

PICC'10: Professional IT Community Conference

May 7 - 8, 2010

New Brunswick Hyatt Regency, New Brunswick, NJ

www.lopsanj.org/events/picc10



As a representative of LOPSA, I am asking you to consider becoming a sponsor of our LOPSA-NJ Professional IT Community Conference (PICC), which will be held on May 7-8, 2010 in New Brunswick, NJ.

LOPSA-NJ, the New Jersey chapter of LOPSA, is putting on PICC'10 which is a gathering of professionals from the diverse IT community in New Jersey to learn, share ideas, and network.

The conference includes invited speakers, keynotes, and training by top-notch experts that are relevant, useful, and recession-friendly. There's also an "unconference" track where attendees propose and host their own topics during the event. We expect attendance of 100 to 150 IT professionals from mid- to large-sized companies and academia from New Jersey, New York and Pennsylvania.

The League of Professional System Administrators (LOPSA) is a nonprofit corporation with members throughout the world. Our mission is to advance the practice of system administration; to support, recognize, educate, and encourage its practitioners; and to serve the public through education and outreach on system administration issues.

Expected Attendance: 150

Our Attendees:

- are systems, network, database or security administrators or analysts
- are from mid- to large-sized companies and academia
- come from New Jersey, New York, and Pennsylvania

For more information

Please contact the vendor sponsorship coordinator at sponsorship@lopsanj.org

PICC '10 Sponsorship Opportunities

All Inclusive Sponsorship Opportunities

Gold Level:

\$10,000

- One (1) logo placement with link to URL on the Conference Sponsor page of the official PICC '10 web site
 - Maximum recognition in all pre-conference materials and communication
 - Two (2) conference registration passes
 - Four (4) pieces of marketing material in the meeting bag – sponsor to provide the literature and content must be approved by PICC '10 pre-conference
 - Maximum on-site signage and verbal recognition
 - “Thank you” listed in on-site Program Book to include logo, URL and 150 word company description
 - Recognition as a Keynote Speaker sponsor
 - One (1) full page, back cover ad* in the Conference Program book – sponsor to provide artwork
- * Full page, back cover ad will go to the first company to come on board at the Gold Level.

Silver Level

\$5,000

- One (1) logo placement with link to URL on the Conference Sponsor page of the official PICC '10 web site
- Maximum recognition in all pre-conference materials and communications
- One (1) conference registration pass
- Two (2) pieces of marketing material in the meeting bag – sponsor to provide the literature and content must be approved by PICC '10 pre-conference
- Maximum on-site signage and verbal recognition
- “Thank you” listed in on-site Program Book to include logo, URL and 100 word company description
- One (1) half page ad in the Conference Program book – sponsor to provide artwork

Bronze Level:

\$3,000

- One (1) logo placement with link to URL on the Conference Sponsor page of the official PICC '10 web site
- Maximum recognition in all pre-conference materials and communications
- One (1) piece of marketing material in the meeting bag – sponsor to provide the literature and content must be approved by PICC '10 pre-conference
- Maximum on-site signage and verbal recognition
- “Thank you” listed in on-site Program Book to include logo, URL and 50 word company description
- One (1) quarter page ad in the Conference Program book – sponsor to provide artwork

PICC '10 Sponsorship Opportunities

A La Carte Marketing Options or Sponsorship Add-On Opportunities

Welcome Coffee Sponsor (2 available) **\$2,500**

- Company logo featured on signage during break
- "Sponsored by: your company name," will appear on service tables
- Listed on the general sponsorship signage at the event
- Click through logo on LOPSA event webpage
- Company logo, URL, and description (50 words) in the conference program guide

Coffee Breaks Sponsor (4 available) **\$2,500**

- Company logo featured on signage during break
- "Sponsored by: your company name," will appear on service tables
- Listed on the general sponsorship signage at the event
- Click through logo on LOPSA event webpage
- Company logo, URL, and description (50 words) in the conference program guide

Lunch Sponsor (2 available) **\$4,500**

- Company logo featured on signage during break
- "Sponsored by: your company name," will appear next to the track listing in the on-site schedule
- Listed on the general sponsorship signage at the event
- Click through logo on LOPSA event webpage
- Company logo, URL, and description (100 words) in the conference program guide
- 1 conference pass for your use

Dinner Sponsor (1 available) **\$7,500**

- Company logo featured on signage during break
- "Sponsored by: your company name," will appear next to the track listing in the on-site schedule
- Listed on the general sponsorship signage at the event
- Click through logo on LOPSA event webpage
- Company logo, URL, and description (150 words) in the conference program guide
- Half page company adprinted in black-and-white in the conference on-site guide (deadline permitting).
- 2 conference passes for your use

Audio Visual Sponsor (1 available) **\$7,500**

- Company logo featured on signage in key location at conference
- Company logo and link displayed on the conference Website
- Half page company adprinted in black-and-white in the conference on-site guide (deadline permitting).
- Company name, URL, and description (75 words) in the conference on-site guide (deadline permitting)

PICC '10 Sponsorship Opportunities

Overlook Lounge (1 available)

\$7,000

- Designated lounge area with furnishing
- Open access - the lounge will remain open throughout the conference
- Exclusive sponsorship
- 1 table top exhibit or display for sponsor materials
- Wireless internet access
- 1 plasma for showing sponsor promo loop(s)
- 1 full page b/w ad in the program book
- 1 bag insert for lounge teaser or sponsor advertisement
- Sponsor/lounge mentioned during the housekeeping announcements prior to lunch breaks
- Sponsor's logo printed on acknowledgment signage throughout the meeting

Echo Bag Sponsor (1 available)

\$2,500

RESERVED

- Your Company logo on all attendee bags, made from environmentally responsible materials, distributed at registration.
- Company logo and link displayed on the conference Website, and special mention as a 'Green Sponsor'.
- Half page company ad printed in black-and-white in the conference on-site guide (deadline permitting).
- Company name, URL, and description (75words) in the conference on-site guide (deadline permitting)

USB Flash Drive Sponsor (1 available)

\$2,5000

RESERVED

- Company logo on one side of reusable USB Flash Drives distributed to all attendees at the conference
- Placement of your company literature on the flash drive, along with conference proceedings
- Company logo featured on signage at the conference, and special mention as a 'Green Sponsor'
- Company logo and link displayed on the conference Website
- Half page company ad printed in black-and-white in the conference on-site guide (deadline permitting).
- Company logo, URL, and description (75 words) in the conference program guide

Advertising in the On-site Guide full page: \$2,000; half page: \$1000; quarter page: \$500

- Company ad printed in black-and-white in the conference program guide, distributed to all attendees at the conference

PICC '10 Sponsorship Opportunities

PICC'10: Professional IT Community Conference

May 7 - 8, 2010

New Brunswick Hyatt Regency, New Brunswick, NJ

www.lopsanj.org/events/picc10



Sponsorship Application: We seek to obtain additional exposure and further promote our company at the 2010 Professional IT Community Conference. The Sponsorship Application must be completed and accompanied by payment in full. All deliverables must be received by Monday, March 1, 2010.

Company Name: (Please print clearly.) _____

Address: _____

City: _____

State: _____

Zip: _____

Country: _____

Phone Number: _____

Fax Number: _____

Contact Person: _____

Title: _____

Main Contact Email: _____

Main Contact Phone Number: _____

Payment Information: LOPSA Fed. ID Tax No. 20-1950324

Sponsorship is not held without payment. Payment is due in full with application. Make checks payable to LOPSA in U.S. funds only. Send checks to The League of Professional System Administrators 15000 Commerce Parkway, Suite C, Mount Laurel, NJ 08054 USA

Type of Credit Card:

(circle one)

AMEX

VISA

MASTERCARD

Credit Card Number: _____

Expiration Date: _____

Name On Card: _____

Authorized Signature: _____

****Cancellation Policy:** Cancellations must be submitted in writing to LOPSA by April 1, 2010 to receive a refund of 50% of contracted sponsorship fees. Any Sponsor who cancels after April 1, 2010 will be responsible for the total sponsorship cost.

Please select one or more of the following sponsorship selections:

All Inclusive Package Opportunities:

PICC '10 Sponsorship Opportunities

- | | |
|---------------------------------------|----------|
| <input type="checkbox"/> Gold Level | \$10,000 |
| <input type="checkbox"/> Silver Level | \$5,000 |
| <input type="checkbox"/> Bronze Level | \$3,000 |

A La Carte or Add-On Opportunities:

- | | |
|---|---|
| <input type="checkbox"/> Welcome Coffee Sponsor - \$2,500 | <input type="checkbox"/> Full Page Ad in the On-Site Guide - \$2,000 |
| <input type="checkbox"/> Coffee Breaks Sponsor - \$2,500 | <input type="checkbox"/> Half Page Ad in the On-Site Guide - \$1,000 |
| <input type="checkbox"/> Lunch Sponsor - \$4,500 | <input type="checkbox"/> Quarter Page Ad in the On-Site Guide - \$500 |
| <input type="checkbox"/> Dinner Sponsor - \$7,500 | <input type="checkbox"/> Overlook Lounge - \$7,000 |
| <input type="checkbox"/> Audio Visual Sponsor - \$7,500 | <input type="checkbox"/> Echo Bag Sponsor - \$2,500 - Reserved |
| | <input type="checkbox"/> USB Flash Drive Sponsor - \$2,500 - Reserved |

Return completed application, Terms and Conditions, and full payment to Danielle Gentile, via email or fax at custserv@lopsa.org, Fax: (856)439-0525 Send checks to The League of Professional System Administrators 15000 Commerce Parkway, Suite C, Mount Laurel, NJ 08054 USA

All Sponsors must read and accept the LOPSA Terms and Conditions for the 2101 PICC Conference. Please initial and date and return to LOPSA along with your completed application and payment.

PLEASE TICK:

- I have read and accepted the Terms and Conditions which are included in this agreement.

Terms and Conditions:

By signing this agreement, you are officially a Supporter of LOPSA-NJ's 2010 Professional IT Community Conference and agree to the Terms and Conditions set out below.

- **Payment Terms:** Per agreement.
- **Cancellation Policy:** Per agreement.
- **Sole Ownership:** This agreement, and the benefits explained previously, are solely for the purpose of one company and cannot be divided between separate companies.
- **Incidentals:** LOPSA shall not be responsible for any additional costs incurred by your company other than what has been included herein the Sponsor package.
- **Third Parties:** All arrangements made by the vendor sponsor with third parties for hotel, restaurants and transportation are at the expense of the client. LOPSA holds no responsibility on behalf of the third party.
- **Food and Beverage:** Venues carry the sole right for the provision of food in all areas and therefore no items of this nature may be brought into this conference.
- **Unforeseen Circumstances:** In cases of unforeseen circumstances, XXXX reserves the right to alter the advertised package, with prior written notice to Sponsor/Exhibitor.
- **Meeting Deadlines:** Your Company must adhere to all deadlines for this conference. Failure to do so may result in cancellation of this agreement and LOPSA reserves the right to deduct any costs incurred.
- **Personal Injury:** LOPSA does not take any responsibility for injury to any client or guest attending the event, unless such injury is caused due to the negligence of LOPSA.
- **Acts of God and Emergency Conditions:** If for any reason beyond LOPSA's or Sponsor's reasonable control - including but not limited to strikes; labor disputes; acts, regulations or orders of governmental authorities; civil disorder; disasters; acts of war; acts of God; fires; flood or other emergency conditions - LOPSA or Sponsor is unable to perform its obligations under this Agreement, such non-performance is excused and either party may terminate this Agreement without further liability of any nature, upon full return of Sponsor payment.

Initial _____

Date _____

Return completed application, Terms and Conditions, and full payment to Danielle Gentile, via email or fax at custserv@lopsa.org, Fax: (856)439-0525