

ISCe 2008

Sponsorship Opportunities

Sponsorships are a valuable component to your overall integrated marketing campaign. It is the premier tool to communicate your message as well as promoting your company brand. We have crafted a number of sponsorships, which will allow you to expand your marketing horizon, while delivering an excellent return on your investment. Additionally, each of the following sponsorships includes a package of value-added features, which provides additional benefits to you!

	<u>Marketing Opportunity</u>	<u>Marketing Investment</u>
Diamond:	ISCe Awards Dinner	SOLD
Platinum:	Welcome Luncheon	\$20,000
	ISCe Leadership Luncheon	SOLD
Gold:	Conference Bag	\$13,000
	ISCe Awards Reception	\$10,000
	<i>ISCe 2008 Daily News</i>	\$10,000
	Internet Lounge	SOLD
	Navy SATCOM Users Workshop Box Lunch	SOLD
Silver:	Conference Proceedings	\$8,500
	Conference Track (4 Available)	\$7,500 each
Bronze:	Conference Lanyard	SOLD
	Conference Badge	SOLD
	ISCe2008/SSPI Poolside Networking Event (4 Available)	\$5,000 each
	VIP Breakfast (3 Available)	\$5,000 each
	Official ISCe Program Guide	SOLD
	Press Room	SOLD
	Hotel Key	SOLD
	Exhibit Hall	\$5,000
	Registration Area	\$5,000
Other:	ISCe Pocket Guide	\$4,000
	Coffee Break/Refreshment Break (4 Available)	\$4,000 each
	Banner Sponsor (2 Available)	\$3,000 each

Diamond Sponsorship:

ISCe AWARDS DINNER – SOLD **THE BOEING CO.**

Platinum Sponsorships:

WELCOME LUNCHEON – \$20,000

Receive tremendous exposure as the sponsor of the International Welcome Luncheon at ISCe 2008. This sit down luncheon will provide your company excellent visibility and brand awareness to a targeted audience of government, military and industry leaders. As the official sponsor of the International Welcome Luncheon, a company senior executive will be allowed to provide the keynote address to this targeted and influential global audience. Features and Benefits of this Platinum Sponsorship include:

- Recognition as official sponsor of the International Welcome Luncheon
- Your company CEO or president will have the opportunity to address attendees at the Luncheon
- Two full-conference registration packages
- Company name and logo included on all marketing materials, including print media, press releases, email announcements and direct mailings
- Company logo on ISCe website with live link to sponsor's website
- Company name and logo on all sponsor signage
- Company profile page in Official ISCe Program Guide
- Sponsor recognition in the Official ISCe Program Guide
- Twenty-five percent discount on Exhibition Space

ISCe LEADERSHIP LUNCHEON – SOLD **INTELSAT GENERAL CORP.** **EADS ASTRIUM**

Gold Sponsorships:

CONFERENCE BAG – \$13,000

Picture every attendee carrying your logo with them - from the moment they arrive at the show and for months afterward. This highly visible advertising opportunity features your logo on one side of the official conference tote bag along with the show logo. Features and Benefits of this Gold Sponsorship include:

- Recognition as official sponsor of the Conference Bag
- Company name placed directly on the Conference Bag
- Opportunity to place your company's marketing and sales materials in Conference Bag
- One (1) full-conference registration package
- Company name and logo included on all marketing materials, including print media, press releases, email announcements and direct mailings
- Company logo on ISCe website with live link to sponsor's website
- Company name and logo on all sponsor signage
- Company profile in Official ISCe Program Guide
- Sponsor recognition in the Official ISCe Program Guide
- 10 percent discount on Exhibition Space

ISCe AWARDS RECEPTION – \$10,000

Gain maximum visibility as the official sponsor of the ISCe Awards Reception, which precedes the prestigious ISCe Awards Dinner, this year to be held in the Exhibit Hall. Features and Benefits of this Gold Sponsorship include:

- Recognition as official sponsor of the ISCe Awards Reception
- Your company CEO or president will have the opportunity to address attendees at the ISCe Awards Dinner
- One (1) full-conference registration package
- Company name and logo included on all marketing materials, including print media, press releases, email announcements and direct mailings
- Company logo on ISCe website with live link to sponsor's website
- Company name and logo on all sponsor signage
- Company profile in Official ISCe Program Guide
- Sponsor recognition in the Official ISCe Program Guide
- 10 percent discount on Exhibition Space

ISCe 2008 DAILY NEWS – \$10,000

The ISCe 2008 team will again produce a print and electronic, value-added publication, "ISCe 2008 Daily News." The publication will be distributed throughout the United States and globally both to those who attend the three-day-long financial event wishing to benefit from the editorial content from the show. ISCe will be producing 4 editions of the publication: a pre-show edition (print and electronic for distribution on the opening day of the show), two additional editions (print and electronic for distribution on Day 2 and Day 3 of the show), and a wrap-up (electronic-only) version once the conference is adjourned. Your company will be recognized as the exclusive sponsor of the publications and will receive a company profile section within each edition of the "ISCe 2008 Daily News."

- Recognition as official sponsor of the "ISCe 2008 Daily News"
- One (1) full conference registration package
- Company name and logo included on all marketing materials, including print media, press releases, e-mail announcements and direct mailings
- Company profile page in all editions of "ISCe 2008 Daily News"
- Company logo on ISCe website with live link to sponsor's website
- Company name and logo on all sponsor signage
- Company profile in Official ISCe Program Guide
- Sponsor recognition in the Official ISCe Program Guide
- 10 percent discount on Exhibition Space

INTERNET LOUNGE – SOLD SPACENET

NAVY SATCOM USERS WORKSHOP BOX LUNCH - SOLD ARROWHEAD GLOBAL SOLUTIONS, INC.

Silver Sponsorships:

CONFERENCE PROCEEDINGS - \$8,500

Your company name and logo will be prominently featured on the front cover and inside cover of each CD, which will be distributed to all ISCe attendees. Each attendee will receive 2 complimentary CDs, which includes the audio recording from a single session. Additionally, a brief company/product description will be included on the inside CD cover. This outstanding sponsorship will provide your company with excellent visibility and brand recognition. Features and Benefits of this Silver Sponsorship include:

- Company name and logo on the front and inside cover of each CD
- Company description on inside CD cover

- One (1) full-conference registration package
- Company name and logo included on selected marketing materials, including print media, press releases, email announcements and direct mailings
- Company logo on ISCe website with live link to sponsor's website
- Company name and logo on all sponsor signage
- Company profile in Official ISCe Program Guide
- Sponsor recognition in the Official ISCe Program Guide

CONFERENCE TRACK - \$7,500 (3 AVAILABLE)

Your company will be recognized as the official sponsor of one of the full-day conference program tracks during ISCe. Attendees will see your company logo displayed on a large banner behind the stage. Track sponsors may also display/disseminate a company flyer/brochure to all session attendees. Features and Benefits of this Silver Sponsorship include:

Available Conference Tracks:

1. ICSSC 2008 Conference Tracks
 2. GVF/WTA Continuity of Government Forum
 3. Military & Government Requirements Forum
 4. Navy SATCOM Users Workshop - **SOLD**
- Company logo displayed next to the stage
 - Distribute company marketing materials in all sessions of specific track
 - Company note pads and pens at each seat (pads and pens provided by sponsor)
 - One (1) full-conference registration package
 - Company name and logo included on selected marketing materials, including print media, press releases, email announcements and direct mailings
 - Company logo on ISCe website with live link to sponsor's website
 - Company name and logo on all sponsor signage
 - Company profile in Official ISCe Program Guide
 - Sponsor recognition in the Official ISCe Program Guide

Bronze Sponsorships:

CONFERENCE LANYARD – SOLD **IOT SYSTEMS INC.**

CONFERENCE BADGE – SOLD **SEA MOBILE**

ISCe 2008/SSPI Kick-off Networking Event – \$5,000 (4 AVAILABLE)

An ISCe conference tradition, welcome all ISCe and SSPI attendees to the ISCe 2008/SSPI Kick-off Networking Event which will be held on Tuesday evening poolside at picturesque San Diego Marriott Hotel & Marina. Guests will enjoy cocktails, hors d'oeuvres and live music - and have an opportunity to meet with you in a very casual and comfortable environment. Features and Benefits of this Bronze Sponsorship include:

- Recognition as official sponsor of the ISCe/SSPI "Beach Blast"
- Signage with company name and logo displayed at food and beverage stations
- One (1) full-conference registration package
- 4' x 6' banner with company name and logo
- Company name and logo included on all marketing materials, including print media, press releases, email announcements and direct mailings
- Company logo on ISCe website with live link to sponsor's website
- Company name and logo on all sponsor signage
- Company profile in Official ISCe Program Guide

- Sponsor recognition in the Official ISCe Program Guide

VIP BREAKFASTS – \$5,000 (3 AVAILABLE)

As sponsor of a morning breakfast, your company will receive excellent exposure to a selected audience of senior-level leaders from industry, commercial, government and the military. The VIP breakfasts will take place on Tuesday, Wednesday and Thursday mornings prior to the beginning of the day's program. Additionally, VIP Breakfast sponsors may distribute company brochures and company promotional items to breakfast attendees. Features and Benefits of this Bronze Sponsorship include:

- Company name and logo on signage at the VIP Breakfast
- Company name and logo on VIP Breakfast invitation (invitees to be provided by sponsor and ISCe)
- One (1) full-conference registration package
- Company name and logo included on selected marketing materials, including print media, press releases, email announcements and direct mailings
- Company logo on ISCe website with live link to sponsor's website
- Company name and logo on all sponsor signage
- Company profile in Official ISCe Program Guide
- Sponsor recognition in the Official ISCe Program Guide

OFFICIAL PROGRAM GUIDE - SOLD
DATAPATH INC.

PRESS ROOM – SOLD
MSV

HOTEL KEYS – SOLD
SPACENET

EXHIBIT HALL – \$5,000

Every participant will view your company name and logo at the front entrance to the Exhibit Hall – as well as inside the Hall. All conference morning coffee breaks, refreshment breaks, ISCe Awards Reception and other special events will be held inside the Exhibit Hall. You will receive continuous visibility throughout the conference and exhibition. This sponsorship provides great visibility before and during ISCe 2008! Features and Benefits of this Bronze Sponsorship include:

- Company name and logo outside of the Exhibit Hall
- One (1) full-conference registration package
- Company name and logo included on selected marketing materials, including print media, press releases, email announcements and direct mailings
- Company logo on ISCe website with live link to sponsor's website
- Company name and logo on all sponsor signage
- Company profile in Official ISCe Program Guide
- Sponsor recognition in the Official ISCe Program Guide

REGISTRATION AREA – \$5,000

All attendees will pass through the registration area several times during the three-day ISCe 2008 program. Your company's name and logo will be prominently displayed on every registration counter kick panel and sign-in counter. Features and Benefits of this Bronze Sponsorship include:

- Company name and logo on registration counter kick panels and sign-in counter
- One (1) full-conference registration package
- Company name and logo included on selected marketing materials, including print media, press releases, email announcements and direct mailings
- Company logo on ISCe website with live link to sponsor's website
- Company name and logo on all sponsor signage
- Company profile in Official ISCe Program Guide
- Sponsor recognition in the Official ISCe Program Guide

Other Sponsorships:

ISCe POCKET GUIDE – \$4,000

Every attendee reaches for this handy pocket guide. Your company name and logo will be prominently displayed on the front cover of this essential guide, which will contain the ISCe 2008 conference program as well as the program for ICSSC 2008. Features and Benefits of this Sponsorship include:

- Company name and logo outside of the ISCe Pocket Guide
- Company name and logo included on selected marketing materials, including print media, press releases, email announcements and direct mailings
- Company logo on ISCe website with live link to sponsor's website
- Company name and logo on all sponsor signage
- Company profile in Official ISCe Program Guide
- Sponsor recognition in the Official ISCe Program Guide

COFFEE BREAK/ REFRESHMENT BREAK (4 AVAILABLE—2 ON EACH DAY) – \$4,000 EACH STELLAR SOLUTIONS (TUE. COFFEE BREAK); XTAR (WED. COFFEE BREAK)

Sponsor one of the morning or afternoon breaks and provide an opportunity for participants to enjoy coffee, tea, soft drinks and snacks between sessions. Features and Benefits of this Sponsorship include:

- Cocktail napkins with your company's logo at the breaks
- Signage with company name and logo displayed at food and beverage areas stations during the breaks
- Company name and logo included on selected marketing materials, including print media, press releases, email announcements and direct mailings
- Company logo on ISCe website with live link to sponsor's website
- Company name and logo on all sponsor signage
- Company profile in Official ISCe Program Guide
- Sponsor recognition in the Official ISCe Program Guide

BANNER SPONSORSHIP - \$3,000 (2 AVAILABLE)

Display your 4' x 6' company banner outside the conference sessions and receive excellent visibility at ISCe 2008! Features and Benefits of this Sponsorship include:

- Company name and logo will be displayed in the Registration Area for the conference (banners to be provided by sponsor)
- Company name and logo included on selected marketing materials, including print media, press releases, email announcements and direct mailings
- Company logo on ISCe website with live link to sponsor's website
- Company name and logo on all sponsor signage
- Company profile in Official ISCe Program Guide
- Sponsor recognition in the Official ISCe Program Guide

Sponsorship Application



Please complete and sign the front of this application, review and sign the Terms of Agreement printed on page two of this contract. This application, when accepted by Hannover Fairs USA, Inc. (HFUSA) will be binding between the Sponsor and HFUSA. Sponsor has read and agrees to abide by the Terms of Agreement as set forth on page two of this contract.

Company Name: _____

Representative Name: _____ Title: _____

Address: _____ P.O. Box: _____

City: _____ State: _____ Zip: _____

Country: _____ E-mail: _____

Phone: _____ Fax: _____ Website: _____

Signature: _____ Date: _____

<u>SPONSORSHIP PACKAGE</u>	<u>TYPE</u>	<u>PRICE (\$USD)</u>
<input type="checkbox"/> ISCe Awards Dinner	Diamond	SOLD
<input type="checkbox"/> Welcome Luncheon	Platinum	\$20,000
<input type="checkbox"/> Leadership Luncheon	Platinum	SOLD
<input type="checkbox"/> Conference Tote Bag	Gold	\$13,000
<input type="checkbox"/> ISCe Awards Dinner Reception	Gold	\$10,000
<input type="checkbox"/> <i>ISCe 2008 Daily News</i>	Gold	\$10,000
<input type="checkbox"/> Internet Lounge	Gold	SOLD
<input type="checkbox"/> Navy SATCOM Users Workshop Box Lunch	Gold	SOLD
<input type="checkbox"/> Conference Proceedings	Silver	\$8,500
<input type="checkbox"/> Conference Track (3 Available)	Silver	\$7,500 each
<input type="checkbox"/> Conference Lanyard	Bronze	SOLD
<input type="checkbox"/> Conference Badge	Bronze	SOLD
<input type="checkbox"/> ISCe 2008/SSPI "Beach Blast" (4 available)	Bronze	\$5,000 each
<input type="checkbox"/> VIP Breakfasts (3 available)	Bronze	\$5,000 each
<input type="checkbox"/> Official ISCe Program Guide	Bronze	SOLD
<input type="checkbox"/> Press Room	Bronze	SOLD
<input type="checkbox"/> Hotel Key	Bronze	SOLD
<input type="checkbox"/> Exhibit Hall	Bronze	\$5,000
<input type="checkbox"/> Registration Area	Bronze	\$5,000
<input type="checkbox"/> ISCe Pocket Guide	Other	\$4,000
<input type="checkbox"/> Coffee/Refreshment Breaks (4 available)	Other	\$4,000 each
<input type="checkbox"/> Banner Sponsor (2 available)	Other	\$3,000 each

Payment Terms:

A minimum payment of 50% by check or credit card is required to reserve your sponsorship. Balance is due 30 days prior to the event.

Payment Method:

Check Amount enclosed: \$ _____ (Make check payable to: **Hannover Fairs USA, Inc.**)

Credit Card Amount to be processed: \$ _____ (Please complete Credit Card Authorization Form)

Please fax this completed Application Form to **+1 (562) 901-9192** with the signed Terms of Agreement (see reverse side) or mail to:

**Hannover Fairs USA, Inc.
100 W. Broadway, Suite 210
Long Beach, CA 90802 USA**

Sponsorship Terms of Agreement

1. **Sponsorship Items:** Items included in the sponsorship are as represented in this contract and in the Sponsorship Package Outline
2. **Sponsorship Rates:** Rates provided are for the items and quantities provided for in this contract and the Sponsorship Package Outline. Any change to these factors by the sponsorship purchaser may result in an increase in cost of the sponsorship.
3. **Scope of Sponsorship:** The physical scope or geographic extension of the sponsorship is as defined in this contract and in the Sponsorship Package Outline. The extension of this scope, if possible, when requested by the sponsor, may result in an increase in cost of the sponsorship.
4. **Deadlines:** Deadlines for artwork for printed items offered as part of the sponsorship are as provided in the Letter of Agreement. Missed deadlines may result in an increase in cost of the sponsorship to cover rush fees.
5. **Artwork and Related Services:** The Sponsor should submit its own artwork to Hannover Fairs USA, Inc. prepared to specifications set by Hannover Fairs USA, Inc. Alternatively, the sponsor may take advantage of Hannover Fairs USA, Inc. graphic design services for a pre-determined fee. In all cases, when Hannover Fairs USA, Inc. graphic design services are utilized the sponsor must sign off in writing on the finished artwork in a timely fashion prior to production and printing.
6. **Approval of Artwork:** All sponsorship artwork is subject to approval by Hannover Fairs USA, Inc.
7. **Liability:** Hannover Fairs USA, Inc.'s liability in this agreement does not extend beyond the charges for the sponsorship in question.
8. **Infringement:** The sponsorship purchaser and/or agency acting on behalf of the sponsor agrees to indemnify, defend and save harmless Hannover Fairs USA, Inc. from any and all liability from the contents of supplied artwork printed on sponsorship items or the unauthorized use of any graphic image arising from Hannover Fairs USA, Inc.'s reproduction of such artwork.
9. **Cancellation of Sponsorship Contracts:** If for any reason the sponsor cancels the sponsorship contract, a written cancellation notice must be received by Hannover Fairs USA, Inc. Cancellation of the contract up to February 28, 2008 incurs a cancellation fee equal to 50 percent of the total sponsor cost. Cancellations on or after March 1, 2008 incur a cancellation fee equal to 100 percent of the total sponsor cost.
10. **Payment Terms:** Invoices for the sponsorship are posted upon receipt of the order and are due as follows: 50 percent with Sponsorship Contract and 50 percent within 30 days of the opening of the event. Checks and wire transfers should be made payable as per instructions on the invoice. Payments by wire transfer must include funds sufficient to cover the originating bank's transfer fees.
11. **Legal Expenses:** The sponsor agrees to bear the cost of all legal fees that may be incurred by Hannover Fairs USA, Inc. for the recovery of all overdue billings, charges, and damages for the breach of this contract by the sponsorship purchaser.
12. **Delivery:** Hannover Fairs USA, Inc. is not responsible for delays in delivery or for non-delivery in the event of an act of God, action by any government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, terrorist acts, embargo, strikes (legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of the sponsorship provider affecting production or delivery in any manner.
13. **Conflicting Terms:** No conditions, printed or otherwise, which conflict with the terms as stated herein will be binding on Hannover Fairs USA, Inc.

I have read and agree to these Terms of Agreement:

Print Name: _____

Title: _____

Signature: _____