

# OMG TECHNICAL WORKSHOP SPONSOR AGREEMENT - 2007

The Object Management Group offers different levels of Sponsorship for OMG Technical Workshops, with appropriate benefits for each level. This document serves as the official and binding contract for sponsors of the indicated OMG Technical Workshop 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 Workshop 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 Workshop Sponsorship Rates for 2007

**Platinum Sponsor \$25,000** [Limited to three]

**Gold Sponsor \$15,000**

**Silver Sponsor \$7,500**

Workshop Name: \_\_\_\_\_

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 a deposit of 35% of the Sponsor Fee with this signed agreement. The balance is due 90 days prior to the Workshop. Sponsorships are accepted on a first-come, first-serve basis, so be sure to send in the deposit and this agreement promptly.

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

**Address:** Mail: OMG, 140 Kendrick Street, Building A, Suite 300, Needham, MA 02494 Fax: +1-781-444-0320

**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 Director, Business Development,  
Phone: +1-781-444 0404, Fax: +1-781-444 0320, or email: [kenberk@omg.org](mailto:kenberk@omg.org)**

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

## OMG TECHNICAL WORKSHOP - SPONSOR BENEFITS – 2007

Sponsor Benefits	<b>Platinum Sponsor</b> Limited to Three	<b>Gold Sponsor</b>	<b>Silver Sponsor</b>
<b>Exclusive Sponsor</b>	No	No	No
<b>Logo on Workshop Web page</b>	Yes with Hotlink	Yes with Hotlink	Yes no Hotlink
<b>Logo on all Workshop collateral</b>	Yes	Yes	Yes
<b>Sponsor Banner and Signage in Workshop Area</b>	Yes, Premium Placement	Yes	Yes
<b>Logo on Badges</b>	Yes	Yes	No
<b>Full Page insert (Sponsor Supplied) in Registration Material</b>	Yes	Yes	Yes
<b>Sponsor Demonstration Space</b>	Premium Placement	Yes	Yes
<b>Demo Area Only Passes</b>	6 passes	4 passes	2 passes
<b>Complimentary Workshop Registration</b>	6 passes	3 passes	1 pass
<b>Workshop Proceedings CD</b>	Logo	Logo	Logo
<b>OMG Workshop wrap up email</b>	Yes with Logo and Hotlink and one paragraph about the sponsor	Yes with Logo and Hotlink	Yes with Logo
<b>Sponsor Presentation</b>	20 Minutes	15 Minutes	No
<b>INVESTMENT</b>	<b>\$25,000</b>	<b>\$15,000</b>	<b>\$7,500</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:

- Consider taking advantage of your sponsorship by hosting plant tours at your facility, or at a customer facility.
- Use the opportunity to send a number of interested staff members to the event to network, and make use of the tutorials.
- Consider hosting 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.
- Consider making 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.
- Raffles and Giveaways are effective ways 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:

- Be sure to supply the OMG Director of Events Management with podium signs, banners for the reception area and prominent traffic areas.
- Press Releases are an excellent way to call attention to your work, your expertise and 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.
- Remember to have your Public Relations department contact the OMG Marketing Team to be sure the press has access to your key executives or press reps from sponsoring organizations. There is often trade press coverage of OMG events, and editors will be directed to your Public Relations team for comments and input.