

AWARENESS BUILDING & BRANDING SPONSORSHIP

CERAWEEK® CENTRAL SPONSOR

The CERAWEEK® Central Sponsorship is a unique and exclusive offer for **one company** to gain recognition by all delegates throughout the entire week as the host of the on-site kiosk system. The kiosks are placed in all the common areas for delegates to have easy access to the Internet, check e-mail, and utilize the on-site communication system.



Deliverables

- Wireless hot spots hosted by Sponsor in a common area for delegates. Tent cards with Sponsor recognition and attribution may be placed on high-top tables. (Messaging and graphic on tent card will be contributed by Sponsor and is subject to CERA's approval).
- On-site kiosk host and representation includes
 - 30 kiosks to be placed throughout main delegate traffic areas (located at CERA's discretion); kiosks will provide high-speed Internet access and printers to all CERAWEEK® delegates
 - Sponsor's Web site to be set as the default screen when users access the Internet
 - Prominent display of Sponsor's logo and link on main navigation screen
- Interview with one (1) member of the Sponsor's senior leadership, taped on site and looped during the Executive Conference and broadcast on CERA.com. (This site will be featured on plasma screens throughout the Conference area.)

Pre-Event Planning & On-site

- CERA liaison to provide assistance in coordinating all aspects of the sponsorship and participation, pre-event and on site.
- Private meeting room providing comfortable accommodations for Sponsor's use on site.
- Preview of the Executive Conference registration list.

Branding

- Acknowledgment and thanks from the Conference Chair at a Conference-wide session during CERAWEEK®.
- Identification and recognition as the Central Sponsor of CERAWEEK®, including in selected pre-event marketing, on site in the form of signage and in the Program Guide, and on the event Web site before and during the event.
- Logo and link to Sponsor's Web site on CERA.com through the end of the event.

Participation

- Preferential seating for one (1) Sponsor delegate at a head table at one (1) main meal during the Executive Conference.
- Complimentary two-day passes for four (4) delegates from Sponsor's organization (or invited guests) to the Executive Conference (subject to CERA's approval).
- Complimentary passes for one (1) senior delegate to attend exclusive Leadership Circle Breakfasts (subject to CERA's approval and separate registration for the Executive Conference).
- One (1) additional pass for a Sponsor representative to serve only in a public relations role.
- Additional Sponsor organization executives attending the Executive Conference will receive a discount of 20 percent off the CERA client rate.