

2007 Sponsorship Overview

Event Overview

The SWsoft Global Hosting Partner Summit 2007 is the premiere hosting industry event for SWsoft's hosting partners. The summit will take place May 7-9th at the Hyatt Regency in Reston, VA.

Attendees will be able to:

- Network with leading vendors from the hosting industry
- Preview upcoming SWsoft product releases and exclusive roadmaps
- Interact directly with the SWsoft technical, sales, and business personnel
- Provide direct feedback on products to SWsoft developers
- Learn new and exciting ways to increase revenue and grow your business
- Interact with other leading Hosting Partners

SWsoft Company Profile

SWsoft is the recognized leader in server automation and virtualization solution for the world's leading hosting provider. More than 10,000 customers rely on the proven performance and management capabilities of SWsoft products to optimize their IT infrastructures. Founded in 1999, the company has offices located throughout North America, Europe and Asia.

Who Will Attend?

We expect this year's event will attract 250+ attendees from the biggest hosting providers worldwide. Attendees will include marketing, operations, business development and strategy in their organizations including: C-Level, VP-level executives and senior technical managers.

Why Sponsor?

The SWsoft Global Hosting Partner Summit is one of the only events that gives you access to the industry's leading providers in an intimate and productive setting. This event is your opportunity to showcase your products, services and unique strengths to a highly qualified audience who will be making purchasing and partnership decisions. Because this event offers a limited number of sponsorship opportunities, participating in this event will provide your organization a branding and marketing opportunity that will position you as a clear leader in the minds of a senior level group of decision makers.

Last year's event was an astounding success with more than 150 attendees from throughout the world. Don't miss your chance to:

- Benefit with direct contact with the top decision makers in the hosting industry
- Showcase your company as a top leader in the industry
- Highlight your name in the promotional campaign and summit collateral and handouts

Sponsorship Opportunities

Platinum Sponsorship Package (Only One Available)

The Platinum Sponsor is the highest and most influential sponsorship level available at the summit. It is a combination of marketing and branding before the event along with maximum exposure during the summit. Benefits include:

Summit Speaking Opportunity

The Platinum Sponsor will have the premier speaking opportunity at the summit to highlight their solution in front of a captive audience. The speaking session will for 45 minutes be on the first day of the summit.

Entertainment Event Sponsorship

The Platinum Sponsor will be the sponsor of the main summit entertainment on Tuesday, May 8th night of the summit. This will include main event signage, dinner table placards, as well as being highlighted on the agenda.

Exhibition Lounge

You will receive the most prominent position in the exhibition lounge where you may setup a table top exhibit for the entire length of the Summit.

Summit Giveaways

You will be allowed to submit a datasheet highlighting the solution or product of your choice to be handed out to every attendee upon registration.

Summit Promotion Material

You will be prominently displayed on the event website and the sponsor acknowledgement materials.

Summit Bags

Your logo will be displayed on the Summit Bag giveaway given to every attendee.

Complimentary Tickets

Your organization will have six complimentary tickets to the summit

Investment: \$60,000

Gold Sponsorship Package (Two Available)

Gold Sponsorships will provide high level of exposure to summit attendees, sponsorship of a night time event, and great locations within the exhibition lounge. Benefits include:

Summit Speaking Opportunity

Gold Sponsors will receive 20 minute speaking sessions during the summit to address summit attendees and promote their product or solution.

Networking Cocktail Reception

You will be highlighted as the sponsor of the Networking Cocktail Reception on Monday, May 7th. Your logo will be prominently displayed at the event and highlighted on the summit agenda.

Exhibition Lounge

You will receive your first choice after the platinum sponsor for positioning in the exhibition lounge where you may setup a table top exhibit for the entire length of the Summit.

Summit Promotion Material

You will be prominently displayed on the event website and the sponsor acknowledgement materials.

Complimentary Tickets

Your organization will have four complimentary tickets to the summit

Investment: \$20,000

Sponsorship Opportunities

Silver Sponsorship Package (4 Available)

Silver Sponsors get the amazing value of sponsoring a lunch or breakfast while receiving great positions in the exhibitor lounge. Benefits include:

Breakfast or Lunch Sponsorship

Silver Sponsors will have their signage prominently placed at the Lunch or Breakfast function on the first or second day of the summit. Sponsors will also be allowed to place a marketing data sheet on the attendees' seats in the eating area

Exhibition Lounge

Silver Sponsors will receive exhibition space in the exhibition lounge where you may setup a table top exhibit for the entire length of the summit

Event Website

Your logo will be displayed on the event website and the sponsorship acknowledgement materials

Complimentary Tickets

Your organization will have three complimentary tickets to the summit

Investment: \$10,000

Exhibitor Space

The Exhibition Lounge will be open throughout the summit giving you the opportunity to setup a table top exhibit to highlight your product or solution. Your organization will have two complimentary tickets to the summit. The exhibition lounge will also include a refreshment area in the rear to promote traffic in the exhibition area.

Investment: \$5,000

Additional Sponsorship Opportunities:

The following additional sponsorship opportunities are also available. Platinum, Gold, or Silver Sponsors will receive 25% off on any of the additional sponsorship opportunities. Exhibitors will receive 10% off any additional sponsorship opportunity.

Summit Lanyard Sponsor (One Available)

Your logo will be displayed on the summit lanyards given to every attendee, exhibitor, and speaker.

Investment: \$5,000

Wi-Fi Sponsor (One Available)

You will be acknowledged on the website and the Wi-Fi instruction sheet given to each attendee.

Investment: \$4,000

Refreshment Break Sponsors (Two Available)

Your signage will be available at the two refreshment break times during the summit. Your signage will be placed at the refreshment booth

Investment: \$2,000