

# OMG TECHNICAL MEETING SPONSOR AGREEMENT

The Object Management Group offers different levels of Sponsorship for OMG Technical Meetings, with appropriate benefits for each level. This document serves as the official and binding contract for sponsors of the indicated OMG Technical Meeting and does not apply to sponsorship of any other event hosted or managed by OMG. Sponsorship benefits are described below. Please review, fill in the billing information and sign below.

Sponsor requests concerning Meeting location, times and accommodations will be honored whenever possible; however, the OMG reserves the right to make final decisions based upon its policies and requirements. The OMG will manage all aspects of planning and staffing throughout the Workshop to ensure a quality event.

## Technical Meeting Sponsorship Rates for 2008

**Diamond Sponsor \$50,000** [OMG will not accept any other sponsors for the Meeting.]

**Platinum Sponsor \$25,000** [OMG may sign up additional co-sponsors.]

**Gold Sponsor \$15,000** [OMG may sign up additional co-sponsors.]

Meeting Name: OMG Technical Meeting

Location / Date: \_\_\_\_\_ Sponsor Fee: \_\_\_\_\_

Name of Sponsor: \_\_\_\_\_

Bill to Address: \_\_\_\_\_

\_\_\_\_\_ Sponsor P.O. No.: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please Print Name: \_\_\_\_\_

Your sponsorship will become effective only when OMG receives the signed contract, all Sponsorship funds are due in full prior to the event.

**OMG Bank Transfer details:** Please contact [accounting@omg.org](mailto:accounting@omg.org) for bank transfer details.

**Address:** Mail: OMG, 140 Kendrick Street, Building A, Suite 300, Needham, MA 02494 Fax: +1-781- 444-4864

**Please provide the following information:**

- Your company logo in color and black and white in high-resolution jpeg format or equivalent.
- URL for use with your logo.

**Questions? - Please contact Ken Berk, OMG's Vice President, Business Development,  
Phone: +1-781-444 0404, Fax: +1-781-444 0320, or email: [ken.berk@omg.org](mailto:ken.berk@omg.org)**

**Thank you for your support of the OMG**

## OMG TECHNICAL MEETING - SPONSOR BENEFITS - 2008

	<b>Diamond Sponsor Limit One</b>	<b>Platinum Sponsor Limit Three</b>	<b>Gold Sponsor</b>
<b>Exclusive Sponsor</b>	<b>“Lock Out any other”</b>	<b>No</b>	<b>No</b>
<b>Logo on OMG Home page</b>	<b>Logo, 12 months With Hotlink</b>	<b>Logo, 6 months With Hotlink</b>	<b>Logo, 3 months No Hotlink</b>
<b>Logo on all event collateral and event page</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
<b>Event Signage</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
<b>Logo on Badges</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
<b>Sponsor listing and link in the "Upcoming Meetings" area of the OMG Web Site</b>	<b>Yes with Hotlink</b>	<b>Yes with Hotlink</b>	<b>Yes</b>
<b>Host of Evening Reception</b>	<b>Yes</b>	<b>Yes</b>	<b>No</b>
<b>Full Page insert (Sponsor Supplied) in Registration Material</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
<b>Sponsor Banner</b>	<b>Premium Placement</b>	<b>Yes</b>	<b>Yes</b>
<b>Sponsor Demonstration Space</b>	<b>Premium Placement</b>	<b>Yes</b>	<b>Yes</b>
<b>Complimentary Meeting passes</b>	<b>8 passes</b>	<b>4 passes</b>	<b>1 pass</b>
<b>Plenary Presentation</b>	<b>45 Minute Presentation plus a 15 Min. Webcast hosted for 3 months</b>	<b>20 Minute Plenary Presentation</b>	<b>No Presentation</b>
<b>OMG meeting wrap up email</b>	<b>Yes with Logo</b>	<b>Yes with Logo</b>	<b>Listing, No Logo</b>
<b>Sponsor (or designee) gets an upgraded hotel room</b>	<b>Yes</b>	<b>Yes</b>	<b>No</b>
<b>Exclusive Sponsor Hospitality Suite for the entire meeting</b>	<b>Yes</b>	<b>No</b>	<b>No</b>
<b>Pre-event email invitation to the Exclusive Sponsor suite</b>	<b>Yes</b>	<b>No</b>	<b>No</b>
<b>Investment</b>	<b>\$50,000</b>	<b>\$25,000</b>	<b>\$15,000</b>

*NOTE - Sponsors will be responsible for providing banners and all booth materials not provided by OMG. Placement of banners may be subject to hotel policies.*

## Optional Sponsor Marketing Ideas

The following ideas were compiled as a result of successful OMG Technical Meetings and Technical Workshops. These items are not included in the sponsor fee and are the responsibility of the sponsor. Payment is required by the sponsor directly to the hotel or vendor. OMG's Marketing Department is always available for logistical support and consultation. Contact Kevin Loughry, OMG's Director of Events Management, at +1-781-444 0404 or [loughry@omg.org](mailto:loughry@omg.org)

### Special Events:

- Take advantage of your sponsorship by hosting plant tours at your facility, or at a customer facility.
- Send a number of interested staff members to the event to network, and make use of the tutorials.
- Host a special dinner or reception for attendees. You can even host the reception off-site (computer museum, museum of flight). The OMG meeting manager can help arrange transportation for the group.
- Make a product announcement to a captive audience of qualified attendees -- many of whom have purchasing authority or make strategic decisions. This might be done at a plenary or at an evening reception.
- Arrange a Hospitality Suite to entertain customers or negotiate business arrangements. Using our buying power with the hotel, OMG staff can help you obtain attractive rates for Hospitality Suites.
- Run raffles and Giveaways to ensure your event and your sponsorship is well-remembered. OMG would be happy to include contributed items as part of a raffle, or silent auction.
- Attendees always enjoy receiving "giveaways" such as T-shirts, mugs, note pads, key chains, umbrellas, etc. OMG registration staff would be pleased to distribute these materials on-site on the sponsor(s)' behalf.

### Enhanced Visibility:

- Supply OMG with podium signs, banners for the reception area and prominent traffic areas.
- Issue Press Releases to call attention to your work, your expertise and to lend additional credibility to your sponsorship. Be sure to mention any speakers, topics, or special events planned. OMG would be happy to contribute an executive quote(s) for sponsor press releases.
- Have your Public Relations department contact the OMG Marketing Team to be sure the press has access to your key executives or press reps. There is often trade press coverage of OMG events, and editors will be directed to your Public Relations team for comments and input.