

AWARENESS BUILDING & BRANDING SPONSORSHIP**TECHNOLOGY SPONSOR**

The *Technology Sponsor* showcases the company's ability to apply relevant applications for the benefit of CERA delegates. CERA seeks a Technology Sponsor that can provide appropriate technologies to offer added convenience to all participants on site, thereby delivering a high-profile presence and recognition for the Technology Sponsor while enhancing the event experience for all delegates.

Deliverables

- CERA will showcase the technology in an accessible area near the Executive Conference in Houston (placement subject to CERA's approval). Sponsor is responsible for any logistics related to the displayed technology, including assembly, disassembly, power source, and connectivity.
- A link on the CERA Web site to access more information about the displayed technology at the event; target page to be built and hosted by Sponsor.
- An e-mail announcement to be sent by CERA to attendees in advance of the event to raise awareness of the presence and accessibility of the displayed technology (text provided by Sponsor and subject to CERA's approval).
- A special invitation to CERAWEEK® speakers (to be included in the CERA speaker acceptance packets) to raise awareness of the presence and accessibility of the displayed technology, with instructions on how to obtain more information and to set up an appointment with Sponsor representatives (materials provided by Sponsor and subject to CERA's approval).
- A special invitation to be placed at the CERA registration and speakers' desks to raise awareness of the presence and accessibility of the displayed technology, with instructions on how to obtain more information and to set up an appointment with Sponsor representatives (materials provided by Sponsor and subject to CERA's approval).
- 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 online on plasma screens throughout the Conference area.)
- An e-mail announcement to be sent by CERA to attendees after the event to raise awareness of the availability of the displayed technology outside the event venue, with instructions on how to obtain more information and to set up an appointment with Sponsor representatives (text provided by Sponsor and subject to CERA's approval)
- Preview of the Executive Conference registration list.

Pre-Event Planning & On-site

- CERA liaison to provide assistance in coordinating all aspects of the sponsorship and participation, pre-event and on site.

Branding

- Acknowledgment, thanks, and announcement of the displayed technology presence from the Conference Chair at the Executive Conference.
- Identification and recognition as the Technology 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.
- If and when CERA runs national and international advertisements on CERAWEEK®, Sponsor will be identified.

Participation

- Preferential seating for one (1) Sponsor delegate at a head table at two (2) main meals during the Executive Conference.
- Complimentary passes for four (4) delegates from Sponsor's organization (or invited guests) to the Executive Conference (subject to CERA's approval).
- Complimentary passes for two (2) senior delegates to attend exclusive Leadership Circle Breakfasts (subject to CERA's approval and separate registration for the Executive Conference).
- Two (2) additional passes for the Sponsor to provide technicians.
- Complimentary pass for one (1) additional delegate from the Sponsor's organization 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.