18,750**

** Companies committing to both SNW Spring 2010 and SNW Fall 2010 may do so at this published price. Otherwise, prices are subject to change.

Exhibit Space:

- Exhibit space of approximately 10' wide x 4' deep in preferred location of the Expo/Ballroom during the hours of the Conference Expo. Contributing Sponsors may supply displays, provided they meet space requirements outlined in the SNW service manual. At Sponsors option, a tabletop display may be used.

On-Site Visibility:

- Guaranteed option to reserve up to 2 sleeping rooms at the host hotel at negotiated conference rates, subject to compliance with the housing registration deadlines and other requirements. Possibility to reserve additional rooms at host hotel based on availability. Allocation of additional rooms will be by sponsorship level. Platinum Sponsors submitting their requests in advance of the deadline will receive top priority. Other hotel properties will be offered for additional staff subject to availability and compliance with the housing registration deadline.
- Additional exposure or recognition for sponsorship of one component of the conference. Options are assigned by date of original contract. Options may include: sponsorships of refreshment stations at registration or the press room, refreshment breaks, Conference Proceedings, etc. Contact SNW sales team for details.
- Opportunity to upgrade to a higher profile Contributing Sponsorship such as: conference briefcase, receptions, lunches, breakfasts, internet cafe, wireless access, etc. Additional costs, over and above the "basic" package price, are associated with these higher level sponsorships. See pages 8-9 for more details.
- Logo on conference materials such as Agenda, official Conference Guide and Proceedings.
- Listing in official Conference Guide.

Registration Entitlements:

- 5 Full Conference Program registrations providing access to meals, networking receptions, gala dinner, conference sessions and expo for use by: sponsor executives; sponsor-invited/designated business partners/resellers/channel partners; and/or exhibit staff. Option to purchase up to 3 additional registrations for representatives of sponsor company (only) at 50% off prevailing rate, provided registrations are received no later than 72 hours prior to the start of the conference.
- Complimentary Full Conference registration for up to 10 IT End-Users. Turnkey program includes prepared email invitation copy and .pdf invitation containing SNW Registration Application customized with Sponsor logo. Only qualified applicants meeting the definition of "IT End-User" on the application will be accepted. All applications are subject to approval by both the sponsor and SNW.

Pre-Conference Promotion:

- Logo with links and Contributing Sponsor designation on SNW Website.
- Logo and Contributing Sponsor designation appearing on up to 6 planned attendee advertisements appearing in Computerworld scheduled to commence in January/February, 2010, for the Spring conference and July/August, 2010, for the October conference (as available from time of receipt of signed contract).
- Logo and Contributing Sponsor designation appearing on up to 2 planned attendee brochures commencing in January/February, 2010, for the Spring conference and July/August, 2010, for the October conference (as available from time of receipt of signed contract).

Post-Conference Benefits:

- One-time (only) use of post-conference registration list (postal mailing list).
- Contributing sponsors of the Spring 2010, SNW in Orlando, Florida, will be extended "right of first refusal" through June 15, 2010 for the Fall 2010, event in Dallas, TX. (Completed contract, as found on page 15, may be used to reserve this sponsorship). Sponsorships and priority selection of booth locations, etc., are available on a first-come, first-served basis upon receipt by FAX of signed contract. Incumbents will maintain their priority position as a "carry-over" from previous order.

Increase Visibility at SNW via Additional Sponsorships

Sponsorship Upgrade Opportunities

These sponsorships are available on a first contracted, first choice basis.

Editorial Electronic Supplement

Limited to 1 sponsor

\$30,000

Exclusive sponsorship includes:

- Interviews on-site with sponsor's customers, senior IT executives, and visionaries from sponsoring company, content of which will be aggregated into an 8 page online document to be syndicated in eBook format
- Sponsor resource page at back end of eBook containing up to 4 relevant content assets
- * Option to embed video of the interviews into the online document available at additional cost.

Executive Roundtable

Limited to 1 sponsor

\$30,000

We can help you build lasting relationships through strong exposure to new prospects and an opportunity to reconnect with customers. Our turnkey event solutions offer everything from determining customer objectives, topic development that will resonate with your target, and audience generation to create an event to meet your marketing and sales needs.

Registration Briefcase

Limited to 1 sponsor

\$12,000

Exclusive sponsorship includes:

- Bags provided to all attendees at registration and contain the on-site conference program guide, and pertinent handouts from the sponsoring company only
- Recommended high-level marketing piece, relevant White Paper(s), information regarding sessions including any handouts and other event participation highlights. Sponsors may also place a gift (mutually agreed upon with Computerworld Executive Programs) in each bag
- * (does not include cost of collateral and/or gift)

Memory Stick

Limited to 1 sponsor

\$6,500

Exclusive sponsorship includes:

- Logo prominently displayed on high-level memory sticks handed out to each attendee at registration
- Memory sticks loaded with the conference agenda and session handouts
- Option to pre-load the memory sticks with company description and contact information, as well as White Papers, reports and other relevant and beneficial documents (upon mutual agreement between sponsor and Computerworld Executive Programs)

Lanyard

Limited to 1 sponsor

\$7,500

Exclusive sponsorship includes:

- Logo displayed on the SNW badge lanyards provided to each attendee during registration

ARS Sponsorship

Limited to 2 sponsors

\$3,500 (per day)

Exclusive sponsor of our general session Automatic Response Survey program:

- Sponsor logo on real time polling slides
- Opportunity to offer topics/subjects for custom question
- Formal announcement and acknowledgement of sponsorship during program

General Session Collateral Drop

Limited to 2 sponsors

\$2,500 (per session)

Exclusive sponsor of either the morning or afternoon general session:

- Opportunity to promote your company's information through distribution of white papers, company information or promote speaking session
(Computerworld will handle distribution of materials)

Additional Opportunities

EXCLUSIVE INTERNET CAFE SPONSORSHIP
(Limited to 1 sponsorship)
\$15,000

- Includes all key entitlements as described above for Contributing Sponsors:
- Exclusive sponsorship of high-traffic Internet Cafe offering Internet access to Conference attendees.
 - Designation as Internet Cafe sponsor on Conference materials, website, etc.
 - Above cost includes Internet Cafe booth properties, infrastructure including internet access and electrical service, and signage.
 - Sponsor has option to incorporate Platinum Galleria kiosk into Internet Cafe floorplan or have Galleria kiosk in separate location.
 - Sponsor provides computer equipment, software, installation and support. (SNW can also provide these at cost to sponsor.)

WIRELESS ACCESS SPONSOR PACKAGE
(Limited to 1 sponsorship)
\$12,000

- Wireless Access Instruction card with company logo distributed to all conference registrants from registration and customer service counters.
- Signage/Banner in the Conference lobby with company logo.
 - All other entitlements as outlined on pg. 7 for Contributing Sponsors.

CONFERENCE PEN PACKAGE
(Limited to 1 sponsorship.)
\$3,500 (plus cost of item)

- Company logo/message on pen

CONFERENCE BREAK PACKAGE
\$5,000

- Exclusive sponsorship of one SNW conference break (no additional cost to sponsor)
- Exclusive signage/banners with logo in the break areas

OTHER OPTIONS
"CREATE YOUR OWN"
\$5,000 (plus additional costs)

- In addition to other entitlements outlined on pg. 7, Contributing Sponsors may opt to distribute an item of 'business utilitarian value' to all registrants. Items may include, but are not limited to, padfolios, key chains, luggage tags, etc... Items are subject to approval by SNW. The SNW staff is available to make recommendations, source samples, coordinate production/delivery etc... Cost of merchandise is responsibility of the Sponsor.

Exhibitor Options available at SNW

Participating Partner Package

(Exhibitor Package)

\$10,750**

** Companies committing to both SNW Spring 2010 and SNW Fall 2010 may do so at this published price. Otherwise, prices are subject to change.

Exhibit Space:

- Exhibit space of approximately 8' wide x 4' deep with a 6' x 2' SNW-provided draped and skirted table in the Expo/Ballroom during the hours of the Conference Expo (table top display only – no booth properties permitted).

On-Site Visibility:

- Listing in official Conference Guide.
- Guaranteed option to reserve 1 sleeping room at the host hotel at negotiated conference rates, subject to compliance with the housing registration deadlines and other requirements. Possibility to reserve additional rooms at host hotel based on availability. Allocation of additional rooms will be by sponsorship level. Platinum Sponsors submitting their requests in advance of the deadline will receive top priority. Other hotel properties will be offered for additional staff subject to availability and compliance with the housing registration deadline.

Registration Entitlements:

- 2 Full Conference Program registrations providing access to meals, networking receptions, gala dinner, conference sessions and expo for use by: sponsor executives; sponsor-invited/designated business partners/resellers/channel partners; and/or exhibit staff. Option to purchase up to 2 additional registrations for representatives of sponsor company (only) at 50% off prevailing rate, provided registrations are received no later than 72 hours prior to the start of the conference.
- Complimentary Full Conference registration for up to 5 IT End-Users. Turnkey program includes prepared email invitation copy and .pdf invitation containing SNW Registration Application customized with Sponsor logo. Only qualified applicants meeting the definition of "IT End-User" on the application will be accepted. All applications are subject to approval by both the sponsor and SNW.

Pre-Conference Promotion:

- Company name listed on the Conference Web site.

Post-Conference Benefits:

- Participating Partners of the Spring 2010, SNW in Orlando, Florida, will be extended "right of first refusal" through June 15, 2010 for the Fall 2010, event in Dallas, TX. (Completed contract, as found on page 15, may be used to reserve this sponsorship). Sponsorships and priority selection of booth locations, etc., are available on a first-come, first-served basis upon receipt by FAX of signed contract. Incumbents will maintain their priority position as a "carry-over" from previous order.

Exhibitor Options available at SNW (continued)

Associate Exhibitor Package

(Turnkey Exhibit)

\$6,750**

** Companies committing to both SNW Spring 2010 and SNW Fall 2010 may do so at this published price. Otherwise, prices are subject to change.

Exhibit Space:

- Exhibit space of approximately 1 meter x 1 meter SNW-provided demo kiosk in the Expo/Ballroom during the hours of the Conference Expo. (Kiosk footprint only, no additional real estate.) Includes 10 amp electrical, monitor and color logo header sign

On-Site Visibility:

- Listing in official Conference Guide.
- Guaranteed option to reserve 1 sleeping room at the host hotel at negotiated conference rates, subject to compliance with the housing registration deadlines and other requirements. Possibility to reserve additional rooms at host hotel based on availability. Allocation of additional rooms will be by sponsorship level. Platinum Sponsors submitting their requests in advance of the deadline will receive top priority. Other hotel properties will be offered for additional staff subject to availability and compliance with the housing registration deadline.

Registration Entitlements:

- 2 Full Conference Program registrations providing access to meals, networking receptions, gala dinner, conference sessions and expo for use by: sponsor executives; sponsor-invited/designated business partners/resellers/channel partners; and/or exhibit staff. Option to purchase up to 2 additional registrations for representatives of sponsor company (only) at 50% off prevailing rate, provided registrations are received no later than 72 hours prior to the start of the conference.
- Complimentary Full Conference registration for up to 5 IT End-Users. Turnkey program includes prepared email invitation copy and .pdf invitation containing SNW Registration Application customized with Sponsor logo. Only qualified applicants meeting the definition of "IT End-User" on the application will be accepted. All applications are subject to approval by both the sponsor and SNW.

Pre-Conference Promotion:

- Company name listed on the Conference Web site.

Post-Conference Benefits:

- Associate Exhibitors of the Spring 2010, SNW, will be extended "right of first refusal" through June 15, 2010 for the Fall 2010, event. (Completed contract, as found on page 15, may be used to reserve this sponsorship). Sponsorships and priority selection of booth locations, etc., are available on a first-come, first-served basis upon receipt by FAX of signed contract. Incumbents will maintain their priority position as a "carry-over" from previous order.

International Sponsorships available at SNW

(Available to companies based outside the U.S. that have no resident U.S. sales or marketing offices/representation.)

International Sponsor Package

\$18,500**

** represents a value of \$21,500

Includes all Contributing sponsor entitlements as outlined on page 8 of the sponsor/exhibitor brochure PLUS:

- 10' booth structure (stand) provided by SNW with full color logo header and space to mount additional graphics
- 6' draped table
- 10amp power
- Display monitor
- 200 copies of one-page brochure (8.5" x 11", color or B/W per your own .pdf file provided) printed and delivered to your booth
- Includes 5 Full Conference Registrations

International Exhibitor Package

\$6,250**

** represents a value of \$7,000

Includes all Contributing sponsor entitlements as outlined on page 12 of the sponsor/exhibitor brochure PLUS:

- Exhibit space of approximately 1 meter x 1 meter SNW-provided demo kiosk in the Expo/Ballroom during the hours of the Conference Expo. (Kiosk footprint only, no additional real estate.) Includes 10 amp electrical, monitor and color logo header sign
- 200 copies of one-page brochure (8.5" x 11", color or B/W per your own .pdf file provided) printed and delivered to your booth
- Includes 2 Full Conference Registrations

Special Offer

SNIA/SNW Incentive*

As SNW is a partnership between SNIA and IDG Enterprise, our respective organizations are offering a joint incentive to companies new to both SNW and SNIA.

Available to companies that have not recently sponsored or exhibited** in SNW and that are not currently members of SNIA.

Commit as a sponsor to SNW (Spring or Fall 2010) and join SNIA (U.S. company membership) and receive the following benefits:

- 25% discount on one-year SNIA membership
- Upgrade to the next level of participation at SNW with all the benefits of the upgraded package at no additional cost

*Available only to companies that have not sponsored/exhibited at SNW in 2008-2009 and that are not on the SNIA member roster currently or in 2009.

For more information on SNIA membership and benefits contact: Jay Savell, Membership Services Director, 978.391.4140 or jay.savell@snia.org

SNW Connect Sponsorships available at SNW

	<p>SNW Connect is a professional networking platform that connects attendees, exhibitors and sponsors of SNW, using web and mobile.</p> <p>Using SNW Connect, the exhibitors can now reach out to the various communities and create brand awareness and generate quality leads. Exhibitors and sponsors can now connect with REAL people with genuine interest in their offerings, but who are not aware of their offerings.</p> <p>Exhibitors/sponsors use a simple online self-service program with a la carte sponsorship to choose from.</p>
<p>SNW Connect Basic</p> <p>“Basic Package” price \$500</p>	<ul style="list-style-type: none">• Company name, address, email address and phone number• Booth number and floor plan with booth highlighted• Elevator pitch (50 words)• Attendees can set up appointments with exhibitors and sponsors• Attendees can add exhibitors and sponsors to their schedules• Hyperlink to exhibitor/sponsor website URL• 10 search keywords so more attendees can easily locate the exhibitor/sponsor
<p>SNW Connect Premium</p> <p>“Premium Package” price \$1,250</p>	<p>Basic Package PLUS:</p> <ul style="list-style-type: none">• Description of exhibitor/sponsor and their offerings (500 words)• Primary contact person for the exhibitor/sponsor before, during and after the event• Exhibitor/sponsor logo• Publish promotional materials (PDFs, white papers, presentations)• Publish press releases• Publish key events: Product demos, keynotes, parties, etc...• Publish list of people with their contact information attending the event so attendees can reach out to specific individuals• Publish product information• Email promotional materials to attendees• Define tags: this would allow attendees to easily FIND you and will increase inclusions in “match making”• Attendee can communicate with the exhibitor/sponsor• Set up appointments with attendees (limits may vary based on type of sponsorship)• 1 announcement/message that can be sent to attendees
<p>SNW Connect Platinum</p> <p>“Platinum Package” price \$2,250</p>	<p>Premium Package PLUS:</p> <ul style="list-style-type: none">• 3 announcements/messages that can be sent to attendees• View a list of attendees (Leads) who accessed exhibitor/sponsor information• Logo displayed on each page, but shared with other SNW Connect Platinum sponsors. If there are 10 SNW Connect Platinum sponsors, your logo will be displayed on a round robin basis



U.S. Conference Sponsorship/Exhibitor Contract

CONFERENCES: April 12-15, 2010 • Rosen Shingle Creek, Orlando, Florida
 October 11-14, 2010 • The Gaylord Texan, Dallas, Texas

Please fax or mail this agreement to: Ann Harris or Meredith Norton, Fax: 508-626-8524,
 COMPUTERWORLD, 492 Old Connecticut Path, Framingham, MA 01701
 For information on SNW participation contact: Ann Harris, Vice President, 508-820-8667 or
 Meredith Norton, Sales Representative, 508-820-8518

Company Name (as it will appear in conference program materials):

_____ Address: _____
 Principal Contact: _____ City: _____ State: _____ Zip: _____
 Title: _____ Phone: _____ Fax: _____
 Company URL: _____ Email: _____

Logistics/Exhibitor Contact: _____ Accounts Payable Contact: _____
 Title: _____ Purchase Order #: _____
 Address: _____ Address: _____
 City: _____ State: _____ Zip: _____ City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____ Phone: _____ Fax: _____
 Email: _____ Email: _____

Select from the following Sponsorship Packages:

**SNW Spring U.S., April 12-15, 2010
 Rosen Shingle Creek, Orlando, Florida**

- Underwriter (\$100,000)
- Platinum Sponsor (\$57,750)
- Platinum Plus Option (\$18,000)
 Total \$ _____
- Partner Pavilion Package (\$30,000 to \$45,000)
 () Number of Partners; Total \$ _____
- Gold Sponsor (\$36,750)
- Contributing Sponsor "Basic" Package (\$18,750)
- Contributing Sponsor Highest/Higher Visibility Sponsorships
 Cost \$ _____

Identify Contributing Sponsor Highest/Higher Visibility Sponsorship:

- Participating Partner Package (\$10,750)
- Associate Exhibitor Package (\$6,750)
- SNW Connect _____ (Package/Cost)

Select from the following Sponsorship Packages:

**SNW Fall U.S., October 11-14, 2010
 The Gaylord Texan, Dallas, Texas**

- Underwriter (\$100,000)
- Platinum Sponsor (\$58,750)
- Platinum Plus Option (\$18,000)
 Total \$ _____
- Partner Pavilion Package (\$30,000 to \$45,000)
 () Number of Partners; Total \$ _____
- Gold Sponsor (\$37,750)
- Contributing Sponsor "Basic" Package (\$19,500)
- Contributing Sponsor Highest/Higher Visibility Sponsorships
 Cost \$ _____

Identify Contributing Sponsor Highest/Higher Visibility Sponsorship:

- Participating Partner Package (\$11,500)
- Associate Exhibitor Package (\$7,250)
- SNW Connect _____ (Package/Cost)

Accepted by:

Client: Authorized Signature/Name/Title _____ Date: _____

Computerworld - Strategic Programs and Events: Authorized Signature/Name/Title _____ Date: _____

First right of refusal for SNW Spring 2010 is December 15, 2009.

This application to participate as a Sponsor at the SNW® Conference will become a contract upon submission based on the rates, rules governing the event and general information included in this information package and on this contract as well as in the Sponsor/Exhibitor Information Services Manual (forthcoming). A deposit of 50% of net sponsorship cost is due upon receipt of invoice. Remaining balance is due March 11, 2010 for the Spring 2010 Conference. Invoice for 50% deposit for Fall 2010 will be issued in June/July 2010 with remaining balance due September 10, 2010. In the event that SNW® (Computerworld) is not in receipt of payment as outlined above, we reserve the right to reassign sponsorship participation. In the event of cancellation, Computerworld shall determine the cancellation assessment – typically a minimum of 50%. Within 30 days of event, 100% of charge is considered owed. Cancellation does not relieve the exhibitor/sponsor of the obligation to pay the determined cancellation assessment fee.

Notwithstanding anything to the contrary in this contract or on any other document or contract, this contract is not binding until Computerworld accepts and signs it and Computerworld reserves the right, in its sole discretion, to reject any contract application for any reason whether or not contained in the rules and regulations of the SNW® Conference, its Service Manual, or in this contract. This contract shall survive any change of ownership or merger and shall be part of the obligation of the acquiring or merged entity. Computerworld shall, however, have the right in its sole discretion to terminate this contract if such a change in ownership or merger occurs and not allow its transfer or assignment.

Co-Owned and Endorsed by:



Co-Owned and Produced by:

